

# 4310

## M. COM. (PREVIOUS)

### BUSINESS ADMINISTRATION

#### 6.5 BUSINESS AND ECONOMIC ENVIRONMENT

##### Unit – I

Environmental of Business, Impact of Socio-cultural values, Business ethics and Morality, Social responsibilities of business.

##### Unit – II

World Trade Organisation: Brief introduction of its organisation and working, Important Multilateral Trade Agreements and India *viz.* GATT-1994, AOA, Agreements on TRIPS, TRIMS, SPS measure & GATS.

##### Unit – III

Economic Infrastructure (Transport, Communication, Water, Power), Basic Concepts of Public-Private Partnerships, Build-own Operate and Transfer Schemes, Autonomous Regulatory Authorities.

##### Unit – IV

Economic Environment: Liberalization of Indian Economy, Features, Recent Trends and Impact on Trade Industry and Agriculture, Economic Globalization, Regional Trade Agreements and SAFTA.

##### Unit – V

Foreign Direct Investment: Concept, progress and impact, Multinational corporations, concept and role in Indian Economy. Competition Act.

##### Suggested Readings

1. Adhikarey, M.: Economic Environment of Business.
2. Cherunilam, Francis: Business and Govt. Himalaya.
3. Clark, J.M.: Social Control of Business, New York, McGraw Hill.
4. Committee for Economic Development: Social Responsibilities of Business Corporation, New York, C.E.D.
5. Ghosh, B.: Economic Environment of Business, Vikas Publishing House Pvt. Ltd., New Delhi.
6. Ozbekhan Hasan and Gane E. Teberted.: Business Government, R.I. Institute of Management Service.
7. Reports of the Monopoly Inquiry Commission, Report of Dutia Licensing Committee.
8. Rogene A. Buvhols: Business Environmental and Public Policy, Prentice Hall, 1982.
9. Singh, P.K.: Business Environment.
10. Stoner George: A case in Business and Society, New York, Random House, 1975.