

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Paper Code:UM06EBBI08	Total Credit:3
Title Of Paper: International Business Environment	

Unit	Description in detail	Weighting (%)
I	Introduction and international Economic Environment An Overview of International Business Environment Economic Environment - Nature of the economy, Structure of the economy, economic policies, Economic environment and business.	25%
II	Non economic environment Political and Regulatory Environment, Demographic Environment, Socio-cultural Technological environment	25 %
III	Issues in Global Business Environment Designing global Organizations-Introduction, Organisational Structures, Strengths and weaknesses The Indian Experience - Factors contributing to the growth of globalisation and obstacles to globalisation.	25 %
IV	Intellectual Property Rights Concept, Objectives Types - Industry and copyright Indian patent Law and the UR Agreement	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
- Finance K Subbarao - International Business, Himalaya Publication

