

**COURSE TITLE: INDIAN BUSINESS ENVIRONMENT**  
**COURSE: BBA / BHM**

---

**Unit I: Overview of Business Environment:** The Nature of Business Environment – Significance of Business Environment – Types of Environments: internal Environment – External Environment. Competitive Structure of Industries: Competitor Analysis – Environment Analysis. Concepts of Liberalization & Privatization in India.

**Unit II: Industrial Policy:** Five year planning in India – Industrial policy upto 1991 – industrial licensing policy – significance and Role of FDI – factors affecting international investments – evaluation of new FDI policy. Indian trade Policy.

**Unit III: Economic Environment of Business:** Economic growth & National income - Economic Systems & Business Environment – Economic reforms & Structural adjustment in India. Fiscal Policy – Union budget & Taxation – Monetary Policy – Banking Sector Reforms in India.

**Unit IV: Political and Legal Environment of Business:** Critical elements of Political Environment – constitutional framework of India – the role of Government in Business – Changing Dimensions of Legal Environment in India – MRTP Act – FEMA Act – Consumer Protection Act – Competition Act 2002.

**Unit V: Socio- Cultural and Technological Environment of Business:** Elements of Social – Cultural Environment – Consumerism in India – Corporate Social Responsibility. Technological Environment in India – Policy on Research and Development – Patents laws- Technology Transfer.

**Learning Support:**

**a) Recommended Text Book(s):**

1. K. Aswathappa, Essentials of *Business Environment*, Himalaya Publications, New Delhi, 11<sup>th</sup> Edition.

**b) Reference Books:**

1. Francis Cherunilam, Business Environment, Himalaya Publications, New Delhi, 11<sup>th</sup> Edition
2. Justin Paul, Business Environment, Text & Cases, McGraw-Hill, New Delhi.
3. Suresh Bedi, Business Environment, Excel Publications, New Delhi.
4. K.V.Sivaiah & V.B.M.Das, Indian Industrial Economy, S. Chand & Company, New Delhi.
5. Economic Survey (latest), Govt. of India, Ministry of Finance, New Delhi.