

Business Environment and Ethical Practices



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Business Environment and Ethical Practices

Unit-I: Introduction to Business Environment

- a. Meaning, Concept, Nature, Scope, Importance
- b. Types-Internal, External, Micro, Macro, Environmental Scanning and Monitoring
- c. Assessing Risk in Business Environment
- d. Emerging Sectors of Indian Economy
- e. Social responsibility of business towards Employee, Community Share Holders and Consumers

Unit-II: Business and Economy

- a. Meaning of Business Economy
- b. Types of Economies: Free, Capitalization, Socialistic and Mixed Economy
- c. Economic Growth and Development: Meaning of Economic Growth, Factors Affecting Economic Growth, Impact of Circular Flow of Money on Business, Large Scale and Small Scale Business.
- d. Role of Foreign Investments, Private Foreign Investment Limitations and Degree of Foreign Investments
- e. Government Policy, Event Changes
- f. Inflation: Meaning, Causes and Measures to Check Inflation and Price Spiral

Unit-III: Design and Strategy of Economic Reforms

- a. Current State of Growth and Investment

- b. Interest Rate Structure and Present Monetary Policy
- c. Fiscal Environment
- d. Competitive Environment
- e. Legislation for Unfair Trade Practices
- f. Consumer and Investor Protection
- g. Current Industrialization Trends and Industrial Policy

Unit-IV:Business Ethics

- a. The Changing Environment and Stakeholder Management
- b. Relevance of Ethics and Values in Business
- c. Ethics in the Marketplace
- d. Ethics and Employees

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