

FYBMS

SEM II

Business Environment

1. Business – Definition, Features, Need, Characteristics, Objectives, Role, Scope
2. Business Environment – Definition, Meaning, Characteristics, Components, Need/Importance, Limitations
3. Interface between Business and Environment
4. Components/types of Business Environment
5. Political Environment in India and its impact on Business
6. Social Environment in India and its impact on Business
7. Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal
8. Meaning and Features of Current Technological Environment in India
9. Business Ethics – Meaning, Definition, Features, Need, Importance, Position and Enforcement
10. Good Ethics is Good Business / Ethical and Unethical Business Practices and their reasons
11. Social Responsibility – Meaning, Definition, Rationale, Need, Arguments for and Against, Importance, Difficulties and Guidelines
12. Social Responsibility to different groups
13. Social Audit – Define, Meaning, Features, Areas, Advantages and Disadvantages
14. Commercial Audit v/s Social Audit
15. Global Corporation – Meaning, Define, Features, Advantages, Disadvantages, Changing attitude
16. Transnationals – Meaning, Features
17. GATT v/s WTO, Functions of WTO, Pros and Cons of WTO
18. Concept of Capitalism, Socialism and Mixed Economy
19. MNCs: Definition, meaning, merits, demerits, MNCs in India