



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

Course Code	UM03DBBI74	Title of the Course	Global Business Affairs-I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. Basic and broad knowledge in international business environment, strategies and management.</li><li>2. Awareness of the different thinking and viewpoints of diverse cultures.</li><li>3. Awareness of the global business environment and its impacts on businesses.</li><li>4. Basic knowledge of globalization including its advantages and disadvantages.</li><li>5. Awareness of export and import procedures and documentation.</li></ol>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>International Business Environment</b> <ul style="list-style-type: none"><li>• An Overview of International Business Environment</li><li>• Economic Environment</li><li>• Non-Economic Environment</li><li>• Political Environment</li><li>• Demographic Environment</li><li>• Socio-Cultural Environment</li><li>• Technological Environment</li></ul>	25%
2.	<b>Globalization</b> <ul style="list-style-type: none"><li>• Globalization of World Economy</li><li>• Globalization of Business: Meaning &amp; Dimensions</li><li>• Stages of Globalization</li><li>• Comparison of old and new globalization.</li><li>• Essential Conditions for Globalization</li><li>• Advantages and Disadvantages of Globalization</li><li>• Factors Contributing to the growth of globalization and obstacles of globalization</li></ul>	25%
3.	<b>Multinational Corporations</b> <ul style="list-style-type: none"><li>• Definition and Meaning</li><li>• Organizational Models</li><li>• Importance &amp; Dominance</li><li>• MNC's and International Trade</li></ul>	25%
4.	<b>Export Procedure &amp; Documentation</b>	25%





	<ul style="list-style-type: none"><li>• Export Procedure</li><li>• Registration Stage</li><li>• Pre-Shipment Stage</li><li>• Shipment Stage</li><li>• Post-Shipment Stage</li><li>• Export Documentation</li><li>• Letter of Credit</li><li>• Bill of lading</li><li>• Mate's Receipt</li></ul>	
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Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Class Room interaction and Group Discussion.
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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.	Understanding about the various constituents of International Business Environment.
2.	Appreciate the benefits and importance of globalization in this new changing world.
3.	Analyse different combinations of international strategies and organisational structures.
4.	Understand the Export –Import Procedures and Documentations.

Suggested References:
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Sr. No.	References
1.	Francis Cherunilam-International Business Environment
2.	R. Chandran- International Business Environment
3.	Francis Cherunilam-Business Environment
4.	Export Marketing- Khushpat S Jain

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

On-line resources:

[https://saylordotorg.github.io/text\\_international-business/index.html](https://saylordotorg.github.io/text_international-business/index.html)

<https://www.indiafilings.com/learn/export-and-import-procedure-in-india/>

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