

Objectives: It helps the students to have awareness about various Global environment and strategies of international business.

Detailed Curriculum:

Unit I: Globalization & Business Environment: Globalization – globalization of business, meaning & dimensions – features of current globalization – globalization phases & indicators – globalization of Indian Business – Pros & Cons of globalization – Foreign Market Entry Strategies – Meaning and Definitions of MNC’s – MNC’s and International Trade.

Unit II: GATT/WTO: Objectives and evaluation of GATT –The Evaluation of Uruguay Round Agreements, - TRIPS, TRIMS & GATS – salient feature of Uruguay Round Agreement. WTO: Functions of WTO –Trading Blocks – Disputes Settlement Mechanism, - Dumping and Anti-dumping Measures - Types of integration – European Union – NAFTA – Economic integration of Developing countries.

Unit III: Foreign trade: Regulation of Foreign Trade – EXIM Policy - Foreign Trade Policy – Export Promotion Measures – Special Economic Zones – Magnitude and Direction of Indian International Trade Agreements – Bilateral and Multilateral Trade Agreements - The role of EXIM Bank in foreign trade in India.

Unit IV: Balance of Payment: Structure and Components of Balance of Payments – Causes of BOP Disequilibrium – Correction of Disequilibrium – Financing of BOP Deficit – Balance of Payments of India – Current and Capital Account Convertibility – ADR & GDRs.

Unit V: Strategy of International Business: Introduction and role of strategy –international marketing: - forms of international marketing – types of exporters- export Houses – marketing organizations. International human resources – strategic international human resource management – international finance system: global monetary system- Exchange Rate systems & classifications – foreign exchange system- factors determining exchange rates - The role of IMF in international Trades

Recommended Text Book(s):

1. Justin Paul, International Business , Eastern Economy Edition, PHI, 4th Edition, 2009
2. Francis Cherunilam, Business Environment, Himalaya Publications, New Delhi, 1st Edition 2009.

Recommended Reference Books:

1. Suresh Bedi, Business Environment, Excel Publications, New Delhi.
2. K.V.Sivaiah & V.B.M.Das, Indian Industrial Economy, S. Chand & Company, New Delhi.
3. Economic Survey (latest), Govt. of India, Ministry of Finance, New Delhi
4. Justin Paul, Business Environment, Text & Cases, McGraw-Hill, New Delhi.