

**OBJECTIVES:** To make the students understand different facets of business environment.

**COURSE:**

**MODULE-I: THEORETICAL FRAMEWORK OF BUSINESS ENVIRONMENT:** concept and significance – economic scope – external factors influencing business.

**MODULE-II: ECONOMIC ENVIRONMENT :** Structure of Indian economy – economic system – economic planning in India – government policies – industrial policy – 1948, 1956 - only features, 1991 concept and features, fiscal policy - monetary policy - Economic reforms - new economic policy- LPG concept - changes and challenges - sustainable development - FDI - MNC's.

**MODULE-III: POLITICAL AND LEGAL ENVIRONMENT OF BUSINESS:** impact of political institution on business – responsibility of government towards business - impact of legal environment on business – MRTP act – unfair trade practices – industrial licensing – FEMA, FERA, Consumerism and consumer protection Act.

**MODULE-IV: SOCIO - CULTURAL ENVIRONMENT:** Elements of Social environment – business and society of business– ethics and corporate governance – social audit – benefits of social audit.

**MODULE-V: EMERGING TRENDS:** Emerging trends in Indian Business Environment-International trade theories- Balance of Payments-Concepts-Disequilibrium in BOP-Methods of Correction Trade Barriers and Trade strategy Globalization-international Economic Integration

**RECOMMENDED BOOKS:**

1. Francis Cherunilam, Business Environment, Himalaya Publishing House
2. A.N.Agarwal, Indian Economy, Vikas Publishing House
3. Adikhary, Economic Environment of Business, Sultan Chand and Sons.
4. K.Aswathappa, Essentials of Business Environment , Himalaya Publishing House.
5. T.R. Jain, Mukesh Trehan. Business Environment.