

INTERNATIONAL BUSINESS

OBJECTIVE: To expose the students to Global liberalisation and WTO Agreements

UNIT I GATT / WTO

GATT, the Uruguay Round, WTO - GATS, TRIMS, TRIPS
Multiform - Agreement, Dispute settlement under WTO.

UNIT II MNC

Meaning – Dominance of MNCs – MNCs and International Trade - Models - MNCs in India

UNIT III GLOBALISATION

Globalisation of Business – Recent Trends - Implication and Impact – Policy Options.

UNIT – IV INDIA IN THE GLOBAL SETTING

India – An Emerging Market in Global Trade – Liberalisation and Integration with the Global Economy

UNIT – V SOCIAL ISSUES IN GLOBAL BUSINESS

Business Ethics, Social Responsibility of business – Responsibilities to different Sectors – Environmental Issues – Labour Issues

TEXT BOOK RECOMMENDED:

Francis Cherunilam: 'International Business' (EEE), PHI – New Delhi – 2004 (Chapters 5,9,20,24 & 26)

BOOKS FOR REFERENCE:

Victor Luis Anthuvan – Issues in Globalizations.