

<p align="center"> <b>Name of the Program: Bachelor of Commerce (B.Com.)</b>  <b>Course Code: B.Com. 2.3 (SEP SCHEME)</b>  <b>Name of the Course: Business Environment and Government Policy</b> </p>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>
<p><b>Objective:</b> Objective of this paper is to acquaint the student with the government policies relating to business and different environment factors</p> <p><b>Pedagogy:</b> Class-room Lecturers, Assignments and Presentations.</p>		
<p><b>Course Outcomes: On successful completion of the course, the Students will be able to;</b></p> <ol style="list-style-type: none"> <li>Understand the concept of Globalization and Privatization</li> <li>Understand the Indian Business Environment and Influencing Factors</li> <li>Understand the role of MNCs</li> <li>Understand the Regulatory Framework governing the Business</li> <li>Understand the role of Government on the Indian Business</li> </ol>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module No. 1: Business Environment</b>		<b>14</b>
Meaning of Business Environment- Features, Importance, Environment Factors: Internal Environmental Factors and External Environmental Factors - Micro Environment: Customers, Competitors, Suppliers, Channel Intermediaries and Public, Macro Environment ; Economic, Political, Socio-cultural, Natural, Demographic, Technological and International Environment of Business		
<b>Module No. 2: Legal Environment</b>		<b>12</b>
Introductory Framework of some Business Law- <b>Competition Act, 2002</b> , Introduction, Consumer Enterprise, Prohibition of Certain Agreements, Competition Commission in India; Duties, powers and Functions of Commission. <b>Consumer Protection Act</b> ; Introduction, Objectives, Applicability, Rights of Consumers. <b>Foreign Exchange Management Act</b> : Introduction, Applicability.		
<b>Module No. 3: Globalisation</b>		<b>12</b>

Meaning of Globalization, History of Globalization, Causes of Globalization, Advantages and Disadvantages of Globalisation, Impact of Globalization on Economy, Multinational Corporations (MNCs)- Meaning, Benefits and Drawbacks, Foreign Collaborations, Joint Ventures, Franchising and Strategic Alliance.	
<b>Module No. 4: Privatization and Disinvestment in Indian Economy</b>	<b>12</b>
Introduction, Objectives, Measures of Privatization-;Ownership, Organizational and Operational Measures- Advantages of Privatization, Arguments in favour of Privatization- Disinvestment Policy- Arguments against Privatization	
<b>Module No. 5: Business and Government</b>	<b>10</b>
Introduction, Government Intervention, Nature of Government Intervention in India, State Policies affecting Business, Role of Government - Regulatory Role, Economic Role, Promotional Role, Entrepreneurial Role and Planning Role, Recent Trends.	
<b>TOPICS FOR ASSIGNMENT/SKILL DEVELOPMENT ACTIVITIES</b> <ol style="list-style-type: none"> <li>1. Globalization and IT sector.</li> <li>2. Visit any company &amp; discuss with the manager about the effect of Privatization.</li> <li>3. Make a list of 10 Indian firms and their opinion about impact of LPG on the farming community.</li> <li>4. Write the activities of any Consumer Forum..</li> <li>5. Identify the healthy competition components with illustrative undertakings.</li> <li>6. Any other activities, which are relevant to the course.</li> </ol>	
<b>Books for Reference:</b> <ol style="list-style-type: none"> <li>1. Rosy Joshi and Sangam Kapoor , Business Environment , Kalyani publishers.</li> <li>2. S. Sankaran , Business Environment , Margham Publications Chennai.</li> <li>3. J Madegowda (ed) Business Environment and Policy (Deep and Deep)</li> <li>4. K Ashwathappa, Essentials of Business Environment, HPH.</li> <li>5. Ghosh and Kapoor, Business Policy and Environment, HPH.</li> <li>6. Francis Cherunilum, Business and Government, HPH.</li> <li>7. Bertozzi-Burgunder, Business, Government and Public Policy: Concepts and Practices, Prentice Hall.</li> </ol> <p><b>Note: Latest edition of text books may be referred.</b></p>	