

M.Com. 112 Business Environment and Policy and Business Environment Analysis

Unit No.	Unit Title	Contents
1	Business Environment	Meaning, Nature, Importance Aspects of Environment -Business Environment with reference to India.
2	Problems of growth of Economy	Unemployment, Poverty, Regional Imbalance. Social Injustice, Inflation, Parallel economy, Lack of technical knowledge and information. - Remedies to solve these problems, Opportunities in Environment.
3	Pollution	Meaning, Problems of pollution - Types of pollution- Water, Air and Noise- Regulatory mechanism & laws, sources and effects, various policies of Government, Go Green Movement
4	Globalization & its impact	Meaning, objectives, importance & scope of Globalization Effect & challenges of Globalization, Review, Impact and implication Globalization
5	Indian Industrial Environment	Growth of industries in public & private sectors in India – small and cottage industries mergers and acquisitions, Foreign investment-Foreign Technology and MNCS
6	Financial Environment of Business	Indian Money Market - Growth of Capital Market in India - Banking financial Institutions - Role of Public, Private, and Co-operative Banks - Role of Foreign banks and non-Banking Institutions
7	Environmental Analysis	Meaning and importance - Techniques of Analysis-Verbal and Written Information Search and scanning, Spying, Forecasting, Limitations of these techniques, Competitions analysis - Rivalry Amongst existing firms, threat of new entrants threat of substitutes - Bargaining power of suppliers and buyers, Global Environment Natural, Social, Cultural, Demographic and Technological environment and its impact on world trade
8	Problems of growth	Unemployment, Poverty, Regional Imbalance, Social injustice, Parallel economy, Lack of technical knowledge and information

References:

Sr. No	Title of Book	Author/s	Publication	Place
1	Global Economy and Business Environment	Francis Cheranilan	Himalaya publishing house	Mumbai
2	Commodity Marketing	P.L. Gadgil	Shubhada Sarswat, Distributive Trade	Pune
3	Business Environment Text & Cases	Francis Cherunilam	Himalaya Publishing House Pvt. Ltd.	Mumbai
4	Business Environment	Chhlaaghan Ellison Edward Arnold	Asia Publishing House	Mumbai
5	Economic Environment SYBA	K Misha, Puri	Himalaya Publishing House Pvt.Ltd.	Mumbai
6	Bombay Money Market.	B.AParekh	Bombay A.R. Sheth and Co.	Mumbai
7	Global Economy and Business	Francis Cherunilam	Himalaya Publishing House Pvt.Ltd.	Mumbai
8	Journal of Commerce and Management Thought (JCMT)			
9	Economic and Political Weekly.			