

- BUSINESS ENVIRONMENT
BY JUSTIN PAUL

Course Description and Objectives

This course attempts to sensitize students to current affairs and the recent developments in the world economy. The participants are expected to develop an understanding of factors that explain differences in growth across space and over time. The course aims to expose the participants to the problems and issues relating to economic policy reforms and their implications on the entire economy in general and the world of business in particular.

Textbook and Reference

1. Justin Paul, Business Environment, McGraw-Hill, Second Edition
www.mhhe.com/justinpaul
2. Cases in Environment of Business, Ivey Management, published by Sage

Course Schedule

Session 1 Political Environment & Economic Systems in the world
(Capitalism, Mixed Economy etc)

Reading

- i) Chapter 1, Business Environment, Justin Paul
Case- Market economy- USA, Canada- Page 6 and Planned economy- Cuba, Vietnam, Page 10, 11 and 12, BE-JP
- ii) Access the website www.mhhe.com/justinpaul, click on Students Editions, Answer to the MCQs, True/False, Fill in the Blanks Q.No 1, 5, 9, 10, 13, 14, 19, 20, 24, 26, 27, 36, 37

Session 2 Economic Growth and Development

Reading

- i) Chapter 2, Business Environment
- ii) Case-Country Analysis Using HDI (UNDP) in Chapter 2, Page 26-28, BE by Justin Paul

Session 3 Privatization- Problem and Prospectus

Reading

- i) Section 1, 3 and 4 from Chapter 8, Business Environment, JP
- ii) Marius Siwak (2000), Privatizing Poland's Telecom Industry: Ivey Management Services, Cases in Environment of Business, Sage Publication

Session 4 Monetary Policy and Reforms

Reading

- i) Chapter 10, Business Environment, JP (Only Page 192 to 195, Page 198 to 201)
- ii) Case -Prof Tom and Monetary Policy, Pages 206-208, Business Environment by Justin Paul

Session 5 Technological Environment of Business

Reading

- i) Chapter 11, Business Environment, JP
- ii) Case on Malaysia's Multimedia Corporation, Page 230-233, in BE Book by JP
- iii) Technology Implementation- Case of Deutsche Bank, Italy BE by JP, Page 221

Session 6 Mergers and Acquisitions

Reading

- i) Section 1 from Chapter 13, Business Environment, JP
- ii) Case on BoM Merger with ICICI Bank in the Book, Page 261, BE by JP (Text book by Justin Paul)

Session 7 WTO: Current Issues

Reading

- i) Chapter 14, Business Environment, JP
- ii) Case on Business Environment in Post WTO China and Citigroup - Available in Text Book by JP , in Chapter 14, Page 293)

Session 8 Major stock exchanges, Currency Convertibility, ADRs and GDRs

Reading

- 1) Section 6 from Chapter 12, BE by JP
- ii) Section 1 and 2 from Chapter 16, Business Environment, JP
- Case-The 1997 Collapse of Thai Baht in the Book by Justin Paul, page 328- 331

Session 9 Corporate Governance and CSR

Reading

- i) Chapter 19, Business Environment
- ii) Cases in the Book by Justin Paul in Chapter 9 - Given in Box form, Page 371, 372, 378 and 379

Session 10 Business Environment in Europe

Presentation on France

Reading

Chapter 20, Business Environment, JP

Case- ING and Global Financial Integration, Cases in Environment of Business, Sage

Session 11 Business Environment in ASIAN countries- SAARC, Japan, Korea, Taiwan, Philippines and Vietnam

Reading

Chapter 21, Business Environment, JP & Lecture Slides

Case - Lucent in India, page 49-50, BE by JP

Full version Also available in Page 295, Cases in Environment of Business, Conklin, Sage Publication

Session 12 Business Environment in South America & Middle East (UAE & Oman)

Reading

Chapter 22, Business Environment, JP & Lecture slides for Middle east

Case- Intel's Site Selection Decision in Latin America, Page 576, Cases in environment of Business, Conklin, Sage

Session 13 Business Environment in North America

Reading

Chapter 23, Business Environment, JP

Case- Note on the Pollution Problem in the Mexico-US Border Region, Page 418, Cases in Environment of Business, sage

Session 14 Country Analysis- Singapore, Australia and New Zealand,

Website: www.mhhe.com/justinpaul