



ADIKAVI NANNAYA UNIVERSITY :: RAJAHMAHENDRAVARAM  
B.Com GENERAL Syllabus (w.e.f: 2020-21 A.Y)

<b>B.Com</b>	<b>Semester: I</b>	<b>Credits: 4</b>
<b>Course: 1C</b>	<b>BUSINESS ENVIRONMENT</b>	<b>Hrs/Wk: 5</b>

**Learning Outcomes:**

At the end of the course, the student will able to:

- Understand the concept of business environment.
- Define Internal and External elements affecting business environment.
- Explain the economic trends and its effect on Government policies.
- Critically examine the recent developments in economic and business policies of the Government.
- Evaluate and judge the best business policies in Indian business environment.
- Develop the new ideas for creating good business environment.

**UNIT I:**

**Overview of Business Environment:** Business Environment – Meaning – Characteristics – Scope - Macro and Micro Dimensions of Business Environment - Environmental Analysis.

**UNIT II:**

**Economic Environment:** Economic Environment – Nature of the Economy – Structure of Economy – Economic Policies & Planning the Economic Condition – NITI Ayog – National Development Council – Five Year Plans.

**UNIT III:**

**Economic Policies:** Economic Reforms and New Economic Policy – New Industrial Policy – Competition Law – Fiscal Policy – Objectives and Limitations – Monetary Policy and RBI

**UNIT IV:**

**Social, Political and Legal Environment:** Concept of Social Responsibility of Business towards Stakeholders - Demonetisation, GST and their Impact - Political Stability - Legal Changes.

**UNIT V:**

**Global Environment :** Globalization – Meaning – Role of WTO – WTO Functions - IBRD– Trade Blocks, BRICS, SAARC, ASEAN in Globalisation.

**SB.COMGESTED READINGS:**

1. K. Aswathappa : Essentials of Business Environment, Himalaya Publishing House.
2. Francis Cherunilam : Business Environment, Himalaya Publishing House .
3. Dr S Sankaran: : Business Environment, Margham Publications.
4. S.K. Mishra and V.K. Puri : Economic Environment of Business, HPH.
5. Rosy Joshi and Sangam Kapoor : Business Environment, Kalyanai Publications.
6. A C Fernando: Business Environment, Pearson.
7. Dr V Murali Krishna, Business Environment, Spectrum Publications.
8. Namitha Gopal, Business Environment, McGraw Hill.

**SB.Comgested Co-Curricular Activities:**

- Seminar on overview of business environment.
- Debate on micro v/s macro dimensions of business environment.
- Co-operative learning.
- Seminar on Monetary policies of RBI.
- Debate on social, political and legal environment.
- Group Discussions on Global environment and its impact on business.
- To learn about NITI Ayog and National Development Council.
- Seminars on Economic policies like New Industrial policy, Fiscal policy etc.
- Reports on WTO, BRICS, SAARC etc.
- Examinations (Scheduled and surprise tests) on all units