



MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)

MBAH 453: INDIAN BUSINESS ENVIRONMENT

Workload : 04 hours per week - Total credits: 04

Examination: 3 hours; 30 marks continuous evaluation & 70 marks final examination.

Objectives : This course aims to provide a broad overview of the changing Indian business environment under which India as well as MNC's has to operate. The course outlines the business environment including social, economic, technological, legal and cultural environment within which a business firm has to operate. It further helps the students to understand the intervention of the government in business and its policies that have a direct impact on business.

Pedagogy : Lectures, assignments, discussions, seminars.

- 1. Business Environment:** Concept, significance, environmental factors, relationship between business and environment, Objectives of business and Business Environment, Environmental analysis, importance and limitations of environmental analysis.
- 2. Economic Environment:** Components of economic environment, Patterns of Indian economy; characteristics of Mixed economy; sectors of economy and their relative importance, economic planning; growth with justice; rural development; implications of economic environment to business.
- 3. Social and Cultural Environment :** Indian social structure; caste and family systems; religions, customs; culture; transitions – demographic changes, savings and consumption habits; levels of culture and its impact on business, Business implications. Impact of culture on global business.
- 4. State policies:** Theory of Government intervention in Business – Nature of government intervention in India – recent trends; state policies affecting business. Constitution of India – Fundamentals Rights and Duties, Rights under the Constitution (with special reference to business cases).
- 5. Technological Environment:** Technological changes – R and D in India – implications to business.
- 6. Economic Legislation's:** Central excise and sales tax – meaning and scope of excise duty, basis for the levy of central excise, permissible deductions & exemptions, VAT - in India and scope of VAT, basis for the levy of VAT, permissible deductions & exemptions, Income Tax – An overview, Direct Tax Code - an overview. GST-an overview.
- 7. Economic reforms:** Liberalization, Privatization and Globalization, FDI's and FII's

References:

1. Aswathappa K-Essentials of Business Environment-10th Revised Edition-HPH
2. Francis Cherunilam- Business Environment: Text and Case- HPH

3. Shaikh Saleem- Business Environment- Pearson education
4. Raj Agarawal-Business Environment- 2nd edition- Excel Books
5. Francis Cherunilam- Global Economy and Business Environment-HPH
6. S K Misra and V K Puri- Economic environment of Business- HPH
7. Income tax Act, Customs Duty and VAT – amended upto date.
8. Chidambaram k, Alagappan V- Business Environment- Vikas Publishing House, New Delhi.

