

Veer Narmad South Gujarat University

404 - International Business Environment

Course	404
Course Title	International Business Environment
Credit	4
Teaching per Week	4
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none"> To make students understand various factors in the international environment that affects the business.
Course Objective	<ul style="list-style-type: none"> To get the students acquainted with the present economic environment in India and abroad. To enable the students understand the various issues involved in the macro management of the economy
Course Outcome	<ul style="list-style-type: none"> The students will be acquainted with the domestic as well as international factors that affect the business.
Course Content	
Unit 1: Introduction to Globalization	(20%)
<ul style="list-style-type: none"> Globalization: Introduction to Globalization, What is globalization? The globalization of Markets The globalization of productions Drivers of globalization 	
Unit 2: Differences in Political Legal & Economic Environment	(20%)
<ul style="list-style-type: none"> Introduction Nationwide Differences in Political Systems Economic Systems Legal Systems Differences in Contract Law, Property Rights 	
Unit 3: Differences in Cultural Environment	(20%)
<ul style="list-style-type: none"> Differences in Culture: Introduction, Values and Norms, Culture, Society and the Nation state, Culture and the workplace Implications for Managers 	
Unit 4: Ethics in International Business	(20%)
<ul style="list-style-type: none"> Introduction Ethical Issues in International Business Ethical Dilemmas The roots of Unethical Behaviour Ethical decision-making 	
Unit 5: Open Economy Management	(20%)
<ul style="list-style-type: none"> 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
- SAARC, ASEAN and India

Suggested Reading:

- Francis Cherunillam, International Business, Himalaya Publications
- 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 by BimalJalan,Penguin
- V.K.Puri: Indian Economy, Himalaya Publishing House