SEMESTER–II PAPER CODE: COM 6: Core-I INTERNATIONAL BUSINESS AND BUSINESS ENVIRONMENT

Objective: to familiarize and acquaint the students with the knowledge of business environment and latest development in business environment.

UNIT - I: INTRODUCTION: Business environment—concept-elements-Economic environment-economic systems-Policy Environment-Fiscal Policy-Monetary Policy—Political environment-Role of government in business-Legal Environment-Consumer protection Act-Competition Act-Socio-Cultural Environment -corporate social responsibility.

UNIT - II: LIBERALIZATION: Industrial Policy1991 and its implementation—Industrial growth and structural changes - Economic Planning—NITI Aayog—Economic reforms – liberalization—Second Generation reforms - Balance of Payments-importance-components.

UNIT - III: PRIVATIZATION AND GLOBALISATION: Privatization-concepts – nature – objectives – forms—Theories of International Trade-Government intervention in International Trade-tariff and non-tariff barriers—Scope and importance of international business—Globalization-meaning-drivers – Modes of Entry.

UNIT - IV: FOREIGN CAPITAL: Foreign Direct Investment: types-trends-costs and benefits to home and host countries-policy of Government-Foreign Portfolio Investment – FEMA- Objectives – Provisions—International Economic Institutions-IMF-World Bank-UNCTAD.

UNIT - V: WTO AND TRADE POLICY: World Trade Organisation – functions – objectives – AOA – GATS – TRIPS – TRIMS Regional Economic Integration-levels-trade creation and diversion effects-Regional Trade Agreements-EU-ASEAN-SAARC-NAFTA-BRICS—India‘s Trade Policy.

SUGGESTED READINGS: Books: 1. Francis Cherunilam: Global Economy and Business Environment – Himalaya 2. Francis Cherunilam: Business Environment - Text and Cases - Himalaya 3. S.K.Misra & V.K.Puri: Economic Environment of Business - Himalaya 4. Menipaz: International Business: sage. 4. Prof. Laxmi Narain: Globalization – Liberalization and Privatization of Public enterprises – Sultan Chand & Co. 5. S.K.Misra & V.K.Puri: Indian Economy - Himalaya 6. Aswathappa: Business Environment - Himalaya 7. Dutt and Sundharam: Indian Economy 8. Ray: Indian Economy, PHI Reports: 1. World Development Report; 2. Human Development Report; 3. India Development Report; 4. Pre-budget economic survey. Periodicals: Economic and Political weekly; Business India; Business World; Business Today; Finance India; Business Standard.