

SARDAR PATEL UNIVERSITY
Programme: FOURTH YEAR OF BCOM
Semester: VIII
Syllabus with effect from: JUNE 2013 (BATCH 2010)

Paper Code: UB08CCOM02	Total Credits: 4
Title Of Paper: Business Environment	

Unit	Description in detail	Weightage (%)
1	An Overview of Business Environment A Glimpse of Business Environment, Scope and Objectives of Business. Environmental Analysis & Forecasting Economic, Political, Natural, Technological, Demographic & Societal Environment	25 %
2	Meaning and Rational for Globalization Challenges of International Business Strategies in Globalization FDI and Implications for India GATT, WTO, Global Liberalization and International Business	25 %
3	MNCs & Foreign Trade Development and Regulations MNC-Definition, Meaning, Merits, demerits and perspectives MNCs and International Trade, FERA and FEMA Foreign Trade Act, EPZs, EOUs, TPs, & SEZs; Export Houses and Trading Houses	25 %
4	Strategies for Going Global Strategies in Globalization Managing Political Risk FII's Concept – ADR's GDR's	25 %
	Tutorial: Credits – 1, Marks – 25.	
	Journals: Students are required to prepare and submit a journal on recent development in any of above four chapters. This should include News. Policy formulation and any news story developing in the topics under discussion in the syllabus.	

Basic Text & Reference Books:

- Business Environment- Francis Charunilam
- Essentials of Business Environment- K Aswathappa
- The International Business – Anant K. Sundram & J. Stewart Black

