

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

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.

Module No. 4: Privatization and Disinvestment in Indian Economy	12
Introduction, Objectives, Measures of Privatization-;Ownership, Organizational and Operational Measures- Advantages of Privatization, Arguments in favour of Privatization- Disinvestment Policy- Arguments against Privatization	
Module No. 5: Business and Government	10
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.	

TOPICS FOR ASSIGNMENT/SKILL DEVELOPMENT ACTIVITIES

1. Globalization and IT sector.
2. Visit any company & discuss with the manager about the effect of Privatization.
3. Make a list of 10 Indian firms and their opinion about impact of LPG on the farming community.
4. Write the activities of any Consumer Forum..
5. Identify the healthy competition components with illustrative undertakings.
6. Any other activities, which are relevant to the course.

Books for Reference:

1. Rosy Joshi and Sangam Kapoor , Business Environment , Kalyani publishers.
2. S. Sankaran , Business Environment , Margham Publications Chennai.
3. J Madegowda (ed) Business Environment and Policy (Deep and Deep)
4. K Ashwathappa, Essentials of Business Environment, HPH.
5. Ghosh and Kapoor, Business Policy and Environment, HPH.
6. Francis Cherunilam, Business and Government, HPH.
7. Bertozzi-Burgunder, Business, Government and Public Policy: Concepts and Practices, Prentice Hall.

Note: Latest edition of text books may be referred.