

Part B

Name of Programme – Master of Commerce (Semester IV) Group C Foreign Trade

Code of Subject	Title of Subject	Total Numbers of Periods
M.Com. 44 C	International Business Environment	75

Course Outcomes:

The successful completion of this course shall enable the student to_

- 1) Understand the importance and scope of global business and identify the main economical and non-economical factors that influence to the business.
- 2) Identify the modes and types of international business & understand the importance of intellectual property in economical development.
- 3) Understand the exchange rate and evaluate the factor affecting the rate.
- 4) Appraise to collect foreign capital & will be able to set capital structure.
- 5) Understand role and working of international institutions and economically integrated economies.

UN IT	CONTENTS	No of Lectures
1	International Business and Economic Environment : Nature, importance and scope, framework for analyzing international business environment-geographical, Economic, Socio-cultural, Political and legal environment, world Economic and trading situation.	15
2	Multinational Corporations : Conceptual framework of MNCs, MNCs and host and home country relations. Market orientation of MNCs. Intellectual Property: Concept-Importance-Types & role in development	15

3	International Financial Environment Determining Exchange rates, Various types of Exchange rates, Factors affecting Exchange rates. Exchange rate arrangement in India overview of FEMA; Exchange dealings and currency possession, Concept & features of FOREX..	15
4	Foreign Investments: Meaning of Foreign Investment. Sources of FI. Concept-forms-Importance- Advantages-Disadvantages & Influencing Factors of Foreign Direct Investment (FDI) & Foreign Portfolio Investment (FPI).	15
5	International Institutions and Groupings: WTO: Brief Overview, Functions & Important Agreements (GATT-GATS-TRIPS & Agriculture related). WIPO (Brief Overview-Object-Functions). Economic Integration: Brief Overview-Object-Function of SAARC-ASIAN-SAFTA-NATTA -European Union- BRICS- G-20.	15

REFERENCE BOOKS :

1. Adhikari Manab : Global Business Management- Macmillan New Delhi.
2. Black and Sundaram : International Business Environment- Prentice Hall.
3. Sodersten B.O. : International Economics- Macmillan, London.
4. Parvez Asheghian and Bahaman Ebrahim- International Business.
5. P. Subba Rao, International Business, Himalaya Publication House.
6. WIPO: Intellectual Property Handbook : WIPO Publication.
7. श. के. मोडक: अंतरराष्ट्रीय अर्थशास्त्र