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M.Com (EAFM): Previous

8.5 Business Environment

Unit-I

Concept, Significance and Nature of Business Environment; Types and Elements of Business Environment; Internal and External Environment; Economic and Non-economic Environment. Changing dimensions of business economic environment, Environment analysis and scanning techniques.

Unit-II

Market Environment- Classification and factors. Social, Political and Technological Environment-elements, Market Structural Analysis – Perfect, Monopoly and Oligopoly, Role of Government. Business and Society- Socio Cultural Trends, Changing Concepts values and objectives, Effects of Technology on Business.

Unit-III

Role of government in business: New industrial policy and new dimensions of industrial policy. Public sector- objective, role, growth, and the government policy for public sector. Small scale sector- Rationale and role, problems, recent government policy. MMSEC. New agriculture strategy- significance, problems and prospects.

Unit- IV

Economic reforms: Privatization- meaning, objectives, progress, Disinvestment in India problems. Liberalisation-measures of liberalism; Globalization- means, case for and against globalization, measures, effect on Indian economy. Second Generation Reforms.

Unit- V

Multinational corporation- Role in India, foreign direct investment types, factors affecting and reasons of slow growth, government policy for FDI, sector distribution, technology transfer, modes-recent trends, Foreign trade-volume, composition and direction. New dimensions of foreign trade.

Suggested Readings:

1. Bhagwati, J. and Desai, P. India: Planning for industrialization; OUP, 2. Dhingra I.C.: Indian Economics; Sultan Chand and Sons.
3. Gaurav, Dutt Sundaram: Indian Economy; S.Chand & Company
4. Mishra and Puri: Indian Economy; Himalaya Publishing House
5. Singh P K: Business Environment; Apex Publisher.
6. Trivedi, Jatana and Lodha: Economic Environment of India; University Book House, Jaipur