



**MANGALORE UNIVERSITY**  
**Department of Commerce**  
**M.Com.**

**CMS454: BUSINESS, INDUSTRY AND COMMERCE**

**Work load: 3 hours lecture and 2 hours tutorial per week: total 4 credits Learning Objectives:**

- To enumerate the fundamentals of Indian economy, business, industry and commerce.
- To study the present status of Business, industry and commerce in India.
- To get a glimpse of future challenges.

**Course Outcomes:**

1. Enables students to understand recent development in the field Business, Industry and Commerce.

**Unit –1: An overview of Indian economy:** The structure of Indian Economy, Pillars of Economic Development, Role and contribution of Agriculture, Industry, commerce and Services; Performance, recent trends in business, industry and commerce and future scenario of these sectors in Indian economy.

**Unit –2: Essentials of Business, Industry and Commerce:** Nature, role and importance of business, industry and commerce. Functions and processes, Internal and external influences, Different forms of enterprises, Interaction and linkages with Government and civil society, Macro environment and its impact on business, industry and commerce. Types of Productive Systems, The Manorial or Feudal system, The Guild system, Characteristics of the domestic/ putting- out/outsourcing systems, and the Factory system, Causes and Consequences of industrialization, The IT system of industrialization-services, enabled services, linkage with Manufacturing & Agriculture.

**Unit –3: Evolution of Business and Industry in India:** Structure of Indian society, Glimpse of economic activity in ancient times, British Raj, Swadeshi movement, Post-Independence scenario, Licence-Permit Raj, LPG era, Economic reforms since 1991, Entrepreneurship Culture in India, Industrial Policy, 2014 & Changing economic policy era.

**Unit –4: Structure and Status of Business & Industry in India:** Unregistered firms/ Bagedari sector, Start-ups and MSME sector, Large Scale enterprises, Export oriented companies, MNCs in India, Family Business, Industry associations and bodies, Profile of eminent industry persons and houses. Present status and performance of Agriculture and allied fields like horticulture, food processing, animal husbandry, fishing, contract farming etc; Industry sectors like textiles, chemicals, sugar, paper, machine tools, auto components, engineering products, pharmaceutical, biotechnology, semiconductor, hardware products, coal, mining, consumer durables, FMCG etc; Service sectors like information technology, hospitality, tourism, health care, banking, financial services, insurance, tourism, retail etc.

**Unit –5: Growth of Business, Industry and Commerce:** Nature and types of crisis, Physical damage crisis, Stages of crisis like pre crisis stage, acute crisis, post crisis, consequences of and strategies for managing crisis; Management of human and other resources, changing manpower requirements, Growth dimensions and phases, growth barriers, succession and exit strategies.

**Unit –6: Interface with Voluntary Organisations:** Provisions of Companies Act 2013, CSR Rules, 2013; characteristics and role of non-governmental organizations (NGOs), Voluntary Organisations (VOs), Non-profit organizations (NPOs), Civil society organizations (CSOs), Types of NGOs by orientation, level of co-operation, scope and coverage, Present status of third sector in India, Confederation of Indian Industry (CII), Federation Indian Chamber of Commerce and

Industry (FICCI), Kanara Chamber of Commerce and Industry (KCCI), PHD Chamber of Commerce and Industry (PHDCCI), Associated Chambers of Commerce and Industry in India (ASSOCHAM), and International Chamber of Commerce (ICC)

**References:**

1. Ashwani Mahajan & Gaurav Datt “Datt & Sundharam Indian Economy” S Chand 2013, 69<sup>th</sup> Edition.
2. Bachcha & Pathak “industrial policy-India” Deep and Deep publication Pvt. Ltd.2007.
3. C.V. Madhavi “Business in Crisis” Create Space Independent Publishing Platform.
4. Dr. Yogesh M. Kulkarni “Performance of Indian industrial Sector” Binding: HBR Year: 2011.
5. Harvard Business Essentials, “Crisis Management: Master the Skills to Prevent Disasters” Harvard Business Review Press (20 September 2011).
6. Nitin Dhingra & Ishwar C Dhingra “Developing New Enterprise” Cosmos Bookhive 2014, 1<sup>st</sup> edition.
7. Osama Lari “Industrial Sociology” Word press publication, 2010, 1<sup>st</sup> edition.
8. PRIA (2000) “Defining the sector in India –Voluntary, civil or non-profit” Working paper 1 New Delhi.
9. Sushilaravindranath “The CII Entrepreneur’s Handbook” Westland Ltd,2010.
10. Uma Kapil, “Indian economy –Performance and Policies” Academic Foundation 2009, 8<sup>th</sup> edition.
11. Vaidyanathan. R “Reforming the reforms process” Silver jubilee research volume, IIMB India.