

Name of the Program: Master of Business Administration (MBA) MBAH 203: INDIAN BUSINESS ENVIRONMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 hours	56 hours
Pedagogy: Lectures, assignments, practical exercises, discussions, seminars, etc. Examination: 30 marks continuous evaluation and 70 marks final examination.		
Objectives: - To provide awareness about the business's Macro Economic Climate. - To have an appreciation of the macroeconomic fundamentals. - To study our country's different economic policies. - To study and Analyse the technological environment. - To study the levels of socio-cultural factors that influence buying behaviour. - To study the Human Resources development and Economic Development. - To study the current business environment in India.		
Course Outcomes: - Students will get an understanding of the Business macro climate and various macroeconomic principles. - The student should understand past and present industrial policies and development over time, and how the structure of Indian Industry evolved over time. - The student will be exposed to different nation and state economic policies. - The students will be able manage their roles in the changing business scenario. - Able to Analyse the environmental factors that influence business. - Able to understand the impact of Technical environment on business. - Able to assess the influence of nature on business.		
Syllabus		Hours
Module No.1: Introduction		
Concept of Business Environment-Definition-Characteristics-Environmental factors affecting decision making of the business Firm-Environmental Scanning: importance, process of scanning.		
Module No. 2: Economic and Technological Environment		
Concept-definition of Economic Environment-Economic Systems- Relative merits and demerits of each Systems-Economic Policies-Monetary-Fiscal-Industrial Policy (1991)-Exim (Latest policy) - Economic Planning: Objectives, Merit, Limitations-Technological Environment: Features, Its impact on Business, Restraints on Technological Growth. Technological status of India.		
Module No.3: Political and Social Environment		
Concept and Meaning of Political Environment-Political Institutions: Legislature, Executive, Judiciary, And Its Impact on Business-Social Environment: Meaning-Business and Ethics-Social Responsibility of Business-Its impact on Business Decisions		
Module No. 4: Perspective of Indian Economy		
Indian Economy as a Developing Economy, Basic Characteristics Overview of Economic Planning, Role of Monetary policy and Fiscal Policy, Economic Growth, GDP and GDP Trends, Money Supply & Inflation, Inflation trends, RBI – overview of role and functions, Capital Markets – overview of role and functions, Concept of Poverty, Estimates of		

Poverty, Poverty Line, Economic Reforms and Reduction of Poverty, Concept of Inclusion, Need of inclusive growth, Financial inclusion. Concept of Hard & Soft Infrastructure. Hard Infrastructure - Transport Infrastructure, Energy Infrastructure, Water management infrastructure, Communication Infrastructure, Solid waste management, Earth monitoring and measuring networks. Soft Infrastructure - Governance Infrastructure, Economic infrastructure, Social infrastructure, Critical Infrastructure, Urban infrastructure, Green infrastructure, Education Infrastructure, Health Infrastructure.	
Module No 5: Human Resources and Economic Development:	
The Theory of Demographic Transition, Size and Growth Rate of Population in India, Quantitative Population Growth Differentials in Different Countries, The Sex Composition of Population, Age Composition of Population, Density of Population, Urbanization and Economic Growth in India, The Quality of Population, Population Projections (2001-2026), Demographic Dividend. Human Development in India - The Concept and Measures of Human Development, Human development Index for Various States in India, National Human Development Report, Changing profile of GDP and employment in India, GDP, Employment and Productivity per Worker in India, Relative Shift in the Shares of NSDP and Employment in Agriculture, Industry and Services in Different States.	
Module No 6:	
Sectoral composition of Indian Economy: Primary, Secondary, Tertiary Sectors, Issues in Agriculture sector in India, land reforms, Green Revolution and agriculture policies of India, Industrial development, small scale and cottage industries, Industrial Policy, Public sector in India, Services sector in India. Areas of Market Failure and Need for State Intervention, Redefining the Role of the State, Liberalization, Privatization and Globalization (LPG) Model of Development, NITI Analog, Public Versus Private Sector Debate, Unorganized Sector and India's Informal Economy.	
Module No 7:	
Inequality and Economic Power in India: FDI, Angel Investors and Start-ups, Unicorns, M&A, Investment Models, Role of State, PPP (Public-Private Partnership), Savings and Investment Trends. Growth of Large Industrial Houses Since Independence, Growth of Monopolies and Concentration of Economic Power in India, Competition Policy and Competition Law, Growth and Inequality, India as an Economic Superpower, Growth of the Indian Middle Class, Indian MNCs : Mergers and Acquisitions, Outsourcing, Nationalism and Globalization, Small-scale and Cottage Enterprises, The Role of Small-scale Industries in Indian Economy, Poverty, Vulnerability and Unorganized Sector Employment-The High Degree of Correlation, Estimate of Organized and Unorganized Workers.	
Module No 8: The Foreign Trade of India	
Importance of Foreign Trade for a Developing Economy, Overview of Foreign Trade Since Independence, Composition of India's Foreign Trade, Direction of India's Foreign Trade, India's Balance of Payments on Current Account, Balance of Payments Crisis, Balance of Payments Since the New Economic Reforms of 1991, India's Trade Policy, India's Foreign Trade Policy, An Analysis of Trends in Exports and Imports, Special Economic Zones (SEZs)-An Overview.	
Books for Reference:	
1. Indian Economy, Dutta R and Sundharam K.P.M, S. Chand, Delhi	

2. Indian Economy, Agarwal A. N., Vikas Publishing House, Delhi
3. Indian Economy, Misra S.K. and Puri V.K., Himalaya Publishing House, New Delhi
4. Business Environment, Bedi S K, Excel Books
5. Economic Reforms in India - A Critique, Dutt Ruddar, S. Chand, New Delhi.
6. Francis Cherunillam, Business Environment, Himalaya Publishers.
7. K. Aswathappa, Essentials of Business Environment, Himalaya Publishers.
8. P.K. Dhar, Indian Economy Growing Dimensions, Kalyani Publishers
9. Economic Environment of Business, Adhikary, Sultan Chand and Sons
10. Business, Government and Society, George A and Steiner G A, Macmillan
11. Economic Environment of Business, Ghosh, Vikas.
12. Business Environment, Francis Cherunilam, Himalaya Publishing House, Bombay
13. Industrial Economy of India, Kuchhal S.C., Chaitanya Publishing House, Allahabad

