

COURSE – II: BUSINESS POLICY AND ENVIRONMENT

Block-1: Introduction

- Unit-1: Business in a Social System;
- Unit-2: Business and Economic System;
- Unit-3: Business Internal Environment and External Environment.

Block-2: Business Ethics

- Unit-4: Elements of Business Ethics;
- Unit-5: Doctrine of Trusteeship;
- Unit-6: Unethical Practices;
- Unit-7: Good Ethics and Good Business.

Block-3: Social Responsibility of Business

- Unit - 8: Doctrine of social responsibility*
- Unit - 9: Rationale of social responsibility*
- Unit -10: Control of monopoly restrictive and U.T.P*

Block-4: Business Policy

- Unit - 11: Importance and essentials of business policy*
- Unit - 12: Anatomy of corporate planning*
- Unit - 13: Strategic management*
- Unit - 14: Corporate policies*

Block-5: Strategy Formulation and Evaluation

- Unit - 15: Strategy formulation and evaluation*
- Unit - 16: Formation and implementation of business units*
- Unit - 17: Control and evaluation of strategy*
- Unit - 18: Game situations, strengths and weaknesses*

Block-6: Dynamics of Business Policy

- Unit - 19: Stability (Vs) Flexibility*
- Unit - 20: Deviations in policy in the context of constraints and unvertainties.*
- Unit - 21: Business Policy and Macro Considerations*
- Unit - 22: Preservation and Ecological Balance and Emotional Integration*

Block-7: Indian Business Environment

- Unit - 23: Cultural, social and political environment in India*
- Unit - 24: Economic environment in India*
- Unit - 25: Broad features (Indian Constitution) legal frame work*
- Unit - 26: Government and business relationship*
- Unit - 27: Industrial policy since independence and after 1991 and Policy of liblersation and its effects*

Reference Books:

1. Francis Cherunilam - Business Environment and Government Policies - Himalaya Publishing House – New Delhi - 2014
2. Ashwathappa - Essentials of Business Environment – Himalaya Publishing House – New Delhi - 2014
3. Azar Kazmi - Business Policies - McGraw Hill Education (India) Private Limited - 2008
4. William F. Gluek - Business Policies - McGraw-Hill Companies - 1984
5. Khan Farooq A. - Business and Society – S. Chand – NewDelhi.
6. Datta and Sundaram - Indian Economy – S. Chnad Publications – New Delhi – 2013.
7. Alak Ghosh - Indian Economy – World Press - Calcutta
8. Acharya and Govekar - Business Policies and Administration - A. R. Sethi & Co. Bombay 1965