

IL 307- BUSINESS ENVIRONMENT

Unit 1 Business Environment-An Introduction

- 1.1 Introduction to Business Environment Concept, Definition & Importance of Business Environment, Internal & External environment of business
- 1.2 Economic Environment Reforms in Indian Money Market, Primary Capital Market & Secondary Capital Market.

Unit 2 Government Policies/Political Environment

- 2.1 Union Budget; Concept, Main constituents of Budget, Various types of Budgetary Deficits.
- 2.2 Price & Distribution controls: Objectives, Price controls; Direct Vs Indirect, Administered prices, Dual pricing, Subsidization, Public Distribution System
- 2.3 Privatization: Concept, Way so privatization, Disinvestment process in India. Exit Policy

Unit 3 Global Environment

- 3.1 Globalization: Definition, Meaning & indicators of Globalization
- 3.2 Foreign Investment Flows: Concepts of FDI, FPI & Role of Foreign Investments.
- 3.3 Introduction of GATT, Origin & Objectives of WTO, Impact of WTO on Indian Economy.
- 3.4 MNCs: Meaning of MNC & TNC, Benefits from MNCs, Problems brought by MNCs.
- 3.5 EXIM Policy (Latest)

Unit 4 Social, Technological & Natural Environment

- 4.1 Social Environment
 - 4.1.1 Meaning of Social Responsibility of Business & various social responsibility of Business
 - 4.1.2 Business Ethics: Meaning & Its importance
 - 4.1.3 Consumerism: Concept, Consumer Rights & Consumerism in India!
- 4.2 Technological & Natural Environment
 - 4.2.1 Concept of Technology & Innovation, Sources of Technology Dynamics
 - 4.2.2 Concept of Natural Environment & its impact on Business

SUGGESTED READING

- 1. Economic environment of business by H.L. Ahuja, S. Chand
- 2. Business Environment: Text & Cases, Francis Cherunilam, Himalaya Publishing House, Edition:
- 3. Essentials of Business Environment, K. Ashwathappa, Himalaya Publishing House, 6th Edition:
- 4. Indian Economy, S. K. Misra & V.K. Puri, Himalaya, Edition: 25th
- 5. Indian Economy, Rudder Datt & K.P.M Sundharam, S.Chand & Company Ltd., 57th Edition