

Syllabus for M.Com (Banking & Insurance)

Course Name: Business Environment
Course Code: 101

Semester: I
Marks Distribution: 20+80

Unit:- I: Business Environment- Concept and significance- Interaction between- business firm and its environment- Factors influencing decision making- Environmental scanning.

Unit: II: Economic Environment- Economic systems- Nature of Indian Economic System- Economic policies and planning- Industrial Policy- Fiscal Policy- Trade Policy- Economic Development and role of Government.

Unit:- III: Political & Legal Environment- Political Institutions- Legislature- Executive- Judiciary- Interaction between political institutions and business firm- Legal framework of the business.

Unit:- IV: Social Environment- Business and society- Objectives of business- Social responsibilities of business- Business and Culture- Ecological and Environmental factors influencing the business.

Unit:- V: International Environment- Role of International Institutions IMF, IBRD- Regional Trading Blocks- Multinational Corporations- WTO & India- Globalization- Problems & Prospects.

Suggested Readings:

1. Ashwathappa: Business Environment, Himalaya Publishing House
2. Francis Cherunilam: Business Environment
3. Adhikary: Economic Environment of Business