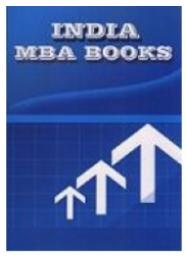
## **BUSINESS ENVIRONMENT**



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## PREVIEW OF CHAPTERS SYLLABUS

## **BUSINESS ENVIRONMENT**

Objective: to familiarize the students with the business environment conditions prevailing in

India and international and understand its implications to business.

**Unit-I Business Environment: Components and Significance – Economic Scope – Cultural,** 

Political, Technological and External Factors Influencing Business Environment – Dimensions

of International Business Environment - Challenges.

**Unit-II: Structure of Indian Economy ; Economic systems- Economic planning with special** 

reference to last three plans, public, private joint and cooperative sectors -

**Industrial Policy of** 

the Government - Policy Resolutions of 1956, 1991 Industrial Policy and Economic Policy -

**Subsequent policy Statements** 

Unit-III Indian Companies - Competitiveness, Changes and Challenges, Sustainable Development, Social Responsibilities, Ethics in Business- Competition Act 2002 - Emerging

Trend in Indian Business Environment.

**Unit – IV: International Trade Theories, Balance of Payments – Concepts, Disequilibrium in** 

**BOP: Methods of Correction - Trade Barriers and Trade Strategy - Free Trade vs. Protection -**

World Financial Environment: Foreign Exchange Market Mechanism, Exchange Rate

**Determination, and Euro Currency.** 

Unit-V: International business environment: Globalisation: International Economic

**Integration, Country Evaluation and Selection, Foreign Market Entry Methods, International** 

Trading Blocks – Their Objectives; WTO Origin, Objectives, Organization Structure and

Functioning – WTO and India.

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