

Programme	: M. Com	
Course Code	: COO 321	Title of the Course: Business Environment.
Number of Credits	: 4	
Effective from AY	: 2018-19	

Prerequisites:	Students have studied B. Com and basic understanding of Business Environment.
Need, Description, and Objectives	<p>Changing Social, political, economic and institutional factors define the business environment of countries as well as the strategies of the companies which are trying to establish themselves in the competitive world. As such there is a need for the in-depth analysis of various factors faced by the business organizations.</p> <p>This course focuses on the elements of economic, political, legal and socio-cultural business environment faced by an economy. The course will cover the aspects of global institutions, such as the World Trade Organization (WTO), which set global rules that profoundly affect business strategy and human welfare.</p> <p>To provide knowledge of the policies and legal provisions of the Government with respect to the business environment in India. To familiarize and acquaint the students with the knowledge of business environment and latest development in business environment.</p>

<p>Content:</p>	<p>UNIT 1: Theoretical Framework of Business Environment Business Environment Concept – Elements - micro-environment - macro environment - Significance - Limitations- Nature of Business Environment – External environment, internal environment - Changing dimensions of business environment - Analysis of environment – framework of analysis – scanning, monitoring, forecasting, assessing.</p> <p>UNIT 2: Economic Environment of Business Introduction - Economic Environment of Business - The Global Economic Environment - Economic Policies - Business and Economic Policies - Public Sector Policy - Disinvestment Policy - EXIM Policy – Fiscal policy – Monetary policy - Economic environment with reference to India's economy</p> <p>Liberalization, Privatization and Globalization (LPG) – Advantages – disadvantages – Second Generation Reforms - Industrial Policy - New Industrial Policy 1991 –Industrial Growth and structural changes in Indian Economy.</p> <p>UNIT 3: Political and Legal Environment of Business Changing dimensions of Political Environment – Government and business - Political Environment, Types of Political Systems, Indian Constitution and Business, Changing Profile of Indian Economy, Business Risks Posed by the Indian PoliticalSystem.</p> <p>Changing Dimensions of Legal Environment - Intellectual Property Rights - Patent Law - Environment (Protection) Act - Factors influencing emergence of Labour Laws - Importance of Labour Laws – Changing dimensions of legal environment in India; MRTP Act, FEMA and licensing policy; Consumer Protection Act, Competition Act 2002 – SEZ Act 2005</p> <p>UNIT 4: Technological and Socio-CulturalEnvironment Technological environment in India; Technology transfer, Online Channels, Online Services, Advantage of Online services, E-commerce, Indian</p>	<p>3 hours 55</p> <p>15hours</p> <p>15hours</p> <p>15hours</p>
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	conditions of E-commerce, Electronic Banking, Franchise Business. Socio-cultural environment - Social institutions and systems - Social values and attitudes - Social groups - Social Responsibility of Business - Contemporary issues in CSR - Cultural environment – nature of Culture - interface between culture and business - Cross – culture management - social responsibility of business, Business ethics – Analysis - forecasting and assessment of cultural environment – social audit - Consumerism in India.	
Pedagogy:	The following methods and forms of study are used in the course: <ul style="list-style-type: none"> • Lectures. • Case studies. • Self-Study and fact based assignments to better understand the various factors affecting the businesses. 	
Reference / Readings:	<ol style="list-style-type: none"> 1. Aswathappa, Business Environment for Strategic Management, Himalaya Publishing house. 2017 2. Stephen J.K. Wallers. Enterprise, Government and the Public, McGraw Hil 2017 3. Ruddar Dutt & KPM Sundaram: Indian Economy, S.Chand & Co. 2017 4. Mishra and Puri: <i>Economic Environment of Business</i>, Himalaya Publishing House, New Delhi. 2017 5. Saleem Saikh: <i>Business Environment</i>, Himalaya Publishing House, New Delhi. 2017 6. Adhikary, M: Economic environment of Business, sultan Chand & sons, New Delhi. 2018. 7. Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Pub, Delhi. 2017 8. Ramaswamy, V.S. and Nama Kumari: strategic Planning for Corporate success, Macmillan New Delhi. 2017. 	
Learning Outcomes:	Identifying, understanding and examining of various elements affecting business environment and also the role of various economic factors in the economic growth of India	

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