MANGALORE UNIVERSITY

Department Master of Commerce (HRD)

M.Com (HRD)

CRS457: BUSINESS ENVIRONMENT

Workload: 3 hours Lecture and 2 hours Tutorial per week: Total 4 Credits

Objectives: To expose the students to the key socio-economic-politico and cultural environmental perspectives so as to enable the students in understanding the "big picture" of business.

Course Out Comes:

1. It equips the students with the skill set required by today"s HR professionals.

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 – Industrial Policy of 1991 and Amendments, Fiscal Policy, Monetary Policy, EXIM Policy- Development Banks and Promotion of Indian Business, Economic Reforms, Liberalisation – Competition Act 2002 and Amendments
– Competition Commission of India - Recent Developments.

Unit -3: Politico-legal Environment of Business: Critical Elements of Political Environment; Government and Business, Changing Dimensions of Legal Environment in India, Investor Protection, FEMA and Licensing Policy, Consumer Protection Act of 1986, Environment Protection – Recent Developments.

Unit -4: Socio- Cultural Environment: Critical Elements of Socio-cultural Environment, Social Institution 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 – Recent Developments.

Unit -5: Global Environment: Multinational corporations, Foreign Collaborations and Indian Business – Foreign Direct Investment - Non-Resident Indians and Corporate Sector, WTO, Foreign Trade Policies – Recent Developments.

References:

1. Bertozzi-Burgunder, "*Business, Government, and Public Policy: Concepts and Practices"* - Prentice Hall
2. Buchhloz "*Fundamental Concepts and Problems in Business Ethics*" - Prentice Hall
3. Buchholz "*Business Environment and Public Policy; Implication for Management*

and Strategy formulation" - Prentice Hall
4. F. Cherunilam -*Business & Govt* - Himalaya Publishing House
5. Jan – Erik Lane "*State and Market: the politics of the Public and Private*" - Sage
6. Jeffrey A. Barach - *The Individual Business and Society* -–New Jersey - Prentice Hall
7. Parag Diwan L.N. Aggarwal –*Business Environment* - New Delhi, Excel Book.
8. Robert J. Mockler -*Business and Society* – NewYork, Harper &Row Publishers.
9. Robert W. Ackerman, *The Social Challenge to Business*- Cambridge, Harvard University Press,
10. Sudhir Lakhanpal - *Dynamics of Strategic Management* - New Delhi, Anmol Publications Pvt. Ltd.
11. Swyer *"Business and its Environment: Managing Social Impact*" - Prentice Hall
12. Thomas T. " *Managing Business In India*" – Bombay, Allied Publishers.
13. Victor " *Strategic Management in the Regulating Environment: Cases and Industry Notes"* - Prentice Hall