### Paper Title: Global Business Environment

**Code: FTM-201**

**Total Number of Lectures Allocated: 45**

**Credit: 3 Time: 3 Lecture Hours/Week**

**Objective:**

The objective of the course is to impart knowledge with regards to the elementary concepts of international business, which forms the foundation of the course.

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| **Unit** | **Contents** | **Lectures** |
| **I** | **Foreign Exchange Rate Classifications:**Fixed Vs. Flexible, Spot Vs. Forward, Favorable Vs. Unfavorable, Arbitrage | **09** |
| **II** | **Regional Economic Integration:**Concept, NAFTA, SAARC, OPEC, ASEAN, European Union | **09** |
| **III** | **Economic Institutions:**IMF , World Bank, IFC IDA, ADB | **09** |
| **IV** | **Environmental Variables in Global Business:**Micro and Macro environment-Economic, Socio-cultural, Political and Technological environment | **09** |
| **V** | **Globalization:**Effects and Benefits, Multinational, Global, Transnational companies. | **09** |

**Essential Readings:**

1. India’s Foreign Trade: IGNOU Module , IBO – 03.
2. Jain & Singh, Modern International Business, Regal Publications 2007, New Delhi.

**Reference Books:**

1. P. Subba Rao : International Business.
2. Thakur & Mishra : International Business.
3. Parasram : Export: what, where and how.