

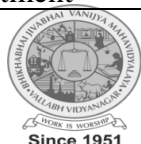


**B. J. VANIJYA MAHAVIDYALAYA**  
**(Autonomous)**  
**(Grant-in-Aid)**  
**(Affiliated to Sardar Patel University)**  
**Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India**  
**Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC**  
**Syllabus with effective from December-2024**

**Master of Commerce (M.Com.)**  
**Semester - II**

Course Code PB02CCOM52	Title of the Paper Business Environment-II	Total Credit 04
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. The students can learn the importance of International Business and can classify and analyze the Recent Trends in International Business and International Business Environment.</li> <li>2. The students can describe, assess and classify International Investment and the factors that influence Foreign Investment and the Growth of FDI in India.</li> <li>3. To Make the Students understand what is Multinational Corporations, their Organizational Models, and how Transfer of Technology is done by MNCs and the Role of WTO in International Trade.</li> <li>4. To Make Students evaluate and understand the Importance of Foreign Trade in today's globalized world, how Foreign Trade is regulated and the use of various INCOTERMS in Foreign Trade and the Foreign Exchange Management Act, 1999.</li> </ol>	

Course Content		
Unit	Description	Weightage
1.	<p><b>INTERNATIONAL BUSINESS AND INTERNATIONAL BUSINESS ENVIRONMENT</b></p> <p><b>INTERNATIONAL BUSINESS:</b></p> <ul style="list-style-type: none"> <li>• Nature and Scope of International Business</li> <li>• Characteristics/Features of International Business</li> <li>• Significance/Importance of International Business</li> <li>• Changing Scenario of International Business</li> <li>• Advantages of International Business</li> <li>• Problems of International Business</li> </ul> <p><b>INTERNATIONAL BUSINESS ENVIRONMENT:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Features and Importance of International Business Environment</li> <li>• A System Approach Business Environment and Strategic Decisions in International Business</li> <li>• Internal and External Factors affecting International Business Environment</li> <li>• Economic Environment, Social-Cultural Environment, Political and Regulatory Environment, Legal Environment, Geographical and Ecological Environment, Technological Environment, Demographic Environment, Suppliers Environment, Competitors Environment, Customers Environment</li> </ul>	25%
2.	<p><b>THE INTERNATIONAL INVESTMENT</b></p> <ul style="list-style-type: none"> <li>• Types of Foreign Investment</li> </ul>	25%



	<ul style="list-style-type: none"> <li>• Significance of foreign Investment</li> <li>• Limitations and Dangers of foreign Capital</li> <li>• Factor affecting International Investment</li> <li>• Growth of FDI, Directional Trend, Sectoral Trend</li> <li>• Cross boarder Ms &amp; As</li> <li>• Foreign Investment in India</li> <li>• Foreign Investment by Indian Companies</li> </ul>	
3.	<p><b>MULTINATIONAL CORPORATIONS</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definition of MNCs</li> <li>• Organizational Models of MNCs</li> <li>• Dominance of MNCs</li> <li>• MNCs and International Trade</li> <li>• Merits and Demerits of MNCs</li> <li>• Perspective of MNCs</li> <li>• Code of Conduct</li> <li>• Multinationals in India</li> </ul> <p><b>THE TRANSFER OF TECHNOLOGY:</b></p> <ul style="list-style-type: none"> <li>• Levels Transfer of Technology, Channels of Technology flow</li> <li>• Methods of Technology, Issues in Transfer of Technology, Promotion and Regulation</li> </ul> <p><b>GATT/WTO AND GLOBAL LIBERALIZATION:</b></p> <ul style="list-style-type: none"> <li>• GATT</li> <li>• Uruguay Round, Salient Features of UR Agreement</li> <li>• GATS, TRIMS, TRIPS</li> <li>• Evaluation of the Uruguay Round</li> <li>• Evaluation of WTO</li> <li>• Doha Declaration</li> <li>• WTO and Developing Countries</li> <li>• WTO and India</li> </ul>	25%
4.	<p><b>DEVELOPMENT AND REGULATION OF FOREIGN TRADE</b></p> <ul style="list-style-type: none"> <li>• Regulation of Foreign trade</li> <li>• The Foreign Trade (Development and Regulation Act) 1992</li> <li>• Export promotion</li> </ul> <p><b>ECONOMIC INTEGRATION:</b></p> <ul style="list-style-type: none"> <li>• Free Trade Area, Economic Union</li> <li>• The Customs Union and Common Market</li> <li>• European Union (EU)</li> <li>• North American Free Trade Agreement (NAFTA)</li> <li>• South Asian Association for Regional Co-Operation (SAARC)</li> <li>• <b>Incoterms:</b> Ex-Works (EXW), Free on Board (FOB), Free Carrier (FCA), Cost, Insurance and Freight (CIF), Delivery Duty Paid (DDP), and Delivery Duty Unpaid (DDU)</li> </ul> <p><b>FOREIGN EXCHANGE MANAGEMENT ACT, 1999:</b></p> <ul style="list-style-type: none"> <li>• Regulation of Foreign Exchange Transactions</li> <li>• Foreign Exchange Management Act, 1999</li> <li>• FERA 1973 and FEMA 1999: A Comparison</li> </ul>	25%

<b>Teaching - Learning Methodology</b>	Lecture, Group Discussion, Doubt Solving, Power Point Presentation, Case Study, Real Life Company Examples, & Seminar
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal/Written Examination	<b>20%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>10%</b>
<b>3.</b>	External Examination	<b>70%</b>

Students will have to score minimum of 40% to pass the course.

<b>Course Outcomes: Having Completed this course, the students will be able to:</b>	
<b>1.</b>	Concept of International Business, International Environment, Types of International Business Environment, its importance, why analysis of international environment is essential and how they affect the important decisions of International Business .
<b>2.</b>	Concept of International Investment, its Types, factors that influence Foreign Investment, Identifying the Limitations and Dangers associated with Foreign Investment, Directional & Sectoral Trend and Foreign Investment in India, Growth of FDI, foreign investment in India and foreign investments made by the Indian Companies.
<b>3.</b>	The Concept of Multinational Corporations, Organizational Models of MNCs, Dominance of MNCs and Meaning of Transfer of Technology, Methods of Transfer of Technology and Issues in Transfer of Technology, The GATT/WTO and WTO and India, the impact on WTO on India developing countries.
<b>4.</b>	How Foreign Trade is regulated, Measures of Export Promotion, different Trade Blocks, INCOTERMS, how these Incoterms are used and the Foreign Exchange Management Act,1999 and Comparison between FERA and FEMA.

<b>Suggested References:</b>	
<b>Sr. No.</b>	<b>References</b>
<b>1.</b>	<b>Subba Rao P. (2008). “International Business Environment”, 2<sup>ND</sup> Revised Edition 2008. Himalaya Publishing House Pvt. Ltd.</b>
<b>2.</b>	<b>Porkodi S. &amp; Haque Ansarul (2010). “International Business Environment”, 1st Edition, 2010. Global Vision Publishing House, New Delhi.</b>
<b>3.</b>	<b>Cherunilam Francis. (2011). “International Business Environment”, 5th Revised Edition, July 2011, Himalaya Publishing House Pvt. Ltd.</b>
<b>4.</b>	<b>Cherunilam Francis. (2013). “Business Environment: Text and Cases”, 22nd Revised Edition, 2013. Himalaya Publishing House Private Limited.</b>
<b>5.</b>	<b>Cherunilam Francis. (2007). “International Trade and Export Management”, 15th Revised Edition, Himalaya Publishing House Pvt. Ltd.</b>
<b>6.</b>	<b>On-Line Resources available that can be used as Reference Material</b>



7. **MOOCs:** The Students can Make a Choice of this Course on UGC MOOCs a Vertical of SWAYAM Portal

- [https://ugcmoocs.inflibnet.ac.in/moocs\\_courses.php](https://ugcmoocs.inflibnet.ac.in/moocs_courses.php)
- [https://ugcmoocs.inflibnet.ac.in/view\\_module\\_pg.php/389](https://ugcmoocs.inflibnet.ac.in/view_module_pg.php/389)
- [https://ugcmoocs.inflibnet.ac.in/view\\_module\\_pg.php/395](https://ugcmoocs.inflibnet.ac.in/view_module_pg.php/395)

**SUBJECT: COMMERCE**

- Paper Number and Title: 5: Business Environment
- Paper Number and Title: International Business

