

M. Com. Part I (Semester II)

Group E (Business Practices & Environment) - Special Paper IV

Subject: - Business Environment Analysis Course Code:-112-II

Objectives of the course:

- 1) To understand Indian Industrial Environment
- 2) To understand financial environment and institutions
- 3) To know environmental analysis and global environment
- 4) To understand problems and growth and remedies thereof

Depth of Programme: - Fundamental Knowledge

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	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	<ul style="list-style-type: none">• To understand the nature and Growth of public and private sectors in India• To mergers and acquisitions of small and cottage industries• To understand role of foreign investment and technology
2	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	<ul style="list-style-type: none">• To understand the nature and growth of Indian Money Market and Capital Market• To understand the role of Public, Private, Co-operative Banks, Foreign Banks and non

			Banking institutions
3	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 newentrants threat of substitutes - Bargaining power of suppliers and buyers, Global Environment Natural, Social, Cultural, Demographic andTechnological environment and its impact on world trade	<ul style="list-style-type: none"> • To gain the fundamental knowledge about Environmental Analysis and its techniques • Understanding various types of Business environment and their impact on business and world trade
4	Problems of growth	Unemployment, Poverty, Regional Imbalance, Social injustice, Parallel economy, Lack of technical knowledge andinformation	<ul style="list-style-type: none"> • To understand and evaluate the issues like Unemployment, Poverty, Regional imbalance, Parallel economy etc.
