



Bachelor of Business Administration
B.B.A (ITM) Semester-IV

Course Code	UM04DBBI74	Title of the Course	Global Business Affairs – II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To familiarize the students with the basic concept of global business environments and its components.2. The students will be able to understand the strategies for Indian companies for going global.3. The students will be able to understand the importance of Multinational Enterprise.4. The students will learn about the importance of international investment and its growth.5. The students will learn the historical role of GATT in international trade and the impact of WTO on international trade.6. The students will be aware about the international economic organizations like International Monetary Fund, International Bank for Reconstruction & Development (IBRD), European Union (EU) and South Asian Association for Regional Cooperation (SAARC).
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Course Content		
Unit	Description	Weightage*(%)
1.	Introduction to Global Environment <ul style="list-style-type: none">• Global Business Environment –Characteristics and Components• Strategies for India going global• Multinational Enterprises(MNE) - Benefits to host and home country• Demerits of MNE	25%
2.	International Investment <ul style="list-style-type: none">• International Investment – Factors effecting foreign Investment• Growth of foreign investment – Significance of foreign investment• Foreign Investment in India	25%
3.	World Trade Organisation <ul style="list-style-type: none">• General Agreement on Trade and Tariffs (GATT) – Concept, Objectives• World Trade Organization (WTO)- Functions, Principles,	25%





	Organizational Structure <ul style="list-style-type: none">• The WTO Agreements – A Bird’s eye view• Salient feature of Uruguay Round Agreement• Dispute Settlement Mechanism• Ministerial Conferences	
4.	International Economic Organisations <ul style="list-style-type: none">• 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)	25%

Teaching-Learning Methodology	ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Describe and illustrate the emergence of MNEs and the merits and demerits of MNEs in the global market;
2.	Students will be able to understand the present and emerging organisational structure at international, regional and national levels, i.e. the World Trade Organisation (WTO), European Union, SAARC and other regional agreements.





3.	Students will be aware of the advantages and disadvantages of international dispute resolution, e.g. international arbitration and WTO dispute resolution.
4.	Students will learn various regional institutions in different parts of the world. Learning will focus on the Asia-Pacific region but they will also look at the EU and SAARC.
5.	Students will learn about the importance, growth and the factors influencing international investment.

Suggested References:

Sr. No.	References
1.	Francis Chrunilam - International business Environment
2.	R Chandran - International business Environment
3.	Ahswathappa K - Business Environment
4.	R Datt and K P M Sundaram – Indian Economy
5.	A N Agrawal - Indian Economy
6.	D M Mithani – Money, Banking, International Trade and Finance

On-line resources to be used if available as references material:

On-line resources:

<https://www.imf.org/en/Home>

<https://www.wto.org/>

<https://www.worldbank.org/en/who-we-are/ibrd>

https://www.wto.org/english/docs_e/legal_e/gatt47_01_e.htm

