

K L UNIVERSITY
DEPARTMENT OF COMMERCE
B.Com (Honours) (Accounting & Finance)
I - SEMESTER

INDIAN BUSINESS ENVIRONMENT

UNIT-I: Business environment: (Hours 6)

Over view – Concept, Significance and Nature of Business environment; Elements of environment: Internal and External - Kinds of environment —Influence on Business.

UNIT-II: Economic and financial environment of business: (Hours 6)

Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies: Industrial policy, Fiscal policy –Foreign Trade Policy; Economic reforms, Liberalization.

Unit – III: Political, Legal and Regulatory environment of business: (Hours 8)

Critical elements of political environment; Government and business; Changing dimensions of legal environment in India; MRTP & FEMA and licensing policy; Consumer Protection Act

Unit – IV: Socio – Cultural environment: (Hours 5)

Critical elements of socio – cultural environment, Consumerism in India, Social Audit.

Unit – V: Technological environment: (Hours 5)

Technological environment in India; Policy on research and development; Patent laws, Technology transfer.

Text Books:

- 1.Francis Cherunilam, Business Environment, Himalaya Publications, 2009, 11th Edition, Mumbai
- 2.G.S. Gupta, Macro Economics, Theory and Application- Tata Mc Graw-Hill Publishing, New Delhi, 2007, 2nd Edition.New Delhi.

Reference Books

- 1.Misra & Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2006, 10th Edition, Mumbai
- 2.Ruddardatt & KPM.Sundaram, “Indian Economy” S. Chand & Co. Ltd. 2010, 61st Edition. New Delhi.
- 3.Shaikh Saleem, Business Environment, Pearson Education, 2006, 4th Edition, New Delhi-
- 4.Paul, Justin, Business Environment (Text and Cases), Tata McGraw-Hill, 2006, 7th Edition, New Delhi.
- 5.Economic Survey (latest), Govt. of India, Ministry of Finance, New Delhi
- 6.K.V.Sivaiah & V.B.M.Das, Indian Industrial Economy, S.Chand & Company, 2007, 1st Edition, New Delhi.
- 7.Suresh Bedi, Business Environment, Excel Books, 2009, 9th Edition, New Delhi.

