

**K L UNIVERSITY**  
**DEPARTMENT OF COMMERCE**  
**B.Com (Honours) (Accounting & Finance)**  
**II - SEMESTER**  
**INTERNATIONAL BUSINESS ENVIRONMENT**

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**UNIT-I:** Concept of Global Business: Introduction - Nature and Scope of Global Business – Process of Globalization – Forms of Global Business - An overview of the global business environment - Economic, Political, Social, Cultural, technological and legal factors **(12 Hours)**

**UNIT-II:** Economic Environment, Political and Legal Environment, Social and Cultural Environment - **(7 Hours)**

**UNIT – III:** Technological Environment – Innovation – Technological leadership and fellowship – Technology and competitive advantage – Source of technological dynamics – Time lag in Technology introduction – absorption – transfer of technology Influence of the Internet on Business **(10 Hours)**

**UNIT-IV:** Introduction to Foreign Exchange: Risks of foreign exchange - Foreign Exchange Rates - Meaning and determination. – Regulation of foreign exchange transactions – FERA and FEMA comparison **(8 Hours)**

**UNIT – V:** International Trade in Practice: Trading Environment of International Trade - Free Trade Vs Protection- Tariff and Non-tariff Barriers –Trade Blocks – Export Promotion – Organisation set up – Production assistance – Marketing assistance – EPZs – EOUs- TPs - & SEZs –Uruguay Round Agreement - GATT – WTO – functions of WTO **(8 Hours)**

**Text Books**

1. John D Daniel, and Lee H Rdebaugh, International Business, Pearson Education, 2007, 11<sup>th</sup> Edition, New Delhi,
2. Francis Cherunilam, International Business Environment, Himalaya Publishing House, 2008, 18<sup>th</sup> Edition, Mumbai.

**Reference Books**

1. Charles W Hill, International Business, McGraw-Hills, 2009 2<sup>th</sup> Edition, ,NewDelhi
2. Justin & Paul, International Business, Prentice Hall, 2008, 4<sup>th</sup> Edition, New Delhi
3. Alan M. Rugman, & Ruchard M Hodgetts, International Business, Pearson Education, 2005 1<sup>st</sup> Edition, New Delhi
4. Michael R. Czinkota, Iikka A. Ronkainen & Michael H. Moffett., International Business, Cengage Learning, 2008, 2<sup>nd</sup> Edition, New Delhi.
5. K.Aswathappa, International Business, Tata Mc-Graw Hill Publishing Company Ltd., 2004, 4<sup>th</sup> Edition, New Delhi.
6. Roger Benett, International Business, Pearson Education, 2006, 1<sup>st</sup> Edition New Delhi
7. Sundaram & Black, International Business Environment-The Text and Cases, Prentice Hall of India, 2010, 7<sup>th</sup> Edition, New Delhi.

