

B.Com.: Semester-II	
BCR204: BUSINESS ENVIRONMENT	
Teaching Scheme	Examination Scheme
Lectures: 3 hrs/Week	Class Test – 12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 Marks

### Course Objective

The main objective of the course is to familiarize and equip students with the knowledge on the concepts and elements under Economical, Legal, Natural, Technological, Political, Socio-Cultural and Global Environment.

### Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: recognize the concept of Business Environment and economic trends.
- CO2: understand the reason behind the problem of growth of an economy.
- CO3: recognize the importance of government in an economy.
- CO4: outline how an entity operates in a business environment.
- CO5: understand the history and present working of planning commission.
- CO6: recognize the concept and importance of International business environment.

<b>Unit I</b>
<b>Indian Business Environment:</b> Concept, components, and importance. <b>Economic Trends (overview):</b> Income; Savings and investment; Industry; Trade and balance of payments, Money; Finance; Prices.
<b>Unit II</b>
<b>Problems of Growth:</b> Unemployment; Poverty; Regional imbalances; Social injustice; Inflation; Parallel economy; Industrial sickness.
<b>Unit III</b>
<b>Role of Government:</b> Monetary and fiscal policy; Industrial policy; Industrial licensing; Privatization; Devaluation; Export-Import policy; Regulation of foreign investment.
<b>Unit IV</b>
<b>The Planning Commission-</b> Success and failure of FYP's; NITI Aayog.
<b>Unit V</b>
<b>International Environment:</b> International trading environment (overview); Trends in world trade and the problems of developing countries; Foreign trade and economic growth; International economic groupings; International economic institutions-GATT, WTO, UNCTAD, World Bank, IMF, GSP, GSTP, Counter trade.

Head  
Department of Commerce  
Faculty of Management  
Invertis University, Bareilly (UP)


Invertis University  
Bareilly


Dean Academics  
Faculty of Management  
Invertis University, Bareilly (UP)

### Suggested Readings

- Sundaram & Black: The International Business Environment; Prentice hall, New Delhi.
- Agarwal A.N.: Indian Economy; Vikas Publishing House, Delhi.
- Khan Farooq A: Business and Society; S. Chand, Delhi.
- Dutt R. and Sundharam K.P.M; Indian Economy; S. Chand, Delhi.
- Misra S.K and Puri V.K.: Indian Economy; Himalaya Publishing House, New Delhi.
- Hedge Ian: Environmental Economics; MacMillan, Hampshire.
- Dutt Ruddar: Economic Reforms in India - A Critique; S. Chand, New Delhi.

Note: Latest edition of readings may be used.

  
Head  
Department of Commerce  
Faculty of Management  
Invertis University, Bareilly

  
Deep Academics  
Faculty of Management  
Invertis University, Bareilly (U.P)

Registrar  
Invertis University  
Bareilly