

Course Name: Indian Business Environment

Course Code: 15MB51C1

Semester I / Year I

L-T-P : 3-0-0

Credits : 3

COURSE OUTCOMES

After completion of this course, the student will be able to

1. Outline various components of Business Environment,
2. Recognize, distinguish, paraphrase, and explain the impact of business environment on business activities,
3. Apply the knowledge to analyze the current situations and take prudent decisions,
4. Identify, distinguish and present the various facts and uniqueness of the any component of the business environment,

SYLLABUS

Business Environment Introduction: Concepts, Significance and Nature of Business Environment; Elements of environment: Internal and External; Techniques of Environmental Scanning and Monitoring, ***Economic Environment of Business:*** Significance and Elements of Economic Environment; Economic Systems, India as an Emerging Economy, India as a Mixed Economy, Economic Planning in India; ***Government Policies:*** Industrial Policy, Fiscal Policy, Monetary Policy, Foreign Trade Policy; Economic Reforms, Liberalization, Privatization & Globalization (LPG) and Structural Adjustment Programs, Banking Sector Reforms in India, Narasimham Committee Recommendations on Banking Sector Reforms, Raghuram C Rajan committee Recommendations on Financial Sector Reforms. ***Political and Legal Environment of Business:*** Critical elements of Political Environment; Government and Business; Changing dimensions of Legal Environment in India; MRTP & FEMA and Licensing Policy; Consumer Protection Act ***Socio – Cultural and Technological Environment:*** Critical Elements of Socio – Cultural Environment; Consumerism in India; Technological Environment in India; Social Audit, Policy on Research and Development; Patent laws; Technology transfer. ***Women and Business: National Policy for the Empowerment of Women, 2001,*** Bill to make workplace safer for Indian women, Nirbhaya Act. ***International and Recent Issues in environment:*** Multinational Corporations; Foreign collaborations and Indian business; Non-resident Indians and Corporate Sector. Public sector reforms, Consortiums, BRICS and India, The New Development Bank (NDB) by BRICS and AIIB: Economic Advantages of India.

RECOMMENDED TEXT BOOK

Justin Paul, Business Environment Text and Cases, 3e TMH.

REFERENCE BOOKS

1. Shaik Saleem, Business Environment, 2E, Pearson, 2010
2. Fernando, Business Environment, IE, Pearson, 2011
3. Misra S. K & Puri V. K, Economic Environment of Business, 6E, Himalaya publishing house, 2010.