

COURSE CODE: 2CM2010102	COURSE TITLE: Business Environment and Economic Policies COURSE TYPE : CORE COURSE
COURSE OBJECTIVE: To provide knowledge of the policies and legal provisions of the creating business environment in India.	

Teaching Scheme (Hours per week)		Evaluation Scheme (Marks)		
Lectures	Credit	University Assessment	Institutional Assessment	Total
4	4	60	40	100

Unit	Topic and Contents	Hours	Wt. (%)
1.	Business Environment: Concept - Nature and scope- types– internal environment and external environment- Factors influencing business environment- Economic – Social- Cultural - Political environment and technical environment; Environmental analysis – Environment scanning - Monitoring - Changing dimensions in business environment.	15	25%
2.	Economic Environment: Concept – Nature and scope Structures of the economy - Economic policies and conditions- Economic planning - Industrial policy - Foreign investment -Foreign technology agreements - Merits and demerits of the policy – FEMA - Monetary and fiscal policies - New economic policy.	15	25%
3.	Political and Legal Environment: Concept- Political institutions - Rationale and extent of state intervention - Reasons for state intervention - Types of intervention - Extent of interventions - Government Business interface – Legal environment.	15	25%
4.	Socio Cultural Environment: Concept - Nature – Impact Business participation in cultural affairs - Social responsibility of business - Business and society - Business ethics - Corporate governance.	15	25%

References Books:

1. Chari, S.N. International Business, Wiley India.
2. Francis Cherunilam, Business environment – Text and cases, Himalaya Publishing House.
3. K. Aswathappa, Essentials of Business environment, Himalaya Publishing House. Pandey G.N. Environmental Management, Vikas publishing house.
4. Raj Agarwal, Business Environment, Excel publications.
5. Sundaram & Black. International Business Environment Text and cases, PHI.