

BBA I Year	BBA-C203		Semester-II		
	Business Environment				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcomes:	Mapped Program Outcomes
CO.1	To enable students to evaluate business and its environment.	PO.1
CO.2	To enable students to understand business and society.	PO.1 PO.2 PO.3 PO.7 PO.8
CO.3	To enable students to discuss the contemporary issues in business.	PO.2 PO.3 PO.4 PO.7 PO.8
CO.4	To enable students to examine and evaluate business in International Environment.	PO.1 PO.2

- Economic Systems: Globalization of Indian Economy, Aspects of Human Development, Introduction to International Business, Modes of International Business, Absolute advantage, Comparative advantage, theory of Country size. **(8Hours)**
- The Business Environment: The Economic and Political Environment, The Human and Cultural Environment, Trade and Investment—Governmental Influence on Trade and Investment, Determination of Trading Partner's Independence, Interdependence and Dependence, Country Evaluation and Selection, Scanning for Alternatives, Country Comparison Considerations, Tools for Comparing Countries, Diversification vs. Concentration Strategies, Investment Proposal Evaluation. **(8Hours)**
- Marketing: Market size analysis, Product Policy, Pricing Promotion and Distribution, Finance: Internal Sources of Funds, Global Cash Management, Financing International Trade, Risk Management and Financial Aspects of the Investment Decisions, Multinational Accounting and Tax Functions: Factors Influencing the Development of Accounting, Transactions in Foreign Currency, Translating of Foreign Currency, Financial Statements, Taxation of Foreign, source income, Double.Tax Treaties **(8Hours)**
- Human Resource Management: Management Qualifications and Characteristics, International Managerial Transfers, Management Recruitment and Selection, International Development of Managers, Training, Market Differences. Production: Production and Export Strategies, Forms of Foreign Involvement. **(8Hours)**
- Regional Blocks : Cross – National Cooperation and Agreement, GATT and UNCTAD, Trading Blocks— EC, NAFTA, East Asia, Special Trading Arrangements of Trading Blocks with Developing Countries, Monetary Block, International Business Diplomacy: Negotiating an International Business, Issues in Asset Protection, Multilateral Settlements, Consortium Approaches, External Relations Approach. **(8Hours)**

#### SUGGESTED READINGS:

1. Shaikh Saleem.(2020). *Business Environment/ Fourth Edition*. Pearson.
2. Bhalla ,V.K. (1990). *World Economy in 90's ; A Portfolio Approach*.:Anmol Publications.,New Delhi.
3. Daniel, J.D. & Radebanh. (2001). *International Business*..A.Wesley, NY,USA
4. Eiteman, D.K .,& Stonchill, A.I.(1992). *Multinational Business Finance*.A.Wesley, NY,USA
5. Kreinin ,Mordechel, E.H.(1979). *International Economics*, Brace, USA.
6. Rugman, A. M.(1979). *International Diversification & the Multinational*. Lexington Books, Toronto.

**NOTE:** The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

