

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2072 (2016)

Course Title		International Business Environment
Course Code Number		MGT 351
Year/Semester		III/V
Credit Hours		03
Course Objectives:		
Main Objective		<p>The increasing globalization of the market place affects all who are involved with business or who must make business decisions. This course introduces students to the world of international business and management by studying government and business structures in our global economy.</p> <p>Students also learn about trade relations, international financial Institutions and Globalization. The role and impact of international development organizations such as the World Bank, IMF and the WTO on trade patterns and international business transactions are reviewed. Likewise the role and impact of regional development alliances such as NAFTA, EU, ASEAN, etc. are discussed.</p>
Enabling Objectives		<p>After completion of all the learning units of the course, participants will be able to:</p> <ul style="list-style-type: none"> • Explain how the economic, political/legal, and financial environments affect international business operations. • Assess the effects of current regional trade agreements and economic integration on developing countries. • Develop an understanding of the global monetary framework in which international business transactions are conducted. • Develop an understanding of the Foreign Exchange Market in which international business transactions can be affected.
Learning Unit (LU)	Learning Hours (LH)	Contents
LU1	LH 8	<p>Introduction to Globalization</p> <p>Introduction to IB environment, factors in increased Globalization, Economic Environment, Political and regulatory environment- Demographic environment- Social, cultural and technological environment, Importance, Nature and Scope of IB. , Foreign Market Entry Strategies, Pros and Cons of Globalization, Globalization of Nepali Business.</p>
LU 2	LH 8	<p>International Trade Theory</p> <p>International trade and investment theory, Free trade theories, Interventionist theories, Theories of Natural Advantage, Factor Mobility theory.</p>

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LU 3	LH 6	International Economic Environment Introduction, Regional integration and Trade blocks Types of integration: Theory of customs union- European union Regional groupings: Integration of developing countries- SAPTA, SAARC, ASEAN Economic institutions: IMF, World Bank, ADB International trade center: WTO, GATT, BIMSTEC
LU 4	LH 10	International Trade and Payments International influence on trade, Instruments of trade control, Trade in merchandise, Trade in services- Global sourcing, Degree of dependence, Balance of payments
LU 5	LH 6	Foreign Investments International significance of foreign investments- factors affecting international investment- FDI- cross border merger and acquisitions – foreign investment in Nepal- Nepalese companies going global, theories of Foreign Direct Investment. Benefits and cost of FDI. Multinational Corporation: Definition and Meaning, Organizational Models, Dominance of MNCs; MNCs and International Trade, Merits of MNCs, Demerits, Perspectives, Codes of Conduct, Multination in Nepal.
LU 6	LH 10	Foreign Exchange Market Foreign exchange market: Major foreign exchange market and types of players, Theories for exchange rate determination: Prices and Exchange Rates, Interest Rates and Exchange Rates. Exchange Rate Forecasting, Currency Convertibility.
References		1. International Business environment by Anant K. Sundaram- J. Stewart Black- Prentice Hall. 2. International Business environments and operations, John D. Daniel, LeeH. Radebaugh, Daniel P Sullivan, Pearson education, 10 th edition, 2004 3. Sharon (2010), International Business, 2 ND Edition, Pearson Education 4. B Hall V.K. and Shiva Ramu (2003), International business environment and business, New Delhi, ANMOL

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination