



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Social Sciences, Humanities and Arts
Choice Based Credit System (CBCS) in Light of NEP-2020
B.A. Economics (Global Elective)
Semester II (2024-2027)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assesme	END SEM University	Teachers Assesme				
GUECO301	Generic Elective	Business Environment	60	20	20	0	0	4	0	0	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit.

***Teacher Assessment** shall be based on the following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed 10 marks.

Course Educational Objectives:

- CEO1:** Introduce the concept and factors influencing the business environment.
- CEO2:** Examine the economic environment and its impact on business.
- CEO3:** Understand the Indian economy, economic planning, and policy reforms.
- CEO4:** Analyze the effects of international trade, globalization, and FDI on business.
- CEO5:** Equip students with strategies for global market expansion through trade and economic integration.

Course Outcomes:

Students will be able to:

- CO1:** Analyze the business environment and its key factors.
- CO2:** Explain the Indian economy's structure, planning, policies, and their business impact.
- CO3:** Assess the effects of economic reforms, globalization, and FDI on Indian businesses.
- CO4:** Understand the Balance of Payments (BOP) and methods to correct trade imbalances.
- CO5:** Develop strategies for global expansion through economic integration and trade analysis.

UNIT I: Introduction

Business Environment: Concept, Nature and Sinification, Factors affecting Business Environment: Internal V/S External Factors, Economic Environment: Introduction Component and Factors affecting Business.

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UNIT II: Economic Planning and Development

Indian Economy: Introduction, Nature, Indian Economic System: Characteristics and Evolution. Industrial Policy of Government, Fiscal Policy and Monetary Policy India: Key Reforms and their Impact on the Business.

UNIT III: India and the World

New Economic Reforms 1991: Impact of LPG on Indian Business growth, India's Export and Import: Trends, Challenges, and Opportunities. Foreign Direct Investment: Multinational Enterprises in India, Impact of WTO on Indian Business.

UNIT IV: International Trade

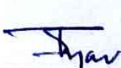
Introduction of International trade, Balance of Payment: Concept and component, Trade Barriers and Trade Strategy: Types of Trade Barriers, Protectionism vs Free Trade, Foreign Exchange Market: Mechanisms, and Exchange rate Determination.


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UNIT V: Strategies for Going Global

International Economic Integration: Types of integration and their benefits for businesses, European Union: Concept and Objective, Country Evaluation and Selection: Criteria for evaluating countries for international business expansion.

Suggested Readings:

- 1) Mandloi, A., & Sahoo, A. K. (2013-14). *Business environment*. Thakur Publishers.
- 2) Misra S. K & Puri V. K, *Economic Environment of Business*, 6E, Himalaya Publishing House, 2010.
- 3) Fernando, *Business Environment, IE*, Pearson, 2011

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