

# BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT



**Brand:** Mehta Solutions

**Product Code:** bu24

**Weight:** 0.00kg

**Price: Rs500**

## Short Description

**BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT SOLVED PAPERS AND GUESS**

## Description

**BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT SOLVED PAPERS AND GUESS**

**Product Details: Bharathiar University BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT SOLVED PAPERS AND GUESS**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other Bharathiar University book solutions now mehta solutions brings top solutions for Bharathiar University. this **BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT book** contains previous year solved papers plus faculty important questions and answers specially for Bharathiar University .questions and answers are specially design specially for Bharathiar University students .

**Please note: All products sold on mbabooksindia.com are brand new and 100% genuine**

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

**PH: 07011511310 , 09899296811 FOR ANY problem**

**FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS**

## **Unit-I**

Business and Society - Social Responsibility - Environmental Pollution and Control. Business and Culture - Business and Government - Political System and its Influence on Business - Business Environment - The Concept and Significance - Constituents of Business Environment.

## **Unit-II**

Managing Ethics - Frame Work of Organisational Ethic Theories and Sources, Ethics Across Cultures, Factors influencing Business Ethics, Ethical Decision Making, Ethical Values and Stakeholders, Ethics and Profit, Corporate Governance Structure of Boards, Reforms in Boards, Compensation Issues, Ethical Leadership for Improved Corporate Governance and better Business Education.

## **Unit-III**

Introduction - The Globalisation of the World Economy – The Changing Nature of Indian and International Business - National Differences in Political, Legal and Culture- The Global Trade and Investment Environment- International Trade Theory: Introduction - An Overview of Trade Theory - Mercantilism -Absolute Advantage - Comparative Advantage - Heckscher-Ohlin Theory - The New Trade Theory - National Competitive Advantage – Porter's Diamond.

The Revised Case for Free Trade - Development of the World - Trading System - WTO & Development of World Trade - Regional Grouping of Countries and its Impact.

## **Unit-IV**

Foreign Direct Investment: Introduction - Foreign Direct Investment in the World Economy - Horizontal Foreign Direct Investment - Vertical Foreign Direct Investment. Benefits and Advantages to Host and Home Countries. The Global Monetary System, The Foreign Exchange Market: Introduction - The Functions of the Foreign Exchange Market.

## **Unit-V**

### **The Strategy and Structure of International Business**

The Strategy of International Business: Introduction - Strategy and the Firm - Profiting from Global Expansion - Pressures for Cost Reductions and Local Responsiveness - Strategic Choice.

Mode of Entry and Strategic Alliances: Introduction - Entry Modes - Selecting and Entry Mode - Strategic Alliances - Making Alliances Work, Exporting, Importing and Counter Trade: Introduction - The Promise and Pitfalls of Exporting - Improving Export Performance - Export and Import Financing - Export Assistance - Counter Trade.

### **Details**

**1. Books by courier**

**2. Delivery in 5-7 days**

**3. Courier india only**

**4. Rating of product : largest selling**