

SARDAR PATEL UNIVERSITY
Programme: FOURTH YEAR OF BCOM
Semester: VIII
Syllabus with effect from: December 2014 (BATCH 2011)

Paper Code: UB08CCOM02	Total Credits: 3
Title Of Paper: Business Environment	

Unit	Description in detail	Weightage (%)
1	An Overview of Business Environment: A Glimpse of Business Environment, Types and Components of Indian Business Environment Scope and Objectives of Business. Environmental Analysis & Forecasting	25 %
2	Meaning and Rational for Globalization: Meaning and dimensions of globalization Features of Current Globalization Essential condition for globalization Pros and cons of Globalization Globalization of world economy Globalization of Indian business-Obstacles and factors favoring globalization	25 %
3	Development and regulation of foreign trade: Foreign Trade Act, EPZs, EOUs, TPs, & SEZs; Export Houses and Trading Houses FERA and FEMA Export promotion and incentives of Government of India.	25 %
4	International Investment: International Investment - Factors effecting foreign Investment Growth of foreign investment - Significance of foreign investment Foreign Investment in India FII's Concept – ADR's GDR's	25 %

Basic Text & Reference Books:

- 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
- K Subbarao - International Business, Himalaya Publication

