

MCM-101 BUSINESS AND ECONOMIC ENVIRONMENT

Course Objective: The objective of the course is to acquaint students with the concepts of macro-economics and the macro environment in which a business organization operates and make them capable of analyzing and understanding the macro-economic policies of the government implemented from time to time and assess their impact on business.

Block-1 Concepts and Dimensions

Unit-1 Contemporary Global and Indian Environment

Unit-2 Business and Society

Unit-3 Social Responsibility of Business

Unit-4 Consumerism and Business

Block-2 Macro Economic Concepts and Macro Environment

Unit-5 Macro Economic Environment and Modern Theories of Economic Growth

Unit-6 Aggregate Demand and Supply

Unit-7 Inflation

Unit-8 Unemployment

Block-3 Economic Reforms, Economic Planning and Economic Policy

Unit-9 Economic Planning in India

Unit-10 New Economic Policy

Unit-11 Economic Reforms in India-I

Unit-12 Economic Reforms in India-II

Block-4 Industrial Policy & Industrial Financial Institutions

Unit-13 Industrial Policy and Industry Licensing

Unit-14 Public Sector Enterprises and Small and Medium Enterprises

Unit-15 Micro-Finance

Unit-16 Financial Institutions (IDBI, IFCI, ICICI, UTI and SIDBI)

Block-5 Foreign Trade, Foreign Capital and Forex Management

Unit-17 Foreign Trade: Theories, Issues and Modern Context

Unit-18 FDI and FII

Unit-19 Foreign Exchange Rates and Foreign Exchange Markets

Unit-20 IS-LM-BOP Curve Analysis

Block-6 Globalization and World Trading System

Unit-21 Globalization, Liberalization and Privatization

Unit-22 Regional Trading Blocks

Unit-23 World Trade and Emerging Environment

Unit-24 Multilateral Trading System

Suggested Readings:

1. Economic Environment of Business, S K Mishra, Puri.
2. Business Environment, C B Gupta, Sultan Chand & Sons.
3. Business Environment, Raj Agrawal, Excel Books.
4. Economic Environment of Business, Adhikari M, Sultan Chand.
5. Economic Environment of Business, Ghosh, Vikash Publishing House.
6. The International Business Environment, Morrison J, Palgrave, 2003