

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
Programme: BBA Information Technology Program (3 Years)
Semester-III
UM03DBBI24 Global Business Affairs-I
(w.e.f. June 2019)

Total Credits:3

Total Marks:100

Unit 1 International Business Environment (25%)

- An Overview of International Business Environment
- Economic Environment
- Non-Economic Environment
- Political Environment
- Demographic Environment
- Socio-Cultural Environment
- Technological Environment

Unit 2 Globalization (25%)

- Globalization of World Economy
- Globalization of Business: Meaning & Dimensions
- Stages of Globalization
- Essential Conditions for Globalization
- Advantages and Disadvantages of Globalization
- Factors Contributing to the growth of globalization and obstacles of globalization

Unit 3 Multinational Corporations (25%)

- Definition and Meaning
- Organizational Models
- Importance & Dominance
- MNC's and International Trade

Unit 4 Export Procedure & Documentation (25%)

- Export Procedure
- Registration Stage
- Pre-Shipment Stage
- Shipment Stage
- Post-Shipment Stage
- Export Documentation
- Letter of Credit
- Bill of lading
- Mate's Receipt

Evaluation: Internal: 40 Marks

External:60 Marks (Two Hours Examination)

References

1. Francis Cherunillam-International Business Environment
2. R. Chandran- International Business Environment
3. Francis Cherunilam-Business Environment
4. Aswathappa K- Business Environment
5. AN Agrawal- Indian Economy