



INSTRUCTION DIVISION
FIRST SEMESTER 2016-2017

COURSE HANDOUT PART II

Date: 01.08.2016

In addition to Part-I (General Handout for all courses appended to the timetable), this portion gives further specific details regarding the course.

Course No. : ECON F214
Course Title : Economic Environment of Business
Instructor-in-charge : Dr. Sudatta Banerjee

1. Scope and Objective:

Business enterprises are micro units within an economic environment that represents the macro. The economic environment is essentially the “given” within which firms and their managements must operate. The objective of this course is to unravel all those economic factors which are external to and beyond the control of individual business enterprises and their managements, with particular focus on the Indian context. Thus, the course aims to (1) Create familiarity with economic environment concepts and indicators, economic policies and economic regulation (2) Evolve an ability to analyze and anticipate changes in economic environment and, (3) Enable students to take more effective business decisions by being responsive to the external economic environment.

2. Text Book:

Saleem, Shaikh., Business Environment, Pearson Publishers, India, 2nd Edition 2010.

3. Reference Books:

Fernando, A.C., Business Environment, Pearson Publishers, India, 2011.

4. Course Plan:

Lecture No	Learning Objectives	Topics to be Covered	Reference
1-2	Business and its Environment	Meaning, Characteristics and Objectives, Features of Modern Business, Economic and Financial Environment, Non-economic Environment	Ch. 3 (ref) Chapter 1 (txt) & class notes
3-13	Basic Parameters of Indian Economy	National Income-Concepts and Measurement, Economic Growth, Income Distribution and Inequality, Inflation, Population, Poverty, Unemployment, Human Development, Natural resource environment,	Ch. 8,11,12,13,16 (txt) Ch.1,2,4,5,6,7,



		technology	15(ref) & class notes
14-15	Economic Systems and Business Environment	Capitalism, Socialism, Mixed Economy, Indian economy	Ch. 9, 10, 11 (ref) & class notes
16-17	Planning in India	Objectives and Emergence of planning, Planning Commission, National Development Council, Five Year Plans, Liberalisation and Planning	Ch. 2 (txt) & class notes
18-20	Liberalisation and Globalisation	Meaning and key features, New Economic Policy, FDI, MNC's, Privatisation	Ch. 22, 24 and 25 & class notes
21-23	Industrial Policy	Role of industry in economic development, industrial policy, industrial licensing, MRTP Act	Ch. 3 & class notes
24-25	Fiscal Policy	Direct and indirect taxes, subsidies. Concept, objective, techniques, advantages and evaluation of fiscal policy	Ch.5 (txt) & class notes
26-28	Monetary Policy	Financial systems- money capital and stock markets, SEBI. Concept, meaning, objectives of monetary policy, CRR, SLR, regulation of money supply, RBI	Ch.5 (txt). & class notes
2-30	Trade and EXIM Policy	Features and phases of India's trade policy, reforms, BOP, current and capital accounts, FERA, FEMA	Ch. 10, 27 (txt) Ch. 14 (ref) & class notes
31	SEZ's	Concept, meaning, history, definition and features of SEZ's. SEZ policy of India, export promotion, global view	Ch. 28 (txt) & class notes
32-34	Business and Society	Definition, relevance and importance of business ethics, values in business, impact of globalisation on business ethics, business ethics in India. Need, best practices, code of conduct, regulatory framework for corporate governance. Consumer and investor protection	Ch. 19, 20, 21 (txt). Ch 23, 24, 25, 26 (ref) & class notes
35-40	International Business Environment	GATT, GATS, IMF, World Bank, WTO, ADB, UNCTAD	Ch.29 & class notes

5. Evaluation scheme:

Component	Duration	Weight age (%)	Date and Time	Remarks
Test 1	60 mts	20	8/9, 11.30-12.30 PM	CB
Test 2	60 mts	20	25/10, 11.30-12.30 PM	OB
Assignment (01) Presentations (01)	Take home/Debates Class ppt	10 10		-
Comprehensive Examination	3 hrs	40	07/12 AN	CB

6. Chamber Consolation Hour: To be announced in the class

7. Notices: Notices, if any, would be put on CMS

8. Make-up Policy: Make-up will be granted only on genuine grounds and if prior permission is taken. No application will be accepted in the Exam Hall. Make-up will be given only on Doctor's/Warden's recommendation and with prior (at least 01 day before the test/exam)



permission of the Instructor-in-Charge/Instructor. Make-up application via sms/messages is not acceptable.

Instructor-in-Charge
ECON F214

