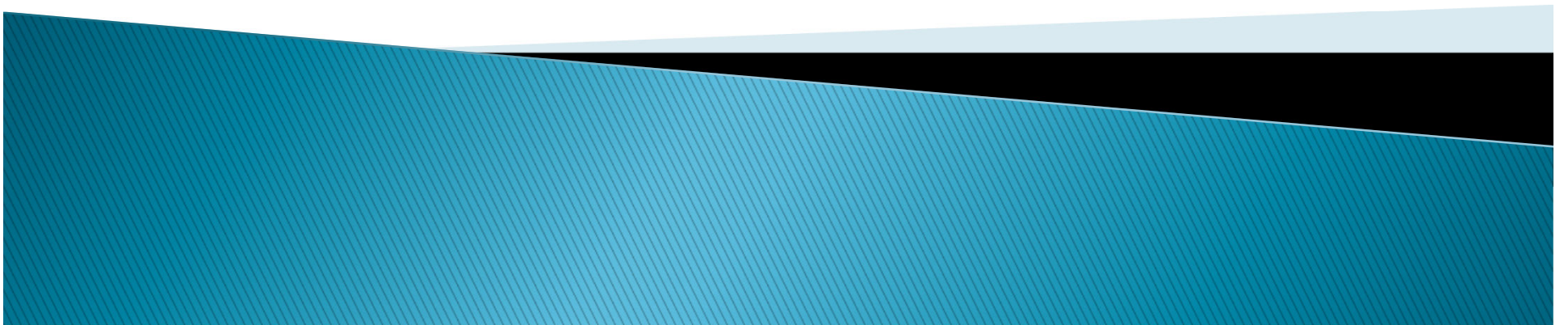


# Commerce

(Business Environment – I)



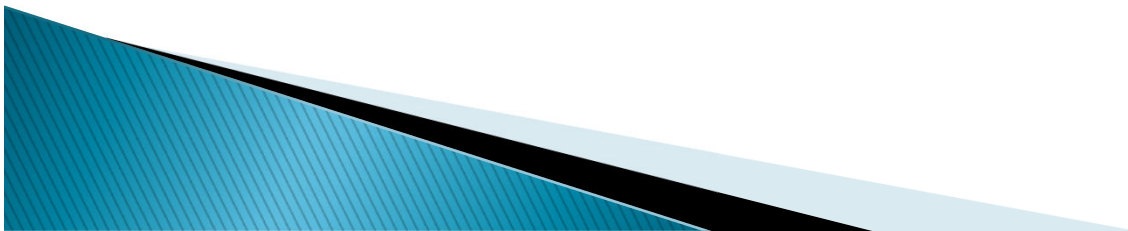
# Syllabus Objectives

- ▶ To make students understand the concept of business environment and various tools of environmental analysis.
- ▶ To understand student the concept of business ethics.
- ▶ To make them aware about various consumer laws in India.
- ▶ To make students understand the various contemporary issues.
- ▶ To introduce them scenario of international business environment.
- ▶ To understand concept of business objectives.
- ▶ To understand various types of environment.
- ▶ To know techniques of environmental analysis.
- ▶ To understand concept of Business Ethics.
- ▶ To know development of business Entrepreneurship.
- ▶ To know consumer protection Act, 1986.
- ▶ To understand Corporate Social Responsibility.
- ▶ To know Social Audit.
- ▶ To understand strategies for going global.
- ▶ To know foreign trade India and FDI.



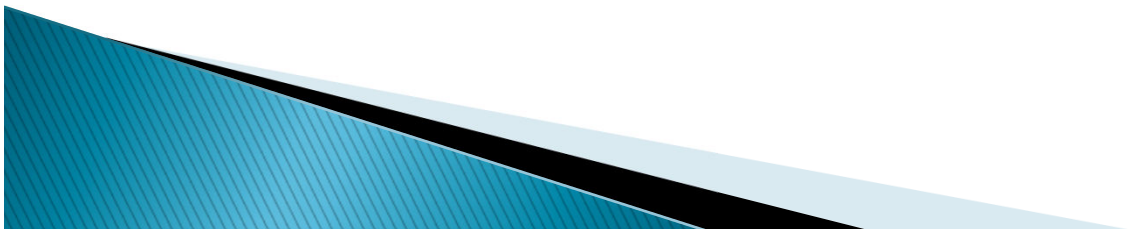
# Modules

- ▶ 1 Business and its Environment
- ▶ 2 Business and Society
- ▶ 3 Contemporary Issues
- ▶ 4 International Environment



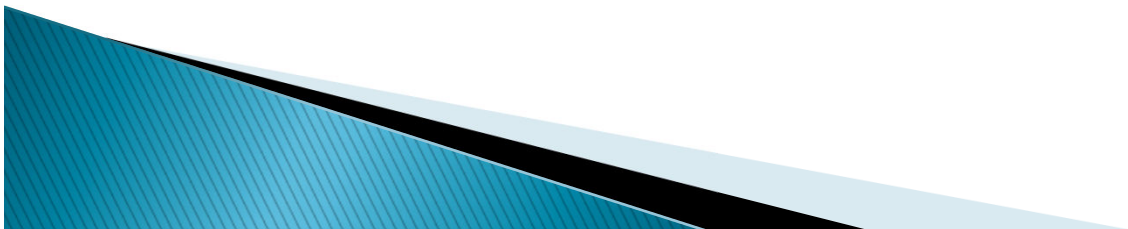
# 1 Business and its Environment

- ▶ Business Objectives, Dynamics of Business and its Environment, Types of Business Environment
- ▶ Environmental Analysis:
  - Importance
  - Factors
  - PESTEL Analysis
  - SWOT Analysis



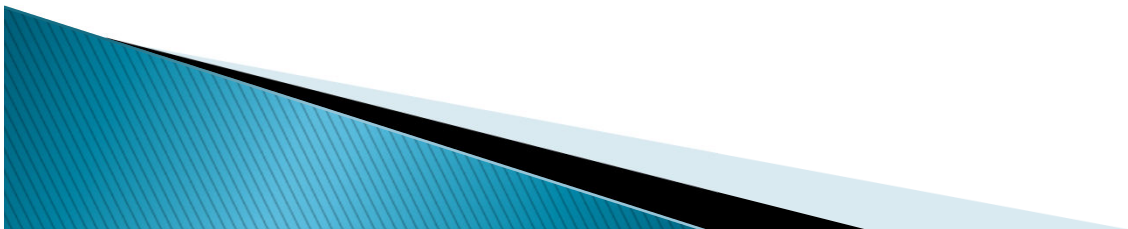
## 2 Business and Society

- ▶ Business Ethics: Nature and Scope of Ethics, Ethical Dilemmas, Corporate Culture and Ethical Climate
- ▶ Development of Business Entrepreneurship: Entrepreneurship and Economic Development, Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, Entrepreneurship as a Career Option
- ▶ Consumerism and Consumer Protection: Consumerism in India, Consumer Protection Act 1986



# 3 Contemporary Issues

- ▶ Corporate Social Responsibility and Corporate Governance: Social Responsibility of Business, Ecology and Business, Carbon Credit
- ▶ Social Audit: Evolution of Social Audit, Benefits of Social Audit, Social Audit v/s Commercial Audit



# 4 International Environment

- ▶ Strategies for going Global: MNCs and TNCs, WTO
- ▶ Foreign Trade in India- Balance of Trade, FDI Investment Flows and its Implication for Indian Industries



# Syllabus Outcomes

- ▶ Understand the concept of business environment and various tools of environmental analysis.
- ▶ Aware of business ethics.
- ▶ Aware of various consumer laws in India.
- ▶ Identify the factors of international business environment.
- ▶ Understand positive and negative impact of environment on business.
- ▶ Understand ethical issues in business, ethical dilemmas, procedure for registration under MSMED Act, 2006, and also the provisions related to consumer protection Act.
- ▶ Know CSR, Corporate Governance, and carbon credit and implementation of CSR activities by various companies.
- ▶ Know MNCs and TNCs. Implications of WTO and FDI for Indian Industries.

