

**Course No. 404**     **INTERNATIONAL BUSINESS ENVIRONMENT (IBEV XVI)**  
**(For B.Com ( Int. Business and e-commerce))**

**Marks:80**

**Hours: 40**

**Objective:** The objects of this course are to be acquainting students with international business environment and its impact on foreign market operations of a firm.

**Course Contents:**

**UNIT-I:** International Business Environment – An Overview: Nature, Importance, and scope; Environment analysis – economic, geographic, socio-cultural, Commercial, Legal, and Political environments.

20 : 10 hrs

**UNIT-II:** Theoretical Foundations of International Business: Theories of International trade; Gains from International trade; Balance of Payments analysis.

20 : 10 hrs

**UNIT-III:** Foreign Investment: Types, motives and effects; Present structure of foreign direct investments. Multinational Corporations (MNCs): Nature, role, type and operations; Policy towards MNCs; Transfer of technology.

20 : 10 hrs

**UNIT-IV:** Regional Economic Integration: Forms of integration, Regional economic groupings in practice –EU, NAFTA, ASEAN, SAARC, and SAPTA. International Economic Co-operation, Institutions and Agreements: WTO; World Bank; IMF; UNCTAD; GSP; Commodity Agreements.

20 : 10 hrs

**Text and Reference Books:**

1. Daniels, John D., and Radebaugh, Lee H: International Business Environment and operations; Addison Wesley Pub. Co, Masseurhsets.
2. Cateora, Philip: International Marketing; Richard; Richard D. Irwin, Illinois.
3. Sodersten BO: International Economic Relation: Prentice Hall, NJ.
4. Hodgson, John S. Nand Herander, Mark G.: International Economic Relation; Prentice Hall, NJ.
5. Bhalla V.K.: International Business; Anmol Publications, New Delhi.
6. Parvez Asheghian , Bahaman Ebrahim: International Business; Harper Collins, London.
7. Peter H. Lindert: International Economics; Richard D. Irwin, Illinois.