

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. (Honours) Information Technology Management Program
Semester – IV

UM04EBBI08 Front End Programming
Global Business Affairs – II
(w.e.f. November 2016)

Total Credits: 3
Total Marks: 100

Unit I: Introduction to Global Environment (25%)

- Global Business Environment – Characteristics and Components
- Strategies for India going global
- Multinational Enterprises (MNE) - Benefits to host and home country
- Demerits of MNE

Unit II: International Investment (25%)

- International Investment – Factors effecting foreign Investment
- Growth of foreign investment – Significance of foreign investment
- Foreign Investment in India

Unit III: World Trade Organisation (25%)

- General Agreement on Trade and Tariffs (GATT) - Concept
- World Trade Organization (WTO)- Functions, Principles, Organizational Structure
- The WTO Agreements – A Bird's eye view
- Salient feature of Uruguay Round Agreement
- Dispute Settlement Mechanism,
- Ministerial Conferences

Unit IV: International Economic Organisations (25%)

- Introduction, Objectives, Organisational Structure and Functions of following organisation -
- International Monetary Fund (IMF)
- International Bank for Reconstruction and Development (IBRD)
- South Asian Association for Regional Cooperation (SAARC)
- European Union (EU)

Evaluation: Internal: 40 Marks
External: 60 Marks (Two – Hours Examination)

References -

Francis Chrunilam - International business Environment
R Chandran - International business Environment
Francis Chrunilam - 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