### Veer Narmad South Gujarat University

#### 404 – International Business Environment

###### Second Year BBA(Semester 4) With Effect from AY2020-21

Objective of the course:

* + To get the students acquainted with the present economic environment in India andabroad.
  + To enable the students understand the various issues involved in the macro management of theeconomy

Teaching Pedagogy:

Lectures, Presentations, Group Projects, Group Discussions

Unit 1: Introductionto Globalization (20%)

**Globalization:** Introduction to Globalization, What is globalization, the globalization of Markets, The globalization of productions, the emergence of global institutions, Drivers of globalization

Unit 2: Differences in Political Legal &EconomicEnvironment (20%)

Introduction, Nationwide Differences in Political Systems, Economic Systems, Legal Systems Different Legal Systems, Differences in Contract Law, Property Rights

**Unit 3: Differences inCulturalEnvironment (20%)** Differences in Culture**:** Introduction, Values and Norms, Culture, Society and the Nation state, Culture and the workplace, Implications forManagers

**Unit 4: Ethics inInternationalBusiness (20%)** Introduction, Ethical Issues in International Business, Ethical Dilemmas, The roots of Unethical Behavior, Ethical decisionmaking

***Unit 5: OpenEconomyManagement (20%)***

Open Economy Management. Balance of payments, Role of Foreign Trade & Policy, Role of Foreign Capital & Policy, Exchange Rate Policy and Exchange Controls, Regional Integration: EU,

etc. World Trade Organization, World Bank, IMF, etc, Other Global Orientation of Indian Economy: Growth and evolution of Indian MNC’s, Current crises in US/Europe/Asia and its impact on economic growth of India. SAARC, ASEAN and India

***Suggested Readings:***

* *Francis Cherunillam, International Business, HimalayaPublications*
* *Hill C., Jain A.,(2009), International Business – Competing in the global marketplace Sixth edition, Tata McGraw Hill, NewDelhi*
* *The Indian Economy; Problems and Prospects. Edited byBimalJalan,Penguin*
* *V.K.Puri: Indian Economy, HimalyaPublishingHouse*