

MASTER OF COMMERCE - SECOND SEMESTER

BUSINESS ENVIRONMENT AND GOVERNMENT POLICY

Code: **HC 2.3**

Contact Hours: 64

Credit Points: 4

Univ Code:

Work load: **4 hours per week**

Evaluation: Continuous Internal Assessment – **30 Marks**
Semester-End Examination – **70 Marks**

Objective: The objective of this course is to acquaint students with business environment and Government Policies which influence on the performance of business entities.

Pedagogy: A combination of Lectures, Case Analysis, Group Discussions, Seminars, Assignments, etc.

Module 1 **Introduction:** Concept, Significance & Nature of Business Environment; Elements of Business Environment; Government - Business Interface; the Dynamics of Business Environment and Corporate Adjustment; Risk in Business Environment; Environment Analysis and Forecasting; Changing Dimensions of Business Environment.

Module 2 **Economic Environment:** Nature and Structure of Economy; Economic Policies and Conditions; Monetary Policy, Fiscal Policy, EXIM Policy; Industrial Sickness; Public Sector and Economic Development; Process of Economic Growth; Present Status of Indian Economic Environment.

Module 3 **Economic Reforms in India:** New Industrial Policy – Concept and Impact of Liberalization, Privatization and Globalization; Second Generation Reforms; Contemporary Economic Reforms and Implementations.

Module 4 **Social and Cultural Environment:** Social institutions and functions, Social values and attitudes, Culture determines goods and services, people's attitude to business, Problems of uneven income distribution, emerging rural sector in India. India business system - social responsibility of business, consumerism in India

Module 5 **Political and legal environment of Business:** Critical elements of political environment, functions of state; economic role of government, government and legal environment in India. MRTP Act v/s Competition Act, FEMA and consumer protections act, Intellectual Property Rights.

References:

1. Alok and Mridula Goyal, Business Environment, VK Publications.
2. Ahluwalia. I.J. Industrial Growth in India, Oxford University Press, Delhi
3. Arya, P P and Tandon, B. B.: Economic Reforms in India, Deep and Deep Publishers, New Delhi.

4. Aswathappa, K: Essentials of Business Environment, Himalaya Publishing House, New Delhi.
5. Economic Survey – Various Issues, Govt. of India, Ministry of Finance.
6. Francis Cherunilam, Business Environment, Himalaya Publishing House, New Delhi.
7. Jain, Mukesh and Raju, Business Environment, VK Publications.
8. Justin Paul, Business Environment, Tata McGraw Hill, New Delhi.
9. Justin Paul, Business Environment, TMH Ltd., New Delhi.
10. Mishra and Puri: Economic Environment of Business, Himalaya Publishing House, New Delhi.
11. Rosy Joshi and Sangam Kapoor: Business Environment, Kalyani Publishers, New Delhi.
12. Saleem Saikh: Business Environment, Himalaya Publishing House, New Delhi.
13. Sengupta, N.K: Government and Business in India, Vikas Publication, New Delhi.
14. Suresh Bedi, Business Environment, Excel Books.