

BACHELORS WITH MANAGEMENT (COMMERCE) AS MAJOR (CT – III)

6th SEMESTER

MGT622J3 MANAGEMENT _ ECONOMIC ENVIRONMENT OF BUSINESS

CREDITS: THEORY: 04; TUTORIAL: 02

COURSE DESCRIPTION

This course provides students with an overview of the economic environment within which business operates. Key concepts and ideas from microeconomic, macroeconomics, environmental and international economics are introduced. Topics relevant to real - world issues and problems are discussed.

COURSE OBJECTIVE

1. *To understand the concept and significance of the economic environment in the context of business decision-making.*
2. *To Analyse and compare different economic systems, such as capitalism, socialism, and mixed economies, and their impact on businesses.*
3. *To examine the effects of globalization on the economic environment and its implications for businesses.*

COURSE OUTCOMES

After going through this course, the students will be able to grasp the importance of the economic environment in shaping business decisions and strategies. Understand the characteristics and functioning of different economic systems and their effects on business operations. And, analyse key economic policies (fiscal, monetary, trade, and industrial) and their relevance to business practices.

UNIT -I: INTRODUCTION TO ECONOMIC ENVIRONMENT.

Definition and Scope of Economic Environment: Role of Economic Environment in Business Decision Making, Economic Systems: Capitalism, Socialism, and Mixed Economies Globalization and its Impact on the Economic Environment; Types of Environments -internal -External, Micro & Macro Environment, Scope of Business process & Limitations of Environment Analysis.

UNIT -II: ECONOMIC POLICY AND BUSINESS:

Fiscal Policy: Government Spending, Taxation, and Budget Deficits Monetary Policy: Central Bank, Interest Rates, and Money Supply Trade Policy: Tariffs, Quotas, and Trade Agreements Industrial Policy: Sector-specific Policies and Promotion, Consumer Protection Act & Competition Law, Liberalization, Privatization and globalization of Indian economy, Impacts, Trends & issues. Demand and Supply Analysis, Factors of Production and Resource Allocation, Impact of Exchange Rates and Currency Fluctuations

UNIT-III: SOCIO-ECONOMIC CHALLENGES AND BUSINESS.:

Nature & Socio-Cultural & Political Impact on Business, Social Responsibilities of Business, Demographic Environment, Income Inequality and Poverty Alleviation, Corporate Social Responsibility (CSR), and Sustainable Business Practices. Economic Development and Inclusive Growth, Functions of State, Political Regime its role in the economy. Government Regulations and Business Compliance.

UNIT-IV: NATURAL & TECHNOLOGICAL ENVIRONMENT:

Innovation, technological leadership & Followership, Sources of Technological dynamics, Impact of technology on globalization, transfer of technology, Digital Transformation and Business Strategy, E-commerce trends online marketplaces. Cyber security and Business Protection business scalability and flexibility Through digital space.

TUTORIALS

Apart from the individual attention being given to the students, Tutorials shall include the following:

- A. *Case Studies individually or in groups*
- B. *Group Discussions on subject specific current issues/developments*
- C. *Assignments*
- D. *Project Work & Viva-Voice*
- E. *Field Visits & Reports*
- F. *Practicals wherever applicable*

SUGGESTED READINGS:

1. Perspective in Eco's by Rangarajan CA, S Chand & Sons, New Delhi
2. Business Environment - text & cases, Himalayan Publishing House
3. Essential of Business Environment, Aswathappa K Himalayan Publishing House

Note: Latest Edition of the Readings may be used.