

SARDAR PATEL UNIVERSITY
PROGRAMME: B.COM. (HONS') (3 Years)
(International Accounting and Corporate Banking & Insurance)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: June-2020
Semester: V

Paper Code: UB05GCOH21	Total
Title of Paper: Business Environment	Credits: 3
Objective : The basic objective of the subject is to develop understanding and provide knowledge about business environment to the commerce students. To promote the basic understanding and knowledge about Indian and international business scenario and to enable them to realize the Impact of environment of business.	

Unit No.	Description in Detail	Weightage
1	An Overview of Business Environment <ul style="list-style-type: none"> • A Glimpse of Business Environment, Scope and Objectives of Business. • Environmental Analysis & Forecasting • Economic, Political, Natural, Technological, Demographic & Societal Environment 	25%
2	Globalization <ul style="list-style-type: none"> • Globalization of Business • Features of Globalization • Stages of globalization • Conditions of globalization • Foreign market entry strategies • Advantages & disadvantages of globalization 	25%
3	Liberalization and Privatization Liberalization : <ul style="list-style-type: none"> • Liberalization in India • Objectives • Reforms under Liberalization • Impact of Liberalization Privatization: <ul style="list-style-type: none"> • Meaning of Privatization, • Nature and Objectives of Privatization, • Various Forms of privatizing the Public Sector Enterprises • Merits and Demerits of Privatization 	25%
4	MNCs & Foreign Trade Development and Regulations <ul style="list-style-type: none"> • MNC-Definition, Meaning, Merits, demerits and perspectives • MNCs and International Trade, FERA and FEMA • Foreign Trade Act, EPZs, EOUs, TPs, & SEZs; Export Houses and Trading Houses 	25%

Evaluation : Internal : 40 Marks (Theory)
: External: 60 Marks (Theory) – Two Hours Examination

Reference Books:

- Business Environment- Francis Charunilam
- Essentials of Business Environment- K Aswathappa
- The International Business – Anant K. Sundram & J. Stewart Black