

Objectives: The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Detailed Curriculum:

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.

Recommended Text Book(s):

1. Francis Cherunilam, Business Environment, Himalaya Publications, New Delhi, 11th Edition

Recommended Reference Books:

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