

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. (Honours) Information Technology Management Program
Semester – III
UM03EBBI06 Global Business Affairs – I
(w.e.f June 2016)

Total Credits: 3
Total Marks: 100

Unit I Introduction to Indian Business Environment (25%)

- Meaning , Types and components of Business environment
- Interaction of Economic environment with non-economic environment
- Scanning -meaning, approaches, sources of information
- SWOT Analysis as a method of environmental scanning

Unit II: Non Economic Indian Business Environment (25%)

- Demographic transition theory of population
- Compositional characteristics of Indian population and economic development
- Population policy of India
- Interaction between Government and Business
- Socio-cultural fabric, Lifestyles and business
- Women empowerment

Unit III: Macro Economic Variables (with reference to Indian economy) (25%)

- National Income by Industrial origin and occupational structure
- Savings, investment and capital output ratio
- Foreign Trade: Main trends in imports and exports
- India's Balance of payments and currency convertibility

Unit IV: Economic policies (25%)

- Economic survey (Current)
- Current Union Budget - Highlights
- Current Foreign Trade Policy
- Privatisation and EXIT Policy
- Credit Policy of RBI

Evaluation: Internal – 40 Marks (Theory)
60 Marks (Theory) – 2 Hour Examination

Reference Books:

Adhikary M. Economic Environment of Business
Agrawal A.N. Indian Economy
Aswathappa K. Essentials of Business Environment
Cherunilam F. Business and Government
Cherunilam F. – Business Environment
Data And Sundurum – Indian Economy
Jain And Jain – Business Environment