

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05EBBI08	Total Credit:3
Title Of Paper: Global Business Affaris	

Unit	Description in detail	Weighting (%)
I	Globalization Globalization of world economy. Globalization of Business- meaning and dimensions. Globalization Stage. Essential conditions for globalization Comparison between the old and new globalizations Advantages and disadvantages of globalization	25%
II	Regional economic integration Concept, Objective, Types of Integration, Theory of Customs Union, European Union (EU) South Asian Association for Regional Cooperation (SAARC)	25 %
III	International Investment International Investment Factors affecting foreign investment Growth of foreign investment Significance of foreign investment	25 %
IV	Multinational Corporations Definition and Meaning, Organisational Models, Importance and dominance, MNCs and International Trade	25 %

Basic Text & Reference Books:-

- Francis Chrnilam - International business Environment
- R Chandran - International business Environment
- Francis Chrnilam - Business Environment
- Ahswathappa K - Business Environment
- R Datt and K P M Sundaram - Indian Economy
- A N Agrawal - Indian Economy
- D M Mithani - Money, Banking, International Trade and Finance K Subbarao International Business, Himalaya Publication

