

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar**  
**B. B. A. Information Technology Management Program**  
**Semester – IV**

**UM04DBBI24 Global Business Affairs – II**  
**(w.e.f. November 2019)**

**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