

Paper 2.1: Business Environment and Government Policy

The objective of this course is to familiarize the students with various concepts of Business environment and Policy to enable them to analyse the Business Policy and Environment for strategic decision making.

- Unit 1: Conceptual Framework of Business Environment: Concept, Significance, and Nature of Business Environment –Internal and External, Changing Dimensions of Business Environment, Techniques of Environmental Scanning and Monitoring.
- Unit 2: Economic Environment of Business: Significance –Elements-Economic Systems and Business Environment- Government Policies- Industrial Policy, Fiscal Policy, Monetary Policy, EXIM Policy- Development Financial Institutions(DFI's) and Promotion of Indian Business, Economic Reforms, Liberalisation.
- Unit 3: Politico- Legal Environment of Business: Critical Elements of Political Environment; Government and Business, Changing Dimensions of Legal Environment in India, MRTP Act, FEMA and Licensing Policy, Consumer Protection Act of 1986.
- Unit 4: Socio-Cultural Environment: Critical Elements of Socio- Cultural Environment, Social Institutions and systems, social values and attitudes, social groups, social change and corporate choice, dualism in Indian Society and problems of Uneven income Distribution, Indian Business System, Social Responsibility of Business, Consumerism in India.
- Unit 5: Business Policy: Importance of Business Policy- essentials of business policies, classification of business policy –production policy- -personnel policy – Financial policy –marketing policy
- Unit 6: Micro, Small and Medium Enterprises (MSME) in India- Govt. Policy for promoting MSME –Development Programs and service for MSME.
- Unit 7: Technological Environment –Technology and Business –Micro Level Problems and Prospects, States of Technology in India, Technology Policy.
- Unit 8: Business Ethics: Principles of Business ethics: Doctrine of trusteeship, unethical practices, good ethics and good business.

Reference:

- Thomas T. "Managing Business in India" (Allied Publishers, Bombay)
- Jan- Erik Lane "State and market; the politics of the Public and Private" (Sage)
- Dumfee, etal "Business and its Legal Environment" (Prentice Hall)
- Bertozzi-Burgunder, "Business, Government, and Public Policy, Concepts and Practices" (Prentice Hall)
- Buchholz "Business Environment and Public Policy; Implication for Management and Strategy formulation" (Prentice Hall)
- Swyer "Business and its Environment; Managing Social Impact" (Prentice Hall)
- Buchholz "Fundamental Concepts and Problems in Business Ethics" (Prentice Hall)
- Victor "Strategic Management in the Regulating Environment: cases and industry Notes" (Prentice Hall)
- Parag Diwan, L.N Aggarwal -Business Environment (Excel Book, New Delhi)
- Jeffrey A. Barach- The Individual Business and Society (Prentice Hall -New Jersey)
- Sudhir Lakhanpal -Dynamics of Strategic Management (Anmol Publications Pvt. Ltd., New Delhi)
- Francis Cherunilam- Business & Govt (Himalayan Publishing House)
- Robert J. Mockler -Business and Society (Harper & Row Publishers, New York)
- Robert W. Ackerman, The Social Challenge to business -(Harvard University Press, Cambridge)
- A concept of corporate planning -Russel Ackooff, Newyork willey
- Business Policy & Strategic Management, Tokyo, McGraw hill