

CC : 601 : Business Environment (Core Course)

Theory : Credit : 4 (100%)

Total Marks : 100

Unit	Topics Covered	Wt.
1.	Introduction of business environment : Meaning, significance and components of business environment. An aggregate view of Demographic -Economic - political and legal – social and culture – technological - international environment And its impact on business and strategic decision.	(5%)
2.	Demographic Environment : Compositional characteristics of Indian population, Malthus theory of population, Population policy of India, population projections and their significance for business.	(15%)
3.	Economic Environment : Money and capital markets, Fiscal policy, Recent union budget, Current Five year plan. Role of agriculture Industry in Economic envelopment. Recent trends in industrial Development and its impact on Indian economy. Industrial sickness: causes and remedies.	(25%)
4.	Political and Legal Environment : Indian constitution, fundamental rights, directive principles of state policy. Political and Legal Environment of India affecting business environment.	(15%)
5.	Socio- cultural Environment : Social stratification, socio-cultural fabric and lifestyles: customs, taboos, tastes and preferences and their impact on business	(15%)
6.	Technology Environment: Significance of technology in business, choice of technology - Capital intensive and labour intensive. Impact of technological changes on business.	(10%)
7.	International Environment: MNCs, Recent Export-Import policy. Role of international financial institutions like WTO, World bank and their impact on business environment.	(15%)

Reference Books:

- Aswathappa K., *Essentials of Business Environment*, Himalaya publishing House, Bombay.
- Cheruilam F., *Business Environment*, Himalaya publishing House, Bombay.
- Bauer P.T. , *Indian's Economic Policy and development*, popular prakashan, Bombay.
- Adhikary, M., *Economic Environment of Business*, Sultan Chand and Sonsn, New Delhi.