

Course No. 104

BUSINESS ENVIRONMENT (BNEV IV)
(For b.com. General and six speciality courses)

Marks: 80

Hours: 40

Objective: The paper aims to acquaint the learners with the emerging issues of business at national and international levels with emphasis on liberalization and globalization.

Course Contents:

- Unit I:** Theoretical framework --- Concept, significance and nature of business environment; environmental scanning, elements of business environment – internal and external environment. SWOT analysis – concept, significance and technique, Changing dimensions of business environment in India. 20: 10 hrs
- Unit II:** Economic Environment --- Significance and elements of economic environment. Business cycle – concept, phases and features. Economic growth—concept and hindrances. Industrial sickness – definition, causes and effects (to be studied with special reference to NE India). 20: 10 hrs
- Unit III:** Government policy and Legal Environment --- Industrial policy of India since 1991 – salient features – licensing, privatization , foreign collaboration in the light of recent changes, Competition Act, 2002; Meaning, objectives, definitions and applicability of the Act. Export Import Policy (EXIM Policy), Special Economic Zones (SEZ). Salient features of the Govt. India's Industrial Policy for the North East (Latest Policy). 20: 10 hrs
- Unit IV:** International Business Environment --- International economic grouping and institutions – GATT, WTO, World Bank, IMF, SAFTA -- their importance to India. The policy of globalization and its impact on Indian trade and industry. 20: 10 hrs

Text and Reference Books:

1. Cherunilam Francis: Business Environment, Himalaya Publishing House, New Delhi.
2. Aswathappa K: Essentials of Business Environment, Himalaya Publishing House, New Delhi.
3. Ahuja H.L: Economic Environment of Business, S. Chand & Company Ltd. New Delhi.
4. Bezborah P. & Singh Ranjit, Business Environment, Kalyani Publishers.
5. Fernando: Business Environment, Pearson, New Delhi.
6. Shaikh: Business Environment, Pearson, New Delhi.