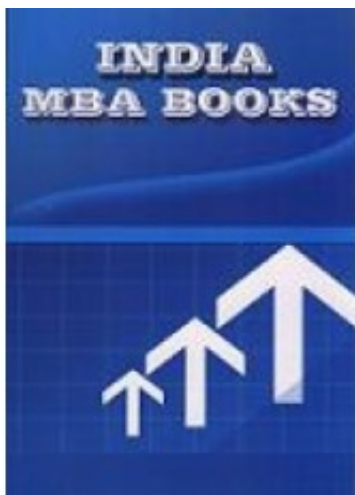


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Module II : Changing workforce, Employee's Employer rights and responsibilities, Discrimination, Equal Employment opportunity and Affirmative Action, organizational politics.

Indianism and Indian Management.

Module III : Gandhian Philosophy and Trusteeship, Ethics in Human Resource, Marketing,

Production, IT, Finance and Operations

Module IV : Business : Meaning, Scope, Characteristics, Goals, Objectives, Mission and Vision.

Module V : Environment : Meaning, objective and need. Indian Constitution : Fundamental

Right, Directive and Principles of state policy.

Module VI : Economic Factors affecting environment : Social-Cultural Environment. Business and

society. Corporate social responsibility.

Module VII : An Overview of Business Environment : Type of Environment-internal, external, micro and macro environment.

Module VIII : Competitive structure of industries, environmental analysis and strategic management. Managing diversity.

Module IX: Scope of business, characteristics of business. Objectives and the uses of study.

Process and limitations of environmental analysis.

Module X : Economic Environment : Nature of Economic Environment.

Module XI: Economic factors-growth strategy, basic economic system, economic planning,

nature and structure of the economy. Economic policies-industrial policy (1991), FEMA, Monetary and fiscal policies.

Module XII : Political Environment : Functions of state, economic roles of government, government

and legal environment. The constitutional environment, rationale and extent of state intervention.

Module XIII : Natural and Technological Environment : Innovation, technological leadership and followership,

Module XIV : Sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India.

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