

Programme..Master of Commerce (MCom)

MCM5003 BUSINESS ENVIRONMENT

Course Code	MCM5003	Semester	I
Course Title	BUSINESS ENVIRONMENT		
Credits	3	Type	Elective

Learning/Course Objective

- To acquire in-depth knowledge about different environment in the business climate.
- To sensitize students to current issues affecting business.
- To develop knowledge about the legislations in the country.

Course Structure

Unit 1:

Business Environment: Dynamic factors of environment – Importance of scanning the environment – Fundamental issues captured in PESTLE– Political, Economic, Socio-cultural, Technological, Legal and Ecological environment- Opportunities and Threats as environmental issues to address by Businesses- Policy Environment: Liberalization, Privatization and Globalization (LPG) - Efficiency and Competition- LPG vis-a-vis Strengths, Weaknesses, Opportunities and Threats- (Relevant One or Two Case Studies).

Unit 2:

Political Environment: Government and Business – Political Systems, Political Stability and Political Maturity as conditions of business growth- Role of Government in Business: Entrepreneurial, Catalytic, Competitive, Supportive, Regulative and Control functions- Government and Economic planning: Industrial policies and promotion schemes – Government policy and MSME – Interface between Government and Public sector- Good Governance and Great Environment- (Relevant One or Two Case Studies).

Unit 3:

Economic Environment: Phase of Economic Development and its impact- GDP Trend and distribution and Business opportunities- Monetary System and Business capital: Quantum, Types, Risk and Cost-Role of Banks; Role of Financial Institutions- Role of Central Bank- Fiscal System: Government Budget and Taxation Measures- Fiscal Deficits and Inflation- FDI and Foreign collaboration –Foreign Capital tapping by businesses- Export-Import policy – Foreign Exchange and Business Development- (Relevant One or Two Case Studies).

Unit 4:

Social and Technological Environment: Societal Structure and Features- Entrepreneurial Society and its implications for business – Social and cultural factors and their implications for business- Technology Development Phase in the Economy as conditioner of Business opportunity- Technology Policy- Technology Trade and transfer- Technology Trends in India- Role of Information Technology – Clean Technology- (Relevant One or Two Case Studies).

Unit 5:

Legal and Ecological Environment: Legal Environment as the all enveloping factor from inception, location, incorporation, conduct, expansion and closure of businesses- Legal Aspects of Entering Primary and Secondary Capital Markets- Law on Patents- Law on Consumer Protection- Law on Environmental Protection- Need for Clean energy and Reduction of Carbon footprint- (Relevant One or Two Case Studies).

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Learning/Course Outcome

- Understand the nature of business environment and its components.
- Students can update themselves with the issues that affect the business world today.
- Gain interest in International Business.

Books for Referencing

- 1.Steiner& Steiner, Business, Government and Society:A Managerial Perspective, McGraw-Hill, 2008
- 2.Business Environment, C.B.Gupta, 2016, S.Chand and Co.
3. Mohinder Kumar Sharma, Business Environment in India, South Asia Books.
- 4.Francis Cherunilam, International Business Environment, Himalaya Publishing House, 2015.
- 5.Adhikary M, Economic Environment of Business, Sultan Chand & Sons.
- 6.Amarchand D, Government and Business, TMH.
- 7.Maheswari& Gupta, Government, Business and Society.
- 8.Sameer Kochhar, (ED.), Growth & Finance, Academic Foundation, 2011.