

SYLLABUS :-

Course Contents Socio-economic and political environment of business; Market structure and business strategies: assessment of market structure, price and non-price competition, strategic choice, strategies for growth; Business in international environment: globalisation and multinational corporations with special reference to India, International relations, emergence of economic blocks and international trade; Government and business: market failure and government intervention in business, interaction of industrial, investment and trade policies, antitrust and regulation; Business environment and policy- Indian experience: planning and self-reliance of Indian business, growth of business houses, economic reforms and business environment: evaluation of industrial growth and investment.