

Course No. COM - 101
Business Environment
Marks - 80

Block - I : Introduction to Business Environment

Unit I : Business Environment - Basics

Objective, Introduction, Concept of Business Environment Internal Environment, External Environment, Significance of Business Environment, Indian Business Environment, Government and Business.

Unit - II : Indian Economy : An Overview

Objectives, Introduction, State of Indian Economy Economics Indicators, External Indicators, Foreign investments & India. The Progressive features of Indian Economy : Sectoral overview, Indian Financial System, Development Strategy in India : India's approach in the new millennium, the present day world, Indian public policies.

Marks - 16

Block - 2 : Government Controls and MNCs

Unit - I : Controls and Industrial Policies

Objective, Introduction, Controls under Planning, Price Controls, Industrial Policy.

Unit - II : MNCs and MRTP Act

Objectives, Introduction, Scenario of MNC's in India, MRTP Act, Restrictive Trade Practices, Unfair Trade Practices, Powers of the Commission, Remedies under the Act.

Marks - 16

Block - 3 : Policies and Mobilization of Resources

Unit - I : Monetary and Price in Developing Country

Objectives, introduction, Monetary Policy-meaning, Indian Monetary Policy, Features, Monetary Growth, Credit Policy, Price Policy in developing economy.

Unit - II : Mobilization of Resources

Objectives, Introduction, Mobilization of Resources through Fiscal Policy, Fiscal Policy-meaning, Types of Fiscal Policy, Expenditure and Taxation, Borrowing, economic & monetary effects. Indian Scenario Mobilization of resources through taxation, Containment of current expenditure, Consequences of public borrowing, Public Enterprise savings, Central Government Public Enterprise, state Government Public Enterprise, Household saving behaviours, Changing Structure of Private Savings, Policy incentives for Private Savings.

Marks - 16

Block - 4 : Consumers Protection, Capital Market & foreign Trade

Unit - I : Consumers Protection

Objectives, Introduction, Consumer Protection, Introduction and Definition, Objects of Consumers Protection Act, definition of different terms under the Act, Redressal Machinery under the Act, Important Cases, Consumer rights and responsibilities.

Unit - II : Indian Capital Market

Objectives, Introduction, Indian Capital Market-evaluation, Indian Stock Exchange, Institutional Investors, Other issues.

Unit - III : Direction of Indian Foreign Trade

Objectives, Introduction, trends in India's Foreign Trade, Trend in India's Export, Trend in India's Import, India's Foreign Trade, Recent

Trends, Foreign Exchange Management Act, regulation and Management of foreign Exchange.

Marks - 16

Block - 5 : Structural Reforms and IT Revolution

Unit - I : Structural Reforms

Objectives, Introduction, Structural reforms in Indian economy, Impact on Terms of Trade and Prices, Impact on Household Income, Poverty and Food Security, India's Foreign Policy (Globalization and Trade Promotion).

Unit - II : IT Revolution

Objectives, Introduction, globalization, Indian stand in terms of Global Integration, Digital Cash, E-Commerce, Impact of Globalization WTO etc.

Marks - 16