

Part B
Programme: Master of Commerce (Semester: I) NEP

Code of Subject	Title of Subject	Total Numbers of Periods
M.Com. NEP/24-B	International Business Environment	75

Subject Outcomes:

The successful completion of this course shall enable the student to___

- 1) Identify the environmental factors that influence the international business.
- 2) Understand globalization and intellectual properties
- 3) Appraise to international payment system-foreign market- and foreign capital.
- 4) Understand modus operandi of international institutions and economically integrated economies and their impact on international business.
- 5) Compare the global indexes & understand the economical position & trends of various economies

UNIT	Contents	No of Period
1	International Business Environment & Analysis	
1.1	International Business Environment (IBE): (1) Concept & Definition of International Business, Modes of entry into International Business. (2) Definition, Meaning, Nature, Scope, and Importance of IBE (3) Elements & Types of IBE: (A) Internal Environment (B). External Environment: (a) Economic (b)Non-economical: Social- Cultural- Legal- Political- Demographic- Natural & Technological	15
1.2	Tools of Environment Analysis: PEST, PESTEL Model, SWOT, PORTER'S Five Factor Model	
2	International Business & Globalization	
2.1	Globalization: Concept-Importance-Components-Methods-Advantages & Disadvantages-Integrated Globalization & KOF Index MNCs: Definition-Concept-Importance-Advantages-Disadvantages-MNCs in India	15
2.2	Intellectual Property: Concept-Importance-Types & role in development	
3.	International Financial Environment	
3.1	International Payment System: Open Account-Letter of Credit(LOC)-Counter Trade & Others Foreign Exchange market: Meaning & Features Foreign ExchangeRate: Concept-Types-Influencing Factors	15
3.2	Foreign Direct Investment: Concept-Advantages& Disadvantages, Influencing Factors Foreign Portfolio Investment: Concept-Advantages& Disadvantages, Influencing Factors	
4	International Institutions & Economic Integration	
4.1	UNO: Brief Overview-Object- Functions, Agencies-Sustainable Development Goals (SDG) WTO: Brief Overview, Functions &Agreements (GATT-GATS-TRIPS & Agriculture related) WIPO: Brief Overview-Object- Functions-Global Innovation Index (GII)	15
4.2	Economic Integration: Brief Overview-Object-Function of SAARC-BRICS-European Union-G-20.	
5	Global Indices& Current Trends (Indian Perspectives)	
5.1	Global Index Concept, overview& Indian rank A) World Economic forum: (1) Environment Performance Index (EPI), (2) Global Competitiveness Index (GCI), (3) Global Gender Gap Index (GGGI) B) United Nations Development Program UNDP: (1) Human Development Index (HDI),(2) Human Poverty Index (HPI), (3)Gender Inequality Index (GII) C) Other: (1) Ease to doing business index, (2) Global Entrepreneurship Index (GEI), (3) Global Hunger Index (GHI), (4) Corruption Perceptions Index (CPI).	15
5.2	Current Trends:Populations-Labour Force -GDP-GNI-BOT-CAB-FDI-FPI-IP Registration.	

References

1. Adhikari Maneb : 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: अंतरराष्ट्रीयअर्थशास्त्र