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Kanuru, Vijayawada – 520 007
(AICTE approved, NBA accredited and ISO 9001:2008 certified Institution)
(Permanent affiliation to JNTUK, Kakinada)
(Effective for students admitted into first year MBA in 2012-13)

BA1T4 -Business Environment

- Unit 1- Business Environment:** Importance at national and international levels – Problems and challenges & factors (both internal and external) influencing business environment. Industrial policies and their significance – Regulatory and promotional framework. Five-year plans and their importance. Structure of Indian economy – Economic systems – Structure of Indian industry – Economic reforms in various sectors - Social justice – Disinvestment mechanism – Problems and procedures, competition Act 2002.
- Unit 2- Fiscal Policy:** Nature and significance – Public revenues – Expenditure- Debt, development activities allocation of funds – Critical analysis of the recent fiscal policy of Government of India. Balance of Payments: Nature – Structure – Major components – Causes for disequilibrium in balance of payments – Correction measures – Economic policy and balance of payment – Recent trends.
- Unit 3- India's Trade Policy:** Nature – Magnitude and direction of Indian international trade – Problems – Bilateral and multilateral trade agreements - EXIM policy – Role of EXIM bank.
- Unit 4- Legal Framework:** India's financial structure-role of RBI & SEBI- Sickness in Indian industry & special features of the SICA (special provisions) 1985- Consumer protection act 1986- Environmental laws (pertaining to the control and prevention of air and water pollution) and the Essential commodities act 1955.
- Unit 5- Entrepreneurship:** Importance- Characteristics and qualities of entrepreneurship- Role of entrepreneurship- Role of commercial banks- Entrepreneurial development institutes- Universities offering entrepreneurial development program-Role of Government- Role of IDBI, NIESBUD, SISI,DIC and financial institutions.

Relevant cases have to be discussed in each unit.

Text books:

1. Dutt and Sundaram, "Indian Economy", S. Chand, New Delhi, 2007.
2. Francis Cherunilam, "Business Environment-Text and Cases", Himalaya Publishing House, Mumbai.

References:

1. Aswathappa K, "Essentials of Business Environment", Himalaya Publishing House, Mumbai.
2. Avid W. Conklin, "Cases in Environment of Business", Sage Publication India Private Ltd, New Delhi.
3. Justin Paul, "Business Environment", Tata McGraw Hill, New Delhi, 2006.
4. Palle Krishna Rao, "WTO-Text and Cases", Excel Publication, New Delhi.
5. Raj Agarwal, "Business Environment", Excel Publication, New Delhi.
6. Sundaram and Black, "International Business Environment Text and Cases", PHI Private Limited, New Delhi.
7. Shaikh Saleem, "Business Environment", Pearson Education, New Delhi, 2008.
8. Rajeev Roy, "Entrepreneurship", Oxford University Press, New Delhi, 2010