

Course Name **Global Business Environment and International Business**

Course Code MGT 378

Credits Equivalent 4 Credits

Course Objectives The course is designed to:
 To understand various types of Business Environment
 To know various government policies related with business
 To know basics of International business
 To know about various international organization with role
 To know about trends and mode of Foreign Direct Investment.

Course Outcome (Cos) To gain knowledge of business environment
 To gain knowledge of global business
 To gain Legal Aspects of Business
 To gain knowledge about various global financial institution.

Attendance Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria 1. Mid Term Examination: 20%
 2. End Term Examination: 60%
 3. Continuous Internal Assessment : 20%
 a. Class participation = 5%
 (Note: Below 75%=0, 75-80%=1, Above 80- 85%=2, Above 85-90%=3, Above 90-95%=4, Above 95%=5)
 b. Assignments/Presentation = 10%
 c. Case studies/Field Survey = 5%

MGT 113 Global Business Environment and International Business														
Program Outcomes									Program Specific Outcomes					
CO	PO ¹	PO ²	PO ³	PO ⁴	PO ⁵	PO ⁶	PO ⁷	PO ⁸	PSO ¹	PSO ²	PSO ³	PSO ⁴	PSO ⁵	PSO ⁶
CO1	3								3	3				
CO2	2									2				
CO3				3									2	
CO4							1							2

Unit	Course Content	Hours
I	Business Environment & Policies Concepts and elements of business environment: (Economic environment, Political environment, Legal environment, Socio-cultural, Technological factors and their influence on public sector, private sector, MSME sector. Environmental Scanning Public private partnership : Challenges and Opportunities New Economic Policies Monetary policies and fiscal policies NITI Aayog, India's foreign trade policy	10
II	Legislation for Social Responsibilities Corporate Social responsibilities – Concept , Impact on Business Consumer protection Act-2019, Environmental protection Act -1986 Right to information Act-2005	4
III	International Business Scope and importance of international business; Modes of entry into international business Import- Export process and Documentation Government intervention in international trade; Tariff and non-tariff barriers; Home and Host countries barriers;	10
IV	FDI and Balance of Payment : Foreign direct investment (FDI) and Foreign portfolio investment (FPI); Types of FDI, benefits of FDI to home and host countries; India's FDI policy, Balance of payments (BOP), Importance and components of BOP	6
V	International Institution: IMF, Role of IMF, TRIMS, TRIPS, Features of TRIMS/TRIPS, International Bank for Reconstruction and Development (IBRD) - Functions South Asian Association for Regional Cooperation (SAARC)- Functions WTO, Role, Functions, Objectives , GATT ASEAN, European Union (EU), NAFTA, BRICS UNCTAD, Its Basic Principles, OCED, G20	10

Text Book

1. Aswathappa, K,(2021) Essentials of Business Environment(Text, cases and Exercise) , Himalaya Publishing House, New Delhi.
2. Bhalla. V K(2013) , International Business, S Chand & Company, New Delhi
3. Gupta C.B.(2020), International Business, S Chand & Company, New Delhi.

Suggested Readings:

4. Cherunilam, Francis, (30th Edition) Business Environment - Text and Cases, Himalaya Publishing House, New Delhi

5. Anant K. Sundaram & Stewart Black (2015) Pearson Education India
6. Rao P. Subba(2019), International Business text and cases, Himalaya Publishing house, New Delhi
7. A N Agrawal (2019)- Indian Economy, New Age international pvt. Ltd., New Delhi