

17BB201-BUSINESS ENVIRONMENT

Course Description and Objective:

To familiarize the students with issues influencing business environment. Students also learn dimensions of business environment, policy framework- Industrial and trade policies, regulatory environment, role of regulatory institutions in Indian financial system, business ethics and corporate governance.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. Understand dimensions of business environment
2. Policy framework- Industrial and trade policies
3. Regulatory environment
4. Role of regulatory institutions in Indian financial system
5. Business ethics and corporate governance

UNIT-I

- 12 Hrs

Business Environment- Meaning- Different dimensions: Social, Cultural, Political, and Legal Environments and their Importance, Business Cycles and their impact.

UNIT-II

- 12 Hrs

Policy framework and business environment: Industrial policies, Trade Policies, Monetary and Fiscal policies – Liberalization, Privatization and Globalization and business opportunities – Disinvestment Policies.

UNIT-III

- 12 Hrs

Regulatory Environment: Clearances and permissions for establishing industry and businesses – Environmental acts, Patents, IPRs, - Pollution and Waste management practices - Government Business Interface- Governance Reforms.

UNIT-IV

- 12 Hrs

Role of regulatory institutions in Indian financial system – RBI, SEBI, IRDA, AMFI – Prudential and Disclosure norms for accountability- Regulation of Foreign Trade – FDI Policy.

UNIT V

- 12 Hrs

Business Ethics, Corporate Governance, Corporate Social Responsibility of business enterprises.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. List out the various cyber offences and the penalties for the same.

2. List at least 3 MNCs of G-8 Countries operating in India along with products they manufacture.
3. Collect the latest Fiscal, Monetary Policies on business.

Suggested Readings:

1. Dutt and Sundaram , Indian Economy, S. Chand, New Delhi, 2007.
2. K.Aswathappa, Essentials of Business Environment, 9th Himalaya, 2007.
3. Justin Paul: Business Environment, 1st 2006, TMH
4. Misra and Puri: Indian Economy, Himalaya, 2007.
5. Shaikh & Saleem - Business Environment (Pearson, 2nd Edition)
6. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8th Edition).