



**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Syllabus with effect from the Academic Year 2021-2022**

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**M.B.A. Semester II**  
**PM02CMBA58: INTERNATIONAL BUSINESS ENVIRONMENT AND MANAGEMENT**

Course Code	<b>PM02CMBA58</b>	Title of the Course	INTERNATIONAL BUSINESS ENVIRONMENT AND MANAGEMENT
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none"><li>• To familiarize participants with various regions of the world economy.</li><li>• To provide a conceptual framework to study the international business environment.</li><li>• To learn concepts and principles related to international economics essential for business decisions.</li><li>• To understand the challenges that managers face due to liberalized economic environment and globalization.</li></ul>
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<b>Course Content: 30 sessions</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%) / Sessions (Nos.)</b>
1	Introduction to International Business environment, Forces of globalization, Constituents of Global Business Environment, FOREX regimes, market and risk, Theories of International Trade, International Economic Institutions, IMF and WTO.	25%
2	Global Business and Events, International Economic Integration and groupings, International Economic Principles, International Economic Events and Impact.	25%
3	Doing Global Business, The trading environment of international business – laws and institutions, The ethics and social responsibility environment of international business, Country risk and political risk, Cultural environment.	25%



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4	Cases and Learning, Various global Economic Crisis and Impact on Business, Competitive Strategy and designing organizations for international environments-MNC cases, Project/Assignment Presentation.	25%
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Teaching-Learning Methodology	Question-answer, lectures and class discussion, case studies, project studies, presentations and assignment.
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<b>Evaluation Pattern</b>		
Sr. No.	Details of the Evaluation	Weightage %
1.	Mid Semester Examination	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance	30%
3.	End Semester Examination	40%

<b>Course Outcomes: Having completed this course, the learner will be able to</b>	
1.	Distinguish between domestic and international firms and business.
2.	Understand the constituents of an international business environment.
3.	Take business and development decisions across various economic systems (regions) globally.
4.	Learn concepts of international economy and role of international economic organizations, treaties and bilateral and multilateral agreements on economy and business.
5.	Learn past global economic events and international firms' response to changing business needs globally.
6.	Enhance employability.



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<b>Suggested References:</b>	
<b>Sr. No.</b>	<b>References</b>
1.	Sundaram K. Anant and Black Stewart, "The International Business Environment, Text and Cases", Pearson.
2.	Adhikari, Manab, "Global Business Management", Macmillan Business Book Publication.
3.	Journal - Far Eastern Economy Review, The Economist, Economic and Political Weekly and other business magazines.
4.	Business newspapers available in the library.

<b>On-line Resources</b>
Websites of international business institutions, journals and magazines.