

BUSINESS ENVIRONMENT

I Semester: MBA																				
Course Code	Category	Hours / Week			Credits	Maximum Marks														
CMBC06	Core	L	T	P	C	CIA	SEE	Total												
		3	-	-	3	30	70	100												
Contact Classes: 45		Tutorial Classes: Nil		Practical Classes: Nil		Total Classes: 45														
<p>I. COURSE OVERVIEW: To analyse the overall business environment and evaluate its various components in business decision making and provides an analysis and examination of significant contemporary ethical issues and challenges exist throughout the professional business arena. Emphasis will be placed upon the manager's social and environmental responsibilities to a wide variety of stakeholders, including employees, customers and the public.</p> <p>II. COURSE OBJECTIVES: The students will try to learn:</p> <ol style="list-style-type: none"> I. The macro environmental factors that influence the business activities, role of planning commission and NITI Aayog in building Indian economy. II. The issues related to the Industrial policy and regulation and their amendments. III. The union budget, fiscal policy, monetary policy and banking system and its impact on business operations. IV. The changes in various economic growth factors including national income, poverty measurement, unemployment and inflation and its influence on Indian economy. V. Trade, EXIM policies and FEMA Act for organization stability and sustainability. <p>III. COURSE OUTCOMES: After successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> CO 1: Summarize the nature and scope of business environment that helps to take management decisions in the organizations. CO 2: Analyze the Macro environmental factors that influence the business activities in Indian economy. CO 3: Discuss the concepts of national income that helps to maintain the capital stock of a community. CO 4: Explain human development index that create healthy environment to people in the organization. CO 5: Analyze the union budget, fiscal policy, monetary policy and identify its impacts on business operations CO 6: Discuss foreign direct investment imprint in income and impact of purchasing power to promote domestic business activities. CO 7: Demonstrate fiscal policy that improves the growth performance of the economy. CO 8: Identify the role of regulatory institutions in Indian financial system that prevents fraud in the organization. CO 9: Describe domestic and international trade policies to assess economy of the nation. CO 10: Apply EXIM Policies and FEMA Act for organization stability and sustainability. <p>IV. SYLLABUS:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">UNIT-I</td> <td style="text-align: center;">INTRODUCTION TO BUSINESS ENVIRONMENT</td> <td style="text-align: right;">Classes: 08</td> </tr> <tr> <td colspan="3">Business Environment - Meaning, Nature, Scope and Importance, Environmental Factors - external and internal. Environmental analysis – scanning, monitoring, forecasting, assessing, Planning in India including Planning Commission- NITI Aayog, Made in India, Digital Economy.</td> </tr> <tr> <td style="text-align: center;">UNIT-II</td> <td style="text-align: center;">DEVELOPMENT OF INDIAN ECONOMY</td> <td style="text-align: right;">Classes: 09</td> </tr> <tr> <td colspan="3">Economic Growth National Income - Concepts, Foreign Trade and Balance of Payment, Poverty in India, Unemployment in India, Inflation, Human Development Index, Rural Development - Schemes, Problems of Economic Growth.</td> </tr> </table>									UNIT-I	INTRODUCTION TO BUSINESS ENVIRONMENT	Classes: 08	Business Environment - Meaning, Nature, Scope and Importance, Environmental Factors - external and internal. Environmental analysis – scanning, monitoring, forecasting, assessing, Planning in India including Planning Commission- NITI Aayog, Made in India, Digital Economy.			UNIT-II	DEVELOPMENT OF INDIAN ECONOMY	Classes: 09	Economic Growth National Income - Concepts, Foreign Trade and Balance of Payment, Poverty in India, Unemployment in India, Inflation, Human Development Index, Rural Development - Schemes, Problems of Economic Growth.		
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UNIT-III	INDUSTRIAL POLICIES	Classes: 09
Five Year Planning- Industrial Policy 1991, New Industrial Policy, Start-ups, MSME, Small Scale Industries (SSI) - Industrial Finance - Foreign Direct Investment (FDI) - Modes - India's Inflow and Outflow.		
UNIT-IV	FISCAL AND MONETARY POLICIES	Classes:10
Economic Policies Fiscal Policy- Latest Union Budget - Reforms Undertaken - Role of Government. Monetary Policy - Basic Concepts, Monetary Policy in the 21st Century - Banking Sector Reforms. Role of Regulatory Institutions in Indian Financial system - RBI and SEBI, Capital Market Institutions - Stock Indices- Derivatives Market - Global and Indian Scenario.		
UNIT-V	DOMESTIC AND INTERNATIONAL TRADE POLICY	Classes:09
Domestic and International Trade Policy Evolution of International Financial System, Global Recession and Developing Economies: Policy Changes and Issues - Sector wise Trade Policies: Recent Developments GATT - WTO - Agreements and Implications. EXIM Policies and FEMA: India's New EXIM Policy - Legal Framework - Initiatives, FEMA - Indian Multinational Companies - Role in World Economy		
Text Books:		
<ol style="list-style-type: none"> 1. V.K. Puri and SK Mishra, "Indian Economy" Himalaya Publication House, 37th Edition, 2019. 2. P Subba Rao, "International Business Text & Cases", Himalaya Publishing house, 2nd Edition, 2016. 3. Cavusgil, S.T., Knight, G. Riesenberger, "International Business: The New Realities", J.R. Prentice Hall, 5th Edition, 2016. 4. Gaurav Datt and Ashwani Mahazan, - "Indian Economy", S. Chand Publishers, 7th Edition, 2016. 5. Anant K Sundaram and J Stewart Black, "The International Business Environment", Prentice Hall of India, New Delhi, 1st Edition, 2015. 6. Pailwar V.K, "Business Environment", Prentice Hall of India, 3rd Edition, 2014. 7. V K Bhalla and S Shiva Ramu, "International Business", Anmol Publications Private Ltd. New Delhi 110002 (India), 12th Edition, 2013. 8. Justin Paul, "Business Environment Text and Cases", Tata McGraw Hill Publishers, 3rd Edition, 2012. 		
Reference Books:		
<ol style="list-style-type: none"> 1. Francis Cherunillam, "Business Environment Text and Cases", Himalaya Publication House, Hyderabad, 27th Edition, 2019. 2. Ramesh Singh, "Indian Economy", McGraw Hill Education private limited, Chennai, 11th Edition, 2019. 		
Web References:		
<ol style="list-style-type: none"> 1. http://ebooks.lpude.in/commerce/mcom/term_1/DCOM105_DCOM402_DMGT105_DMGT401_BUSINESS_ENVIRONMENT.pdf 2. https://www.google.co.in/books/Edition/Business_Environment/xaHonZv5dfIC?hl=en&gbpv=1&dq=Business+environment&printsec=frontcover 3. https://www.google.co.in/books/Edition/BUSINESS_ENVIRONMENT_3_e/k4nCCwAAQBAJ?hl=en&gbpv=1&dq=Business+environment&printsec=frontcover 		
E-Text Books:		
<ol style="list-style-type: none"> 1. https://www.pdfdrive.com/the-business-environment-e15342606.html 2. https://www.pdfdrive.com/international-business-environment-e56594187.html 3. https://www.pdfdrive.com/business-environment-entrepreneurship-the-institute-of-e9042612.html 4. https://www.pdfdrive.com/indian-economy-e178348843.html 5. https://www.google.co.in/books/Edition/Business_Law/QGbgkOKoeQ0C?hl=en 6. https://docs.google.com/viewer?a=v&pid=sites&srcid=ZGVmYXVsdGRvbWFpbmVxsaWI3YWYyZjgyfGd4OjdkNzY1OTRiOGQ4NGJkODM 7. https://www.ebooks.com/en-in/book/209720942/contract-law/andrew-stewart/ 8. https://www.ebooks.com/en-in/book/210232691/goode-and-mckendrick-on-commercial-law/roy-goode/ 		