

JNTUA COLLEGE OF ENGINEERING (AUTONOMOUS) PULIVENDULA

19AHS15b-BUSINESS ENVIRONMENT

(Humanities Elective-II)(Common to ~~19AHS15b, 19AHS15c, 19AHS15d~~)

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Course Objectives:

- To make the student understand about the business environment.
- To enable them in knowing the importance of fiscal and monetary policy.

UNIT – I: BUSINESS ENVIRONMENT

Meaning – Various environments affecting business – Social Economic; Political and Legal; Culture; Competitive Demographic; Technological and International environments.

Learning Outcomes:

At the end of this unit, the student will be able to

- Understand the concept of Business environment. L1
- Explain various types of business environment. L2

UNIT – II: FISCAL & MONETARY POLICY

FISCAL POLICY - Public Revenues - Public Expenditure - Public debt - Development activities financed by public expenditure - Evaluation of recent fiscal policy of Government of India - Highlights of Budget - **MONETARY POLICY** - Demand and Supply of Money – RBI - Objectives of monetary and credit policy - Recent trends - Role of Finance Commission.

Learning Outcomes:

At the end of this unit, the student will be able to

- Understand the concept of public revenue and public Expenditure L1
- Explain the functions of RBI and its role. L2

UNIT – III: TRADE POLICY

INDIA'S TRADE POLICY - Magnitude and direction of Indian International Trade - Bilateral and Multilateral Trade Agreements - EXIM policy and role of EXIM bank - **BALANCE OF PAYMENTS** – Structure & Major components - Causes for Disequilibrium in Balance of Payments - Correction measures.

Learning Outcomes:

At the end of this unit, the student will be able to

- Understand the role of Indian international trade. L1
- Analyze causes for Disequilibrium and correction measure. L2

UNIT – IV: WORLD TRADE ORGANIZATION

WORLD TRADE ORGANIZATION - Nature and Scope - Organization and Structure - Role and functions of WTO in promoting world trade - Agreements in the Uruguay Round – TRIPS, TRIMS, and GATT - Disputes Settlement Mechanism - Dumping and Anti-dumping Measures.

Learning Outcomes:

At the end of this unit, the student will be able to

- Understand the Dispute Settlement Mechanism. L1
- Compare and contrast the Dumping and Anti-dumping Measures. L2

UNIT – V: MARKETS

MONEY MARKETS AND CAPITAL MARKETS - Features and components of Indian financial systems - Objectives, features and structure of money markets and capital markets - Reforms and recent development – SEBI - Stock Exchanges - Investor protection and role of SEBI.

Learning Outcomes:

1/15/21

At the end of this unit, the student will be able to

- Apply the knowledge in future investments. L1
- Understand the role of SEBI in investor protection. L2

Text Books:

1. Francis Cherunilam (2009), "International Business": Text and Cases, Prentice Hall of India.
2. K. Aswathappa, "Essentials of Business Environment": Texts and Cases & Exercises 13th Revised Edition.HPH2016.

Reference Books:

1. K. V. Sivayya, V. B. M Das (2009), Indian Industrial Economy, Sultan Chand Publishers, New Delhi, India.
2. Sundaram, Black (2009), International Business Environment Text and Cases, Prentice Hall of India, New Delhi, India.
3. Chari. S. N (2009), International Business, Wiley India.
4. E. Bhattacharya (2009), International Business, Excel Publications, New Delhi.

Course Outcomes:

At the end of this Course the student will be able to

- Apply the knowledge of Money markets in future investment. L1
- Analyze India's Trade Policy. L2
- Evaluate fiscal and monetary policy. L3
- Develop a personal synthesis and approach for identifying business opportunities. L4
- Understand various types of business environment. L5