

GUJARAT UNIVERSITY
K.S.SCHOOL OF BUSINESS MANAGEMENT
[Five Years (Full Time) M.B.A. Integrated Degree Course]
FOURTH Year M.B.A. (SEM-VIII)
KS_M_486
BUSINESS ENVIRONMENT

3 credit course

Objective:

The dynamic environment of the Indian economy has necessitated the need of studying the business in relevant scenario. The paradigm shift in issues relating to the business is a must for the management students to learn. Therefore this course is designed to study all the environmental factors related to business, understand them and implement its strategies in future business decisions.

MODULE: 1 **(20%)**

- An overview of Business Environmental – Types of Environment, Internal and External Environment, Micro and Macro Environment, Competitive structure of Industries.
- Economics Environment – Nature and structure of the economy, Economic Policies and Economic conditions.

MODULE: 2 **(20%)**

- Environmental Analysis and Forecasting. (Techniques, Approaches, importance)
- Agricultural and Business

MODULE: 3 **(20%)**

- Environments – Political, Government, Natural, Technological, Socio-cultural and Demographic (Briefly)
- Liberalization, Privatization and Globalization, Disinvestments

MODULE: 4 **(20%)**

- Global Environment – WTO (GATS, TRIPS AND TRIMS), MNCS (Technology Transfer), FERA AND FEMA, EXIM Policy.

MODULE: 5 **(20%)**

- Monetary Policy, Fiscal Policy, Competition Act, SEZS, Consumerism

No. of lectures in semester: Approximately 40 to 45 hours

Assignment: Minimum 3 Assignments

Reference Books:

- Business Environment (Text and cases) by Francis Cherunilam (HPH)
- Business Environment by Shaikh Saleem (Pearson Education)
- Economic Environment of Business by S.K. Misra and V.K. Puri (HPH)
- The Business Environment (Themes and Issues) by Paul Wetherly and Dosson Otter (Oxford)