

DISCIPLINE SPECIFIC ELECTIVE COURSE

B.COM. SEMESTER- VI

BUSINESS ENVIRONMENT



BLOCK-I INTRODUCTION TO BUSINESS ENVIRONMENT

UNIT 1: An Overview of Business Environment

Business environment- Meaning - Types of Environment- Internal Environment-External Environment—Micro Environment- Macro environment-constituents.

UNIT2: Nature and objectives of Business

Business- Meaning-characteristics—Classification of business—Classification of industry- Objectives of business- Forms of business organisation.

UNIT 3: Environment Analysis

Environmental analysis—Environmental Scanning- SWOT –PEST -Porter's Competitive Model- Environmental Forecasting- Techniques.

BLOCK-II SCOPE OF BUSINESS ENVIRONMENT

Unit 4:Economic Environment

Types of economic systems- Business cycle- Structure of economy- Inflation (Causes & Measures)

Unit 5: Political-legal Environment

Political environment-constituents-legal environment-constituents-important economic legislations in India-FERA.

Unit 6: Socio-Cultural Environmental

Socio-cultural environment- constituents-social responsibility of business- consumer protection- corporate governance-demographic environment-constituents.

BLOCK III INDUSTRIAL POLICY

Unit 7: Industrial Reforms

Industrial Policy-1991-Economic Reforms- Liberalisation measures till 1991-measures since 1991-Privatisation measures-Globalisation measures.

Unit 8: Industrial Sickness

Industrial sickness-reasons-price controls-measures for resolution-SICA-Exit policy-Bankruptcy Code—NCLT.

Unit 9: Competition Policy & Law

Competition policy and Law-Nature and Scope-Competition Act, 2002—Competition Commission-objectives and functions.

BLOCK IV: FINANCIAL INSTITUTIONAL ARRANGEMENTS

Unit 10: Financial Markets

Capital Market-role and functions-primary market-secondary market—Money Market-role and functions—Forex Market-role and functions.

Unit 11: Regulators of Markets

SEBI-role and functions—RBI-role and functions—FERA-objectives.

Unit 12: Monetary & Fiscal policy

Monetary policy-meaning-objectives-Monetary Policy Committee—Fiscal Policy-meaning-objectives—FRBM.

BLOCK V GLOBAL ENVIRONMENT

Unit 13: GATT, WTO and other International Agreements

Origin of GATT & WTO- Agreements under GATT & WTO- BRICS- G20- G8- BIMSTEC

Unit 14: Foreign Trade Policy:

Trade Policy-meaning—Need for export promotion—recent trade policy-measures for export promotion.

Unit 15: Multinational Corporations

Multi National Corporation-meaning-entry strategies- MNCs and the developing countries- advantages and disadvantages.
