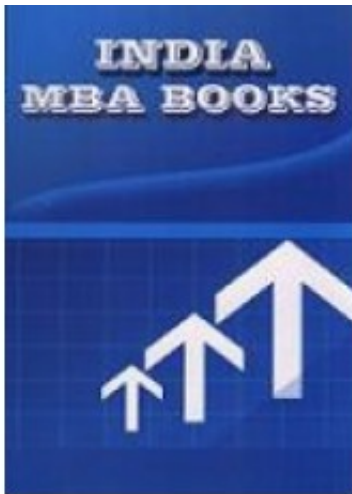


# BUSINESS ENVIRONMENT



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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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