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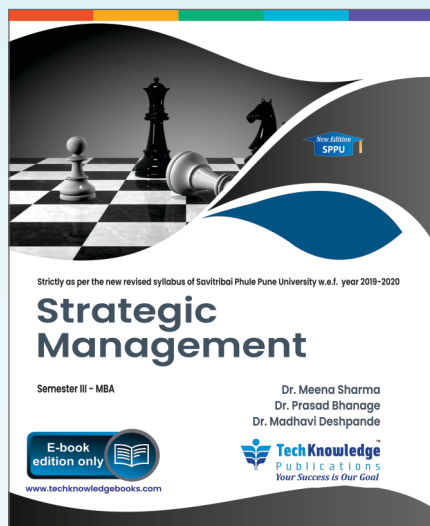


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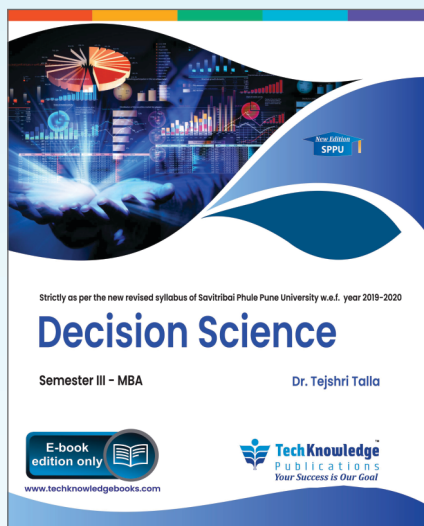
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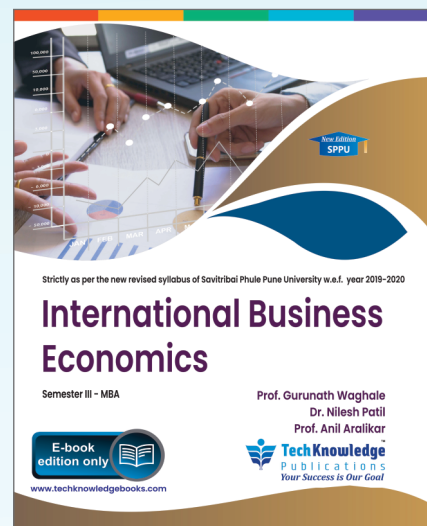
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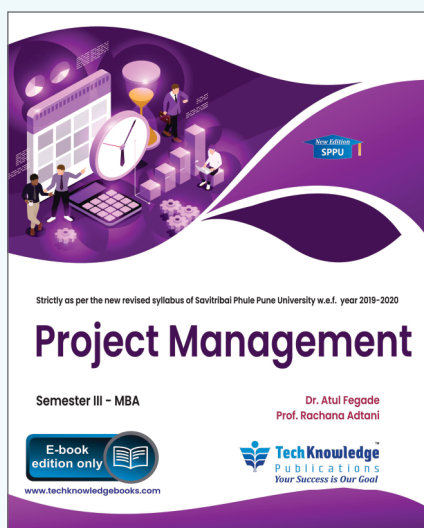
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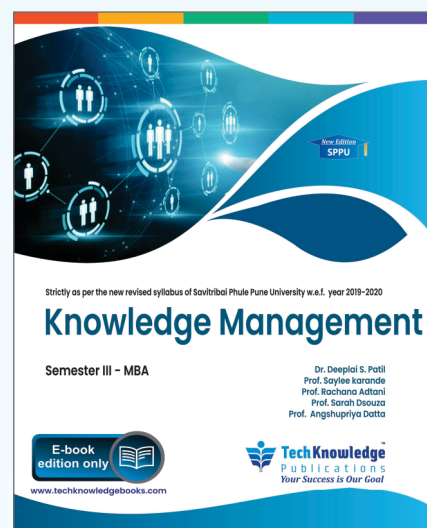
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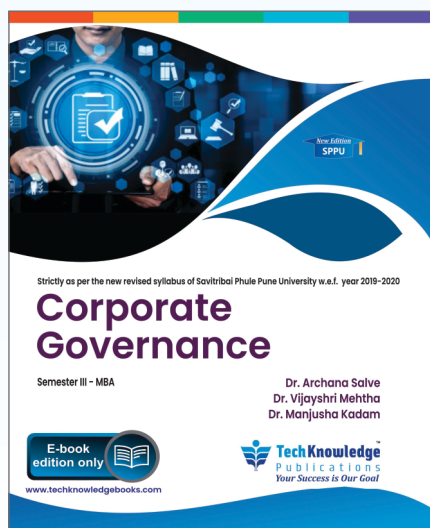
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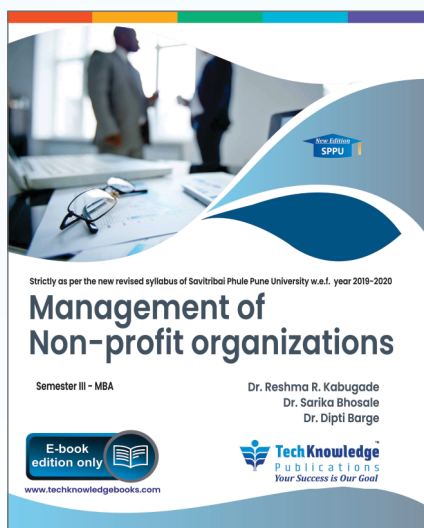
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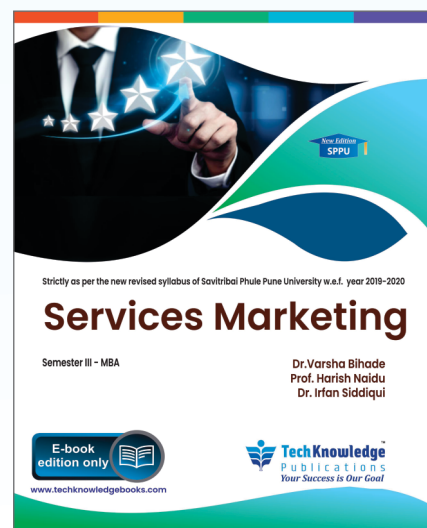
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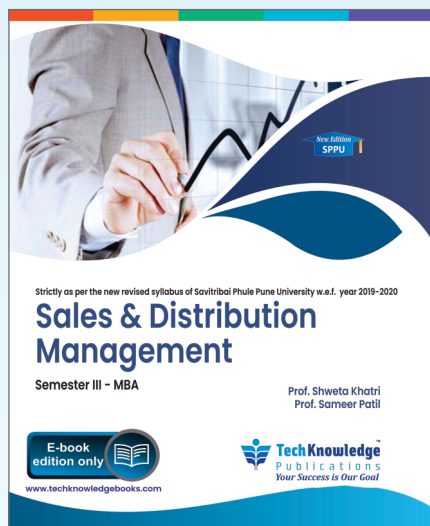
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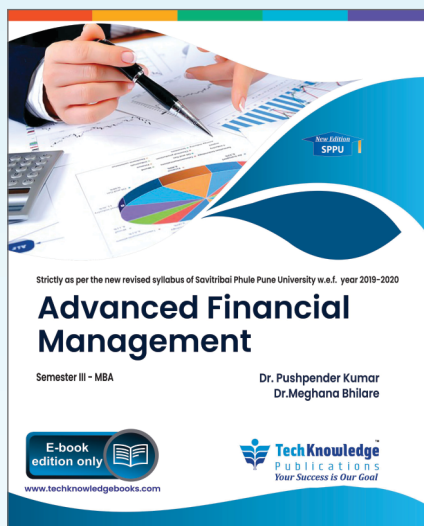
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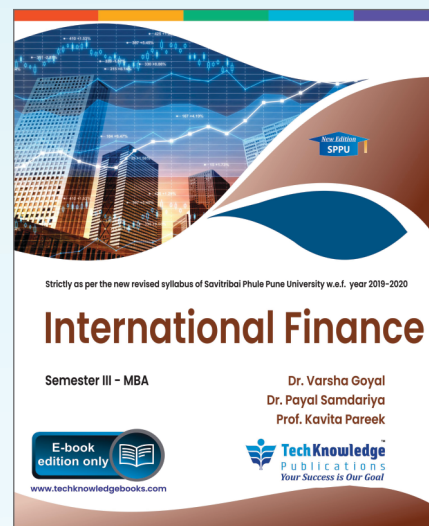
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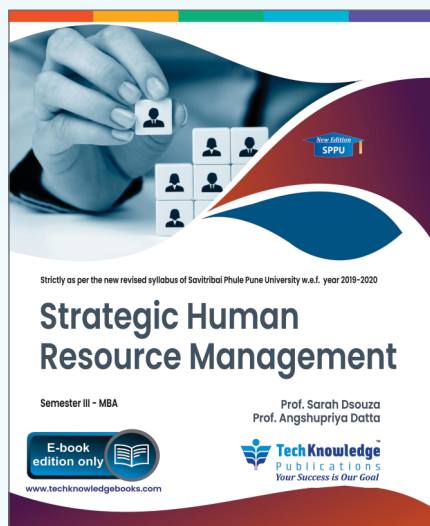
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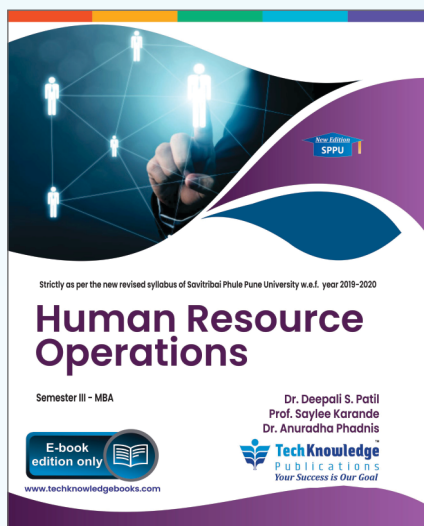
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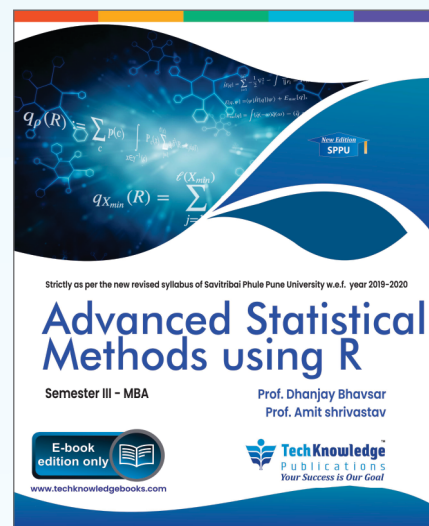
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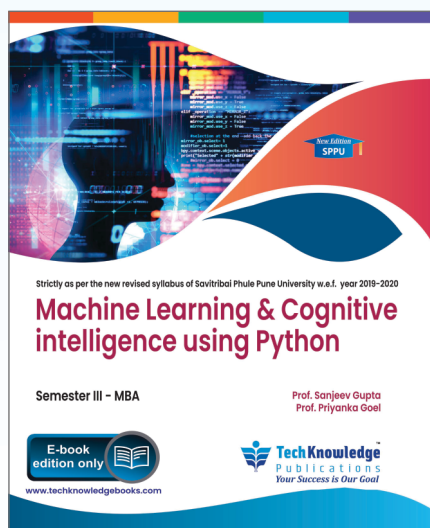
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International Business Environment

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Semester III- Master of Business Administration (MBA)

(Savitribai Phule Pune University)

Strictly as per the New Revised Syllabus (Rev. 2019) of Savitribai Phule Pune University w.e.f. academic year 2020-21 (As per Choice Based Credit System)

MS. Sonali J. Bagade

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UGC – NET (Management) Qualified

Dr. Priyanka R. Dhoot

Ph.D. , M.Phil (Finance),

MBA (Finance)



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International Business Environment**Prof. Sonali J. Bagade, Dr. Priyanka R. Dhoot**

Semester III – Master of Business Administration (MBA)(SPPU)

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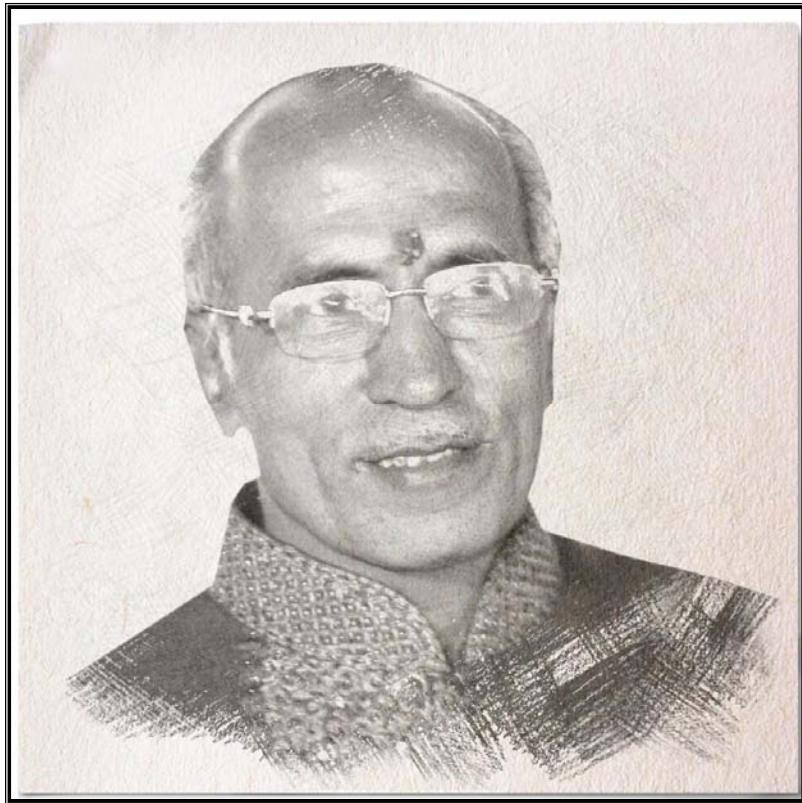
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*We dedicate this Publication soulfully and wholeheartedly,
in loving memory of our beloved founder director,
Late Shri.Pradeepji Lalchandji Lunawat,
who will always be an inspiration, a positive force and strong support
behind us.*



“My work is my prayer to God”

- Lt. Shri. Pradeepji L. Lunawat

*Soulful Tribute and Gratitude for all Your
Sacrifices, Hardwork and 40 years of Strong Vision...*

Preface

Dear Students,

We are extremely happy to present the book of **“International Business Environment”** for you. We have divided the subject into small chapters so that the topics can be arranged and understood properly. The topics within the chapters have been arranged in a proper sequence to ensure smooth flow of the subject.

We present this book in the loving memory of **Late. Shri. Pradeepji Lunawat**, our source of inspiration and a strong foundation of **“TechKnowledge Publications”**. He will always be remembered in our hearts and motivate us to achieve our new milestone.

We are thankful to Seema P. Lunawat, Vaishali Nisargand and Dr. Deepali Patil for the encouragement and support that they have extended. We are also thankful to the staff members of TechKnowledge Publications and others for their efforts to make this book as good as it is. We have made every possible efforts to eliminate all the errors in this book. However if you find any, please let us know, because that will help us to improve the book quality further.

We are thankful to my family members and friends for their patience and encouragement.

- Authors

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Syllabus

Semester III		307– International Business Environment
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 307 .1	Remembering	Recall and Describe the key concepts of international Business Environment.
CO 307 .2	Understanding	Understand the relevance of Multinational Corporations (MNCs) in global Trade.
CO 307 .3	Applying	Demonstrate the significance of FDI and FPI in respect of developing economy.
CO 307 .4	Analysing	Analyze the issues related to Labor, Environmental and Global Value chain.
CO 307 .5	Evaluating	Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.

- 1. Introduction to International Business :** Importance, nature and scope of International business; modes of entry into International Business, internationalization process. Globalization: Meaning, Implications, Globalization as a driver of International Business. The Multinational Corporations (MNCs) – evolution, features and dynamics of the GlobalEnterprises. Consequences of Economic Globalization, Brexit, Reverse globalization. **(Refer chapter 1)**
- 2. International Business Environment :** Political Economy of International Business, Economic and Political Systems, Legal Environment, Cultural Environment, Ethics and CSR in International Business. **(Refer chapter 2)**
- 3. International Financial Environment :** Foreign Investments - Pattern, Structure and effects. Theories of Foreign Direct Investment, Traditional and Modern theories of FDI, Modes of FDI - Greenfield, Brownfield Investments, Mergers and Acquisitions, Motives of FDI, FDI contrasted with FPI. Basics of Forex Market. **(Refer chapter 3)**
- 4. International Economic Institutions and Agreements :** WTO, IMF, World Bank, UNCTAD Tariff and Non-tariffBarriers. Balance of Payment Account: Concept and significance of balance of payments, Current and capital account components. Introduction to Basic Concept of IFRS. **(Refer chapter 4)**
- 5. Emerging Issues in International Business Environment :** Growing concern for ecology, Digitalisation; Outsourcing and Global Value chains. Labor and other Environmental Issues, Impact of Pandemic COVID-19 on international trade. **(Refer chapter 5)**

□□□



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Unit 1

Introduction to International Business



Syllabus

Importance, nature and scope of International business; modes of entry into International Business, internationalization process. Globalization: Meaning, Implications, Globalization as a driver of International Business. The Multinational Corporations (MNCs) – evolution, features and dynamics of the Global Enterprises. Consequences of Economic Globalization, Brexit, Reverse globalization.

Unit 2

International Business Environment



Syllabus

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Unit 3

International Financial Environment



Syllabus

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Unit 4

International Economic Institutions and Agreements

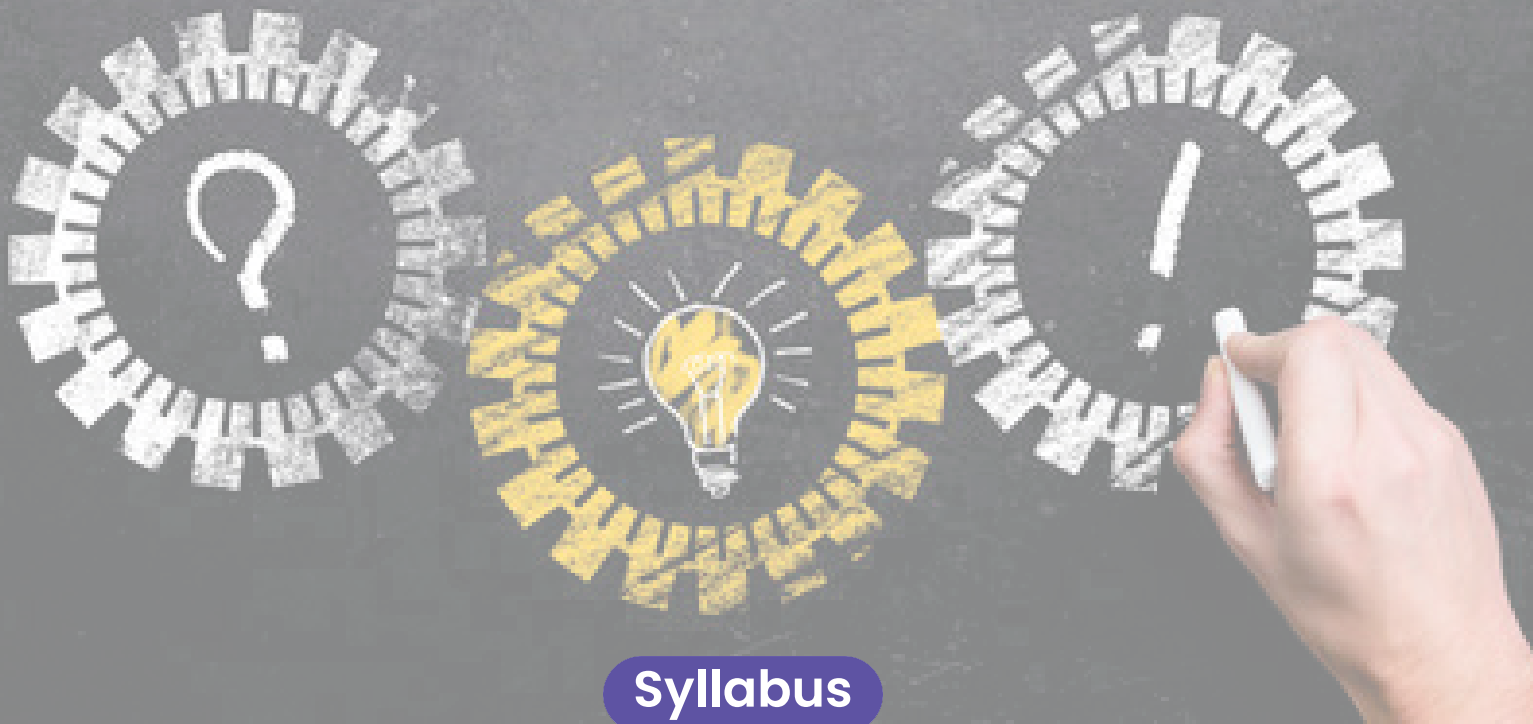


Syllabus

WTO, IMF, World Bank, UNCTAD Tariff and Non-tariff Barriers. Balance of Payment Account: Concept and significance of balance of payments, Current and capital account components. Introduction to Basic Concept of IFRS.

Unit 5

Emerging Issues in International Business Environment



Syllabus

Growing concern for ecology, Digitalisation; Outsourcing and Global Value chains. Labor and other Environmental Issues, Impact of Pandemic COVID-19 on international trade.