

M.Com. (Prev.) Management Group
PAPER-IV BUSINESS ENVIRONMENT
(Questions will be set from each unit)

Objective

The course develops ability to understand to scan business environment analyse opportunities and take decisions under uncertainty.

Course Inputs

- UNIT - I Theoretical Framework of Business Environment :** Concept, significance and nature of business environment; Elements of environment - internal and external; changing dimensions of business environment; Techniques of environmental scanning and monitoring.
- UNIT - II Economic Environment of Business :** Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies - industrial policy, fiscal policy monetary policy, EXIM policy; Public Sector and economic development; Development banks and relevance to Indian business; Economic reforms, liberalisation and structural adjustment programmes.
- UNIT - III Political and Legal Environment of Business :** Critical elements of Political environment; Government and business; Changing dimensions of legal environment in India; MRTP Act, FEMA and licensing policy; Consumer Protection Act.
- UNIT - IV Socio-Cultural Environment :** Critical elements of socio-cultural environment; social institutions and systems; Social values and attitudes; Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India; Indian business system; Social responsibility of business; Consumerism in India.
- UNIT - V International and Technological Environment :** Multinational corporations; Foreign collaborations and Indian business; Non-resident Indians and corporate sector; International economic institutions - WTO, World Bank IMF and their importance to India; Foreign trade policies; Impact of Rupee devaluation; Technological environment in India; Policy on research and development; Patent laws; Technology transfer.