



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)
(Affiliated to Sardar Patel University)
NAAC ACCREDITED 'A' GRADE (3.04 CGPA)



ISO 9001:2015

Syllabus with effect from the Academic Year 2025-26

Master of Commerce
M.Com Semester – II

Course Code	PC02CCOM02	Title of the Course	Global Corporate Ecosystem
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	<ul style="list-style-type: none">• To define international corporate ecosystem and its key components.• To define Foreign Direct and indirect Investments• To define and categorize MNCs and to understand FEMA and its significance.• To understand the evolution of India's foreign trade policy and to analyse the institutional framework regulating foreign trade.• To list the major export promotion organisations in India.
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Course Description		
Unit	Description	Weightage
1.	<p>The International Corporate and International Corporate Ecosystem:</p> <p>International Corporate</p> <ul style="list-style-type: none">• International Corporate and Its Evolution• the Nature and Scope of International Corporate• The Characteristics/Features of International Corporate<ul style="list-style-type: none">• The Significance/Importance of International Corporate• The Changing Scenario of International Corporate• The Advantages of International Corporate• The Problems of International Corporate <p>The International Corporate Ecosystem</p> <ul style="list-style-type: none">• The Meaning of International Corporate Ecosystem• The Features of International Corporate Ecosystem• The Significance/Importance of International Corporate Ecosystem• The International Corporate Ecosystem: A System Approach	20%

	<ul style="list-style-type: none"> • Corporate Ecosystem and Strategic Decisions in International corporate. • The Factors affecting International corporate ecosystem/The Environment of International corporate ecosystem (Internal and External Factors) • External Factors: Economic Environment, Social-Cultural Environment, Political and Regulatory Environment, Legal Environment, Geographical and Ecological Environment, Technological Environment, Demographic Environment, Suppliers Environment, Competitors Environment, Customers Environment 	
2.	<p>The International Investment</p> <ul style="list-style-type: none"> • The Types of Foreign Investment • Significance of foreign Investment • Limitations and Dangers of foreign Capital • Concept and significance of ODI & FPI • Factor affecting International Investment • Growth of FDI • Directional Trend • Sectoral Trend • Cross boarder Ms & As • Foreign Investment in India • Foreign Investment by Indian Companies • An Overview of Gift city. 	20%
3.	<p>Multinational Corporations and FEMA</p> <ul style="list-style-type: none"> • Introduction of MNCs • Meaning and Definition of MNCs • Organizational Models • Dominance of MNCs • MNCs and International Trade • Merits and Demerits of MNCs • Perspective of MNCs • Code of Conduct • Multinationals in India • Significance of FEMA 	20%
4.	<p>Development and Regulation of Foreign Trade</p> <ul style="list-style-type: none"> • Regulation of Foreign trade • The Foreign Trade (Development and Regulation Act) 1992 • Role of EXIM bank <p>Economic Integration</p> <ul style="list-style-type: none"> • Free Trade Area, Economic Union • The Customs Union and Common Market • European Union (EU) • North American Free Trade Agreement (NAFTA) • South Asian Association for Regional Co-Operation (SAARC) <p>Incoterms</p>	20%

5.	Export Promotion Organizations: <ul style="list-style-type: none"> • EOUs • EHTPs • STPs • BTPs • Export oriented units • Software technology parks • Special economic zone • Incentives to units in SEZs • Sales in DTA • Contribution of SEZs to India's exports 	20%
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*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	Direct Lecture, Power Point Presentations, Seminars, Students Presentations and Questions-Answers during lectures.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	20%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	End Semester Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
1.	Describe the structure and functioning of global corporate environments
2.	List types of international Investment.
3.	Draft a compliance a checklist for and MNC under FEMA.
4.	Describe the framework for regulating India's foreign trade
5	Investigate how different EPOs contribute to sectoral export growth.

Suggested References: (Include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No	References
1.	Hill, C.W.L., & Hult, G.T.M. (2021). "International Business: Competing in the global marketplace (13th ed.). McGraw-Hill Education.
2.	Porkodi S. & Haque Ansarul (2010). "International Business Environment" 1st Edition, 2010. Global Vision Publishing House, New Delhi.
3.	Cherunilam Francis. (2020). "International Economics" (6th Edition.). Mc Graw- Hill Education.

4.	Cherunilam Francis. (2013). "Business Environment: Text and Cases" 22nd Revised Edition, 2013. Himalaya Publishing House Private Limited.
5.	Cherunilam Francis. (2007). "International Trade and Export Management" 15th Revised Edition, Himalaya Publishing House Pvt. Ltd.
6.	Varshney., & Bhattacharya, B. (2019). International Marketing Management (5th ed.). Sultan Chand & sons.
On-Line Resources available that can be used as Reference Material	
<ul style="list-style-type: none"> • World bank. (2020) World Investment Report 2024. United Nations Conference on Trade and Development (UNCTAD). https://unctad.org • Government of India. (1999). Foreign Exchange Management Act1999. Ministry of Law and Justice. https://rbi.org.in • Export Promotion Councils of India. (n.d.) Export promotion council Reports and schemes. Ministry of Commerce and Industry. https://commerce.gov.in 	



Chairman
BOS of Economics
Anand Commerce College



Academic Coordinator
Anand Commerce College



Principal
Anand Commerce College