

BUSINESS ENVIRONMENT



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PREVIEW OF CHAPTERS SYLLABUS

BUSINESS ENVIRONMENT

Objective: to familiarize the students with the business environment conditions prevailing in

India and international and understand its implications to business.

Unit-I Business Environment: Components and Significance – Economic Scope – Cultural,

Political, Technological and External Factors Influencing Business Environment – Dimensions

of International Business Environment – Challenges.

Unit-II: Structure of Indian Economy ; Economic systems- Economic planning with special

reference to last three plans, public, private joint and cooperative sectors -

Industrial Policy of

the Government - Policy Resolutions of 1956, 1991 Industrial Policy and Economic Policy -

Subsequent policy Statements

Unit-III Indian Companies - Competitiveness, Changes and Challenges, Sustainable Development, Social Responsibilities, Ethics in Business- Competition Act 2002 -

Emerging

Trend in Indian Business Environment.

Unit – IV: International Trade Theories, Balance of Payments – Concepts, Disequilibrium in

BOP: Methods of Correction - Trade Barriers and Trade Strategy - Free Trade vs. Protection -

World Financial Environment: Foreign Exchange Market Mechanism, Exchange Rate

Determination, and Euro Currency.

Unit – V: International business environment: Globalisation: International Economic

Integration, Country Evaluation and Selection, Foreign Market Entry Methods, International

Trading Blocks – Their Objectives; WTO Origin, Objectives, Organization Structure and

Functioning – WTO and India.

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