

**SARDAR PATEL UNIVERSITY**  
**Programme: MCOM**  
**Semester: IV**  
**Syllabus with effect from: DECEMBER 2014**

<b>Course Code:</b> PB04CCOM01	<b>Total Credits: 5</b>
<b>Course Title:</b> International Business Environment	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>Introduction of International Business Environment:</b> What is International Business and it's evolution? Meaning of International Business Environment Features of International Business Environment Importance of International Business Environment International Business Environment: A System Approach Factors affecting International Business Environment International Economic Environment International Political Environment International technological environment International Socio-cultural environment International Legal Environment	<b>25 %</b>
<b>2</b>	<b>International Investment:</b> Types of foreign Investment Significance of foreign Investment Limitation and ganger of foreign capital Factor affecting international investment Growth of FDI Directional Trend Sectoral Trend Cross boarder M & As Foreign Investment in India Foreign Investment by Indian Companies	<b>25 %</b>
<b>3</b>	<b>Multinational Corporation:</b> Introduction of MNCs Meaning and Definition of MNCs Organizational Model Dominance of MNCs International Trade and MNCs Merits of MNCs Demerits of MNCs Perspective of MNCs Code of Conduct Multinational in India <b>GATT/WTO and Global Liberalization</b> GATT The Uruguay Round Salient Features of UR Agreement GATS TRIMS TRIPS Evaluation of the Uruguay round	<b>25 %</b>



	Evaluation of TWO, Doha Declaration WRO and Developing countries WTO and India	
<b>4</b>	<b>Development and Regulation of Foreign Trade:</b> Qualitative and Quantitative restriction Regulation of Foreign trade Export promotion Free trade area A customs union and Common market European Union (EU) North American Free Trade Agreement (NAFTA) Inconterms - Ex-works, FOB, C.I.F, DDP etc	<b>25 %</b>

**Basic Text & Reference Books:**

- Dr. S. Porkodi & Dr. Ansarul Haque: International Business Environment, Global Vision Publishing House, New Delhi, 1st Edition, 2010.
- Francis Cherunilam, Business Environment, Himalaya Publishing House, Eighteenth revised edition-2008.
- K. Ashwathappa, Essentials of Business Environment, 10th Edition, 2008, Himalaya Publishing House Private Limited.
- Francis Cherunilam, International Trade and Export Management, 15th Revised edition, Himalaya Publishing House Private Limited.

