

23BS22E3 BUSINESS ENVIRONMENT

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| Course Category | Basic Sciences | Credits | 2 |
| Course Type | Theory | Lecture – Tutorial –Practical | 2-0-0 |
| Prerequisite | - | Sessional Evaluation | 30 |
| | | Semester End Exam. Evaluation | 70 |
| | | Total Marks | 100 |

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| Course Objectives | <ol style="list-style-type: none"> 1. To make the student to understand about the business environment 2. To enable them in knowing the importance of fiscal and monetary policy 3. To facilitate them in understanding the export policy of the country 4. To Impart knowledge about the functioning and role of WTO 5. To Encourage the student in knowing the structure of stock markets | | |
| Course Outcomes | COs | Statements | Blooms Level |
| | CO1 | Define Business Environment and its Importance. | L2 |
| | CO2 | Understand various types of business environment. | L2 |
| | CO3 | Apply the knowledge of Money markets in future investment | L3 |
| | CO4 | Analyze India's Trade Policy | L4 |
| | CO5 | Evaluate fiscal and monetary policy | L5 |
| Course Content | <p style="text-align: center;">UNIT I</p> <p>Overview of Business Environment: Introduction – meaning Nature, Scope, significance, functions and advantages. Types- Internal & External, Micro and Macro. Competitive structure of industries -Environmental analysis- advantages & limitations of environmental analysis.</p> <p style="text-align: center;">UNIT II</p> <p>Fiscal & Monetary Policy: Introduction – Nature, meaning, significance, functions and advantages. Public Revenues - Public Expenditure - Evaluation of recent fiscal policy of GOI. Highlights of Budget- Monetary Policy - Demand and Supply of Money –RBI -Objectives of monetary and credit policy - Recent trends- Role of Finance Commission.</p> <p style="text-align: center;">UNIT III</p> <p>India's Trade Policy: Introduction – Nature, meaning, significance, functions and advantages. Magnitude and direction of Indian International Trade - Bilateral and Multilateral Trade Agreements - EXIM policy and role of EXIM</p> | | |

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| | <p>bank -Balance of Payments– Structure & Major components - Causes for Disequilibrium in Balance of Payments - Correction measures.</p> <p style="text-align: center;">UNIT IV</p> <p>World Trade Organization: Introduction – Nature, significance, functions and advantages. Organization and Structure - Role and functions of WTO in promoting world trade - GATT -Agreements in the Uruguay Round –TRIPS, TRIMS - Disputes Settlement Mechanism - Dumping and Anti-dumping Measures.</p> <p style="text-align: center;">UNIT V</p> <p>Money Markets and Capital Markets: Introduction – Nature, meaning, significance, functions and advantages. Features and components of Indian financial systems - Objectives, features and structure of money markets and capital markets - Reforms and recent development – SEBI – Stock Exchanges - Investor protection and role of SEBI, Introduction to international finance.</p> |
| <p>Textbooks and Reference books</p> | <p>Textbooks:</p> <ol style="list-style-type: none"> 1. Francis Cherunilam, International Business: Text and Cases, Prentice Hall of India. 2. K. Aswathappa, Essentials of Business Environment: Texts and Cases & Exercises 13th Revised Edition.HPH <p>Reference Books:</p> <ol style="list-style-type: none"> 1. K. V. Sivayya, V. B. M Das, Indian Industrial Economy, Sultan Chand Publishers, New Delhi, India. 2. Sundaram, Black, International Business Environment Text and Cases, Prentice Hall of India, New Delhi, India. 3. Chari. S. N, International Business, Wiley India. 4. E. Bhattacharya, International Business, Excel Publications, New Delhi. <p>Online Learning Resources:</p> <p>https://www.slideshare.net/ShompaDhali/business-environment-53111245 https://www.slideshare.net/rbalsells/fiscal-policy-ppt https://www.slideshare.net/aguness/monetary-policy-presentationppt https://www.slideshare.net/DaudRizwan/monetary-policy-of-india-69561982 https://www.slideshare.net/ShikhaGupta31/indias-trade-policyppt https://www.slideshare.net/viking2690/wto-ppt-60260883 https://www.slideshare.net/prateeknepal3/ppt-mo</p> |