

CO OPERATIVE ARTS AND SCIENCE COLLEGE MADAYI
P.G.DEPT.OF COMMERCE
SEMESTER PLAN
MCOM

SEMESTER 1

PERIOD: JULY TO NOV

COM1C01 BUSINESS ENVIRONMENT AND POLICY

MONTH	MODULE	HOURS	REMARKS
JULY	<p>Business Environment Dynamics of Business and its Environment- Structure of Business environment-Types of Environment-Internal Environment - External Environment: Micro and Macro Environment - Changing Dimensions of Business Environment -Environmental Analysis – Benefits and Limitations. (20 hours)</p> <p><i>Module II</i></p> <p>Economic Environment Significance and constituents of Economic environment -Economic Systems and Business -Industrial Policies -Current Industrial Policy -Fiscal Policy Monetary Policy – Foreign Trade Policy -Disinvestment Business Implications –Economic Reforms- Liberalization and Structural Adjustment Programmes -Foreign Direct Investment: Types, Pros & Cons and trends in FDI Government Policy. (20 hours)</p>		
August/September	<p><i>Module III</i></p> <p>Regulatory Environment Elements of the Regulatory Environment - Regulatory Role of the Government -Forms of Regulation -Business Government Interface -Changing Dimensions of Legal Environment in India: IDRA, MRTP Act, FEMA, FT (D&R) Act, Competition Act, and SEBI. Guidelines for Technology Transfer.</p>		

	(15 hours)		
	<p><i>Module IV</i></p> <p>Socio-Cultural Environment</p> <p>Critical elements of Socio Cultural Environment: Social Institutions and Systems- Culture and its influence- Unemployment and Man Power Planning - Emerging Rural Sector in India -Social Responsibility of Business- Social Audit – Relevance of Business Ethics and Corporate Governance</p>		
October/ November	<p><i>Module V</i></p> <p>Global Environment</p> <p>Meaning and Nature of Globalization - Impacts –Multi National Corporations - Foreign Collaborations and Indian Business- Non-Resident Indians and Corporate Sector –Global Institutional Framework for Business- GATT/WTO: TRIMS, Agreements on Agriculture and on Textiles and Clothing.</p> <p>(10 hours)</p>		