

MBA427: GLOBAL BUSINESS ENVIRONMENT

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

- To give students understanding about the various constituents of global business environment.
- To study the benefits and cost of globalization.
- To study economics of regional trading blocs and multilateralism.
- To study the various exchange rate regimes and their respective advantages and disadvantages.

Hours: 40 Hrs

Unit I (10 Hrs): MNEs and International Business environment Nature of business environment; components of international business environment; MNEs and internationalization; environmental scanning for international business; forces of globalization and modes of entry.

Unit II (10 Hrs): International Economic Environment The components and characteristics of international economic environment; the transnational economy; trading environment of international business; FDI and their Impact on the Economy


Unit III (10 Hrs): The Political and legal environment: The regulatory and legal environment of business; basic principles of international law for business; areas of legal environment of particular concern to MNEs

Unit IV (10 Hrs): Cross-cultural environment of Business Analysis; country risk analysis; the cultural environment of international business; cross cultural challenges and complications; culture shock and international business


Ethical Issues in international Business The Ethical and social responsibility of international business; bribery and corruption; competitive strategy and international business environment; an overview of India's business environment

Suggested Readings:

1. The international Business Environment Prentice Hall of India, Anant, K. Sundaram and J. Stewart Black, New Delhi 1996
2. International Business: Environments and Operations, Daneils, John D. and Lee H. Radebaugh, Pearson Education, 11th edition, New Delhi, 2007


Dean Academics
Faculty of Management
Invertis University, Bareilly (U.P.)


Registrar
Invertis University
Bareilly


Head
Department of Management (MBA)
Faculty of Management
Invertis University, Bareilly (U.P.)

3. International Business Environment, Cherunilam, Francis, 3rd edition, Himalya Publishing, 2007
4. International Management, Hudgell and Luthans McGraw-Hill
5. The Global Business Environment, Monir H. Tayeb, New Delhi, Sage Publications


COURSE OUTCOMES : After completion of this course, the student will be able to

COURSE OUTCOMES DESCRIPTION	
CO1	Able to understanding about the various constituents of global business environment.
CO2	Able to understand various exchange rate regimes and their respective advantages and disadvantages.
CO3	Able to explain the concept of the various constituents of environment and their impact on businesses.
CO4	Able to understand investment theories, exchange rate theories and regional trading bloc theories and their impact on economic welfare.
CO5	Able to analyse the principle and he different exchange rate regimes' impact on businesses.
CO6	Ability to integrate the concept and opening economies of developing countries like India through RTB and multilateral route (WTO).

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions


 Dean Academics
 Faculty of Management
 Invertis University, Bareilly (UP)


 Registrar
 Invertis University
 Bareilly


 Head
 Department of Management (MBA)
 Faculty of Management
 Invertis University, Bareilly (UP)