

MCM-501 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