

VEER NARMAD SOUTH GUJARAT UNIVERSITY

BUSINESS ENVIRONMENT

Objective:

- To bring about understanding of Social, Economic and Managerial Environment influencing business and industrial management in India.
- To acquaint the students with emerging global trends in business environment.

Contents:

Sr. No.	Topic
Economic Environment	
1	Concepts and significance of economic environment – at national and international level
2	Economic System: Laissez faire, capitalism, socialism and mixed economy
3	National Income
4	Monetary and Fiscal Policy (finance commission)
5	Industrial Policy
6	Latest five year plan
Social Environment	
7	Concept and significance of social environment, Interdependence of business and society, Culture and organization: Nationally and Globally
8	Social responsibility of business and trusteeship management, Business ethics, Management education in India
9	Population and Census
10	Chambers of Commerce, CII, FICCI, ASSOCHAM, NASSCOM
11	Sustainability
Technological Environment	
12	Impact of technology on organization
13	Process of technological adaptation and development, Patents, Technological Collaborations, Government guidelines, technology assessment at government level
14	ISO standards and Bureau of Indian Standards
15	Ecological implications of technology and Biotechnology
International Business Environment	
16	International Business : An Overview, types of International Business
17	Balance of Payments and Macroeconomic Management
18	Theories and Institutions: Trade and Investment, Government Influence on Trade and Investment, Bilateral and Commodity Agreements, Tariff and non-tariff barriers, WTO, Regional blocks, Management in International Firms Production, Operations and Service
19	Global competitiveness and global competition
20	World Economic growth and the environment, country evaluation and selection

Reference:

1. Saleem, Shaikh (2006), Business Environment, Pearson.
2. Cherunilam Francis (2008), Business Environment, Himalaya.
3. Cherunilam Francis (2006), International Business Environment, Himalaya.
4. Mithani D.M. (2005), International Economics, Tata McGraw Hill.
5. Soderston B. (2000), International Economics, <<Publisher>>.
6. Ashwathappa (2006), Business Environment, Himalaya.