

## 1.2 INTERNATIONAL BUSINESS ENVIRONMENT

Semester: I	Batch :2022-23
Course Code: 1.2	Course Paper: Hardcore
Internal Marks:30	External Marks:70
Weekly Hours:4 (Theory)	Credit: 4

### Syllabus:

**Module 1:** International Business & Environment: Importance, nature and scope of International business; Modes of entry into International Business; globalization process and managerial implications; multinational corporations and their involvement in global Business: Issues in foreign investments, technology transfer, pricing and regulations. Introduction to Economic environment–political and regulatory environment–demographic environment– social, cultural and technological environment.

**Module 2: International Economic Environment:** Regional integration and trade blocks –Types of integration – theory of customs union, European union – regional groupings–integration of developing countries–ASEAN ,SAARC, SAPTA, global commodity agreements – quota agreements – Cartels – Bi-lateral & Multi-lateral contracts– Economic institutions–**International Monetary Funds(IMF)**– World Bank, Asian Development Bank, UNCTAD, UNIDO, International Trade Centre, WTO, GATS, TRIM, TRIPS.

**Module 3: International Trade and Investment Environment:** Government Influence on Trade: Trade in merchandise – Trade in services – Global sourcing – degree of dependence –balance of payments – trade and BOP of India. Cultural contacts of global management –Understanding the role of culture–communicating across cultures– cross cultural negotiations and decision making. Types and significance of foreign investments – factors affecting global investment – growth and dispersion of FDI– cross border mergers and acquisitions–foreign investment in India–The New Policy– EURO/ADR issues–M&A–Indian companies going global.

**Module 4: Multi National Corporation:** Definition and Meaning–

**Importance and dominance of MNCs–Code of conduct–MNCs in India Transnational Companies and Global Companies**–Their nature, Transfer of Technology–global

competitiveness –indicators of competitiveness -competitive advantage of nations –  
Technology and Globalcompetitiveness.globalOperations–  
Globalsupplychainmanagement–globalmanufacturingstrategies–  
factorsaffectingglobalHRMandstaffingpolicy–globalnegotiations–globalassetprotection–  
ProtectionofIPRs.

**Module5:SocialResponsibilitiesandEthics:**SocialResponsibilitiesandEthics,MNESocial  
Responsibilities – philanthropic Responsibility, Ethical Responsibility, **Legal**  
**Responsibility**,EconomicResponsibility,ForeignCorruptPracticesAct,Cases.