

<Course Code>	<b>Global Business Environment ,</b>	L	T	P	C
<b>Version 1.0</b>		3	0	0	3
<b>Pre-requisites/Exposure</b>	12 th Standard Economics				
<b>Co-requisites</b>					

### Course Objectives

1. ...To give students understanding about the various constituents of global business environment.
2. ... To study the benefits and cost of globalization.
3. To study economics of regional trading blocs and multilateralism.
4. To study the various exchange rate regimes and their respective advantages and disadvantages.

### Course Outcomes

On completion of this course, the students will be able to:

**CO1. Explain the concept of the various constituents of environment and their impact on businesses.**

**CO2. Apply the trade theories , investment theories, exchange rate theories and regional trading bloc theories and their impact on economic welfare.**

**CO3. Analyse the principle and he different exchange rate regimes' impact on businesses.**

**CO4. Integrate the concept and opening economies of developing countries like India through RTB and multilateral route (WTO).**

**Catalog Description:** The Global Economic Environment is very important subject for a manager in globalized era, where market forces are in almost full operation. Gone are the days when things were mostly regulated and manager had very little to decide with his own. Now the knowledge of Economics and Global Economic Environment is of paramount importance to take any informed decision. This paper is aimed at giving exposure to students to the current trends in global economy, the functioning of multilateral institutions ( IMF, World Bank, WTO, etc.), relevance of regional trading blocs, various exchange regimes, international monetary system, etc.

### Course Content

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**1.Introduction to Global Economic Environment -Concept, scope and importance -3**

Lecture hours

- 2. Understanding the Economic Environment of Following Countries /Group of Countries** ( USA, EU, BRIC, GCC, South Africa, ASEAN, SAARC, Australia)- 4 Lecture hours
- 3. Analysis of Balance of Payment (BOP) a/c**-Definition, Sub-accounts (Trade a/c, Current a/c and Capital a/c)- 4 Lecture hours
- 4. Various Exchange Rate Regimes**-Fixed Exchange Rates, Floating Exchange Rate, Crawling Exchange Rate- 3Lecture hours
- 5. Trade Theories**-Classical, H-O Theory, New Trade Theories, Tariff Trade Barriers, Non-tariff trade barriers- 4 Lecture hours
- 6. Regional Trading Blocs**-Definition, Stages of Evolution of Regional Trading Blocs, Static and Dynamic Benefits of RTB, A Case Study on Performance of SAFTA- 4 Lecture hours
- 7. Multilateralism (WTO)**-Evolution and Overview of WTO, Various Agreements of WTO- 3 Lecture hours
- 8. Exchange Rate Determination** -Interest Parity Theorem, Purchasing Power Parity- 4 Lecture hours
- 9. Foreign Investment**-Portfolio Investment, FDI- 4 Lecture hours
- 10. Multilateral Institutions** –IMF, World Bank, International Monetary System- 3 Lecture hours

### Text Books

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|---------------------------------------|-------------------|------------------------|
| a) International Business Environment | Sukumar Nandi     | Tata McGraw Hill       |
| b) International Business Environment | Anant K. Sundaram | PHI Learning Pvt. Ltd. |
| c) International Economics            | Paul Krugman      |                        |
| d) WTO and South Asian Countries      | Anshuman Gupta    | Shipra Publication     |
| e) SAPTA to SAFTA                     | Anshuman Gupta    | Shipra Publication     |
| f) International Economics            | Thomas A Pugel    | Tata McGraw-Hill       |

### Reference Books

1. Getting India Back on Track by Bibek Debroy

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:**

Components	MSE	IA	ESE
Weightage (%)	20	30	50
		<ul style="list-style-type: none"> <li>• Case Presentation (30 Marks)</li> <li>• Online Assignments (40 Marks)</li> <li>• Quiz (30 Marks)</li> </ul>	

**Program Outcomes:**

PO1. Students will be able to explain the concepts of base & functional areas of management.

PO2. Students will demonstrate effective oral and written communication skills in the professional context.

PO3. Students will be able to work effectively in teams and demonstrate team building capabilities.

PO4. Students will be able to evaluate the legal, social and economic environments of business.

PO5. Students will be able to describe the global environment of business.

PO6. Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business.

PO7. Students will be able to apply decision-support tools to business decision making.

PO8. Students will be able to apply knowledge of business concepts and functions in an integrated manner.

PO9 Students will demonstrate conceptual domain knowledge of Foreign Trade.

PO10 Students will apply decision-support tools to decision making in Foreign Trade.

PO11. Students will apply conceptual knowledge of Foreign Trade in an integrated manner.

PO12. Students will demonstrate employable and deployable skills for appropriate roles in management.

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>Mapping between COs and POs</b>
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	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	<b>Explain the concept of the various constituents of environment and their impact on businesses.</b>	<b>PO 1, 4,5,7,8</b>
<b>CO2</b>	<b>Apply the trade theories, investment theories, exchange rate theories, regional trading bloc theories, and their impact on economic welfare.</b>	<b>PO 1,4,5,7,8</b>
<b>CO3</b>	<b>Analyse the principle and the different exchange rate regimes' impact on businesses.</b>	<b>PO 1,4,5,7,8</b>
<b>CO4</b>	<b>Integrate the concept and opening economies of developing countries like India through RTB and multilateral route (WTO).</b>	<b>PO 1,4,5,7,8 PSO1,2,3,4</b>

**Program Outcome / Course Outcome mapping**

<b>Course Outcomes</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>	<b>CO4</b>
<b>PO 1</b>	3	3	3	3
<b>PO 2</b>	3	3	3	3
<b>PO 3</b>	3	3	3	3
<b>PO 4</b>	3	3	1	1
<b>PO 5</b>	3	3	3	2
<b>PO 6</b>	2	1	1	1
<b>PO 7</b>	2	2	2	2
<b>PO 8</b>	3	3	3	3
<b>PO9</b>	1	2	1	1
<b>PO10</b>	2	1	2	2
<b>PO11</b>	3	3	3	2
<b>PO12</b>	2	1	1	1

**PO1=3, PO4=3,PO5=3,PO7=3, PO8=3**

**PSO=1, PSO2=1, PSO3=1, PSO4=1**

**1 – Weakly mapped**

**2 – Moderately mapped**

**3 – Strongly mapped**

**MODEL QUESTION PAPER IS TO BE PREPARED FOR YOUR RESPECTIVE COURSES**

**SAMPLE IS GIVEN BELOW FOR COMMUNICATIVE ENGLISH**

# Model Question Paper

Name:

Enrolment No:



## University of Petroleum & Energy Studies

### College of Management & Economics Studies

Kandoli Campus, Dehradun

#### Model Examination

Programme Name: BBA (FT)

Semester IV

Subject :Global Business Environment  
100

M.Marks:

Subject code:

Duration: 3Hrs

Instructions :

- There are four sections. All sections are Compulsory.
- Use hypothetical examples and graphs whenever necessary.

#### Section A ( attempt all)

1.	1. Terms of Trade	[8]	CO2
2.	Fixed Favoritism	[8]	CO2
3.	Ease of doing business	[8]	CO2
4.	Managed Floating Exchange rate	[8]	CO2
5.	Local content requirement	[8]	CO2, CO1
<b>SECTION B (Attempt any Two Questions)</b>			
1.	“ Fixed exchange rate entails both advantages and disadvantages for the economy.” Analyze it. Also explain the functioning of fixed exchange rate with the help of graph.	[15]	CO1,C O2 CO3
2.	Analyze the net effect of tariff with the help of graph for an importing country.	[15]	CO1,C O2

3	.Critically discuss the main provisions of Trade-Related Investment Measures. Also analyze how it has impacted the Indian industrial sector in general .	[15]	CO1, CO2,, CO3
<b>SECTION C is Compulsory</b>			
1	There are many routes to open the economies to world economy. Which of the following routes would you prefer for opening up the economy of the country like India?  a. Unilateralism b. Regionalism c. Multilateralism	[15]	CO1, CO2,C O3, CO4
2.	Assume yourself as a manager of a MNC wishing to open up business in one of the African countries. Critically discuss which factors you would consider before making the final decision.	[15]	CO1, CO2, CO3, CO5