



AMITY UNIVERSITY
— UTTAR PRADESH —

Course Title: Business Environment

Course Code: MGMT103

Credit Units:3

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
2	1	0	0	3

Course Objectives: The aim of the course is to orient the students towards the basic concepts of Indian and global business environment the economic operational and financial framework with particular application to the transaction of business.

Pre-requisites: General awareness of economic and government policies towards business & industries.

Student Learning Outcomes: On completion of this course, the students will be able to:

- Explain the effects of government policy on the economic environment and industry.
- Outline how an entity operates in a business environment.
- Have relevant knowledge for a changing business environment.
- Develop perspective on neo-liberal trends influencing regional business.

Course Contents/Syllabus:

	Weightage (%)
Module I : Overview of Business Environment	20
Meaning and types of business environment, Internal and external environment, Micro and macro environment, Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment.	
Module II : Indian Industrial environment	20
Industrial policy up to 1991, New industrial policy, Liberalisation, Privatisation and Globalization process in India, Disinvestment, Industrial sickness, MRTP act 1969, Competition law2002, Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA).	
Module III Financial Environment	15
Indian money and capital markets: meaning, functions and constituents, Stock exchange- importance and functions, SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).	
Module IV Labour Environment	15
Labour legislation in India, Social security benefits, Industrial disputes- causes and preventive measures, Settlement of disputes, International Labour Organisation (ILO), Trade union- meaning and functions, Trade Union Act.	
Module V: Economic Planning and Development	15
Planning in India- needs and objectives, five year plans, planning commission, 11 th five year plan, Green and white revolution- achievements and failures, Second green revolution, foreign trade policy 2009, Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India.	
Module VI: Global Environment	15
Bretton woods system, features of Uruguay round of negotiations, GATT/ WTO- role, functions and ministerial conferences, IMF, World Bank (International Bank for Reconstruction and Development), Regional economic cooperation institutions, SAARC, EU, NAFTA and ASEAN.	

Pedagogy for Course Delivery: Lectures, Case studies, Discussions

The deliberation of the course will be a combination of lectures, and use of case studies, active participation in team exercises, and sharing of practical information by Industry experts to reinforce learning.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	-	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment						End Term Examination
Components (Drop down)	CPA	TP	Q/S	A	ME	
Weightage (%)	5	5	5	5	10	70

References:

- Bedi Suresh, Business Environment, Excel Books, N. Delhi
- Shaikh Saleem, Business Environment, Pearson Education
- Bhatia H.L, International Economics, Vikas Publications
- Mishra S.K, and Puri V.K, Indian Economy, Himalaya Publishing House
- Sundharam K.P.M, Money, Banking and International trade, S. Chand & Co. New Delhi
- Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi
- Luthans, Comparative International Management, Tata McGraw-Hill.
- Francis Cherunillum, International Environment, Himalaya Publications.