

BBA III/IV Year	BBA-E138		Semester-V/VI/VII/VIII		
	Global 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 get the students acquainted with the present economic environment in India and abroad.	PO.1 PO.2 PO.3 PO.4 PO.7
CO.2	To enable the students understand the various issues involved in the macro management of the economy	PO.1 PO.2 PO.3 PO.4 PO.5 PO.7 PO.8
CO.3	Analyse the relationships between international business and the political, economic, legal and social policies of countries, regions and international institutions.	PO.2 PO.3 PO.4 PO.5 PO.7 PO.8
CO.4	To understand basic concepts of international trade.	PO.1, PO.2 PO.3 PO.7
CO.5	Evaluation of the growth of Indian MNC .	PO.2, PO.3 PO.4 PO.5

- Introduction. Concept of Economic Environment; Nature and scope. Macro variables: Income, Employment, Money Supply, Price Level, Interest rates, saving and Investment. Movement and Interrelationship between different variables. Trends in Macro variables in India
(10 Hours)
- Institutional Framework of Economic Environment: Role of state; State Vs Markets. Fiscal Policy; Concept & Implications. Monetary Policy; Concept & Implications. Commercial Policy; Concept & Implications.
(10 Hours)
- Structure of Indian Economy: Growth Strategy in plans. Industrial Policy. Public sector & Private sector Monetary Policy. Fiscal Policy. Infrastructure Development. Issues in Indian Economy: Poverty, Unemployment, Regional Dimensions, Productivity & Modernisation, Environment & Sustainable Development, Human Resource Development
(10 Hours)
- Open Economy Management. Balance of payments. Role of Foreign Trade & Policy. Role of Foreign Capital & Policy. Exchange Rate Policy and Exchange Controls. External Debt; International Linkages: Globalisation: Concept, Implications, And Policy. Regional Integration: EU, etc. World Trade Organization. World Bank, IMF, etc. Other Emerging Economies: China, Brazil, Russia. Global Orientation of Indian Economy: Growth and evolution of Indian MNC's, Current crises in US/Europe/Asia and its impact on economic growth of India. SAARC, ASEAN and India.
(10 Hours)

SUGGESTED READINGS:

1. Alworth, & Julian, S. (1988). *The Finance, Investment & Taxation Decisions of Multinationals*. London: Basil & Blackwell..



2. Daniel, J.D. & Radebanh . (2022). *International Business, 17th Edition. Pearson Publications*
3. Eiteman,D.K.,&Stonchill,A.I.(1992). *Multinational Business Finance*.NY,USA:A.Wesley/
4. *Jalan, B.(2004).The Indian Economy; Problems and Prospects. Gurgaon: Penguin.*

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.

