Programme   : M COM
Course Code   **: COC 123**
Course Title   **: Business Environment and International Trade**
Number of Credits   : 3
Effective from AY   : 2020-21

Need of the Course	Business success is depending on the favorable environmental conditions, being a student of management one must have an idea about what's going on the surroundings and how it will be going to effect
Description of the Course	This course will cover all the aspect which are important for the survival and growth of the business
Objectives of the Course	To develop ability to understand and scan Business Environment. To understand the various economic factors and policy. To equip with knowledge of social and cultural factor. To enable the learning on international factors.

Course Content		
Unit 1	**Theoretical Framework of Business Environment**	**12 Hours**

Concept, significance and nature of business environment; Elements of environment micro and macro; Techniques of environmental scanning and monitoring.
Constitution of India-Preamble, Features, Fundamental Rights, Directive Principles and Union - State Reations, Critical elements of political environment; Government and business; Competition Act 2002, FEMA and Consumer Protection Act 1986.

Unit 2	**:Economic Environment**	**12 Hours**

Significance and elements of economic environment; Economic system and business environment; Economic planning in India; Government policies, industrial policy, fiscal policy, monetary policy, EXIM policy. Public Sector, Private Sector, Joint Sector and Co-operative Sector in India;
Balance of Payment; Special Economic Zones (SEZs);Micro, Small and Medium Enterprises (MSMEs); Village and Cottage Industry; Parallel Economy; Privatization; Devaluation of Rupee and Disinvestments.

Unit 3	**:Demographical Environment (Socio-Cultural)**	**12 Hours**

Nature of Indian Society and Ethos; Social Interest, Institutions and Values Vis-a-visIndustrial Development; Responsibility of Business-Rationale, Scope, Responsibility Towards Self, Owners, Creditors, Depositors and Employees, Business Ethics-Meaning, Assumptions, Features, Principles, Need and Importance; Standards, Consumerism; Social Audit-Definition, Characteristics, Importance, Scope, Audit Process and Social Audit in India.

Unit 4	**International Business Environment :**	**12 Hours**

Globalization-Concept, Merits, Demerits, and Interdependency; India's International Trade; MNCs-Meaning; Characteristics; Merits and Demerits; Multinational and Govt. Policy; Foreign Capital Inflows-Concept, Merits, Demerits and Present Trend; Collaborations and Agreements-Bilateral, Multilateral; Memorandum of Understandings (MOUs); International Economic Institutions – GATT, WTO, UNCTAD, World Bank, IMF; Transfer of Technology; Technology Policy. Factors Influencing Technological Environment. Role and Impact of Technology on Business.	
Pedagogy	: The methodology used in the class will combine lectures applications and case discussions.
Reference/Readings	Adhikary M: Economic Environment of Business, Sultan Chand & Sons, New Delhi. Ahluwalia, I.J.: Industrial Growth in India, Oxford University Press, New Delhi. Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Publishing House, New Delhi. Aswathappa, K: Legal Environment of Business, Himalaya Publishing House, New Delhi. Chakravarty, S: Development Planning, Oxford University Press, New Delhi. Ghosh, Biswanath: Economic Environment of Business, Vikas Publishing House, New Delhi. Francis, Cherunillam: Business Environment and Government (HPH.) Agrawal &Diwan: Business Environment (Excel) Daniel: International Business Environment and Operations (Pearson) Michael V.P.: Business Policy and Environment (S.Chand)
Course Outcome	After the completion of this course, the students will be able to CO 1: Able to scan the environment and its effects on business. CO 2: Enable to analysis economic system and the policies. CO 3: Equip with provisions of the Government with respect to the business CO 4 : Cop- up with the international practices in the business.