

Gujarat Technological University
Five Year Integrated Programme
Masters in Pharmaceutical Management (MPM)

Subject Code: 4330201

Subject Name: Business Environment

Contents

Objective:The objective of this course is to sensitize towards the overall business environment within which organization has to function and to provide insight to students of its implication for decision making in business organization.

Unit No	Topics / Contents	No of Sessions
I	<p>An Overview of Business Environment Business Environment: Introduction and Features Types of Environment:</p> <ul style="list-style-type: none"> • Internal to Enterprise:Value System, Management Structure and Nature, Human Resources, Company Image and Brand Value, Physical Assets • External to the Enterprise: • Micro : Suppliers, Customers, Market Intermediaries. • Macro: Demography, Natural, Legal system, Political ideology, Level of Technology, Economic Policy, Competition, Social and Cultural Factors, Business Environment with reference to global integration. 	8
II	<p>Economic Environment</p> <ul style="list-style-type: none"> • Concepts and significance of economic environment; classification of economics; national income; • Economic systems: capitalism, socialism; mixed economy, mixed economy of India; • Monetary and fiscal policy; finances of the union and states; union budget; finance commission; • Economic reforms in India; industrial ;policy; states' industrial policy; • Foreign investment; foreign investment in India; foreign investment by Indian companies; • Five year plans; the 11th and 12th five year plan 	8
III	Technological Environment	8

	<ul style="list-style-type: none"> • Interdependence of Business and Technology; • Science and Technology policy and system in India; • Business Intelligence and IT • Technology adaptation process; • IT revolution and business environment; • Impact of technology on globalization; • Patents, technological collaborations; transfer of technology; • ISO standards, Bureau of Indian Standards 	
IV	<p>Global Business Environment</p> <ul style="list-style-type: none"> • Globalisation and Trade; • Growing relevance/importance of International Business • Nature and dimensions of international business; • Balance of payments and macroeconomic management; policies for internal and external balance; • Regulation and promotion of foreign trade ; Exim policy of India [Recent] • Concepts of EOUs and EPZS, SEZ • International Environment Problems • WTO and its impact in Indian Business Environment • Protection of patents and trade marks • MNCs : Role and critical appraisal policy towards MNCs • Globalization and its impact on Indian business. Why go for International? Is it desirable • Foreign Direct Investment (FDI) flows and its impact on Indian economy. • constraints against its flows and needs. • GATT, WTO and its impact on Indian Trade 	10
V	<p>Social Environment</p> <ul style="list-style-type: none"> • Concept and significance of social environment, • Business and Society, Changing Concepts and objectives of Business Interdependence of business and society • Professionalization • Business ethics and culture • Cultural lag and its impact on B.E. • Impact analysis of technological changes of Business • Corporate Social responsibility of Business • Social Audit • Consumerism and business • Consumer protection & consumers' rights, Consumer Protection 	10

	Act; <ul style="list-style-type: none"> • Corporate Governance 	
	Natural Environment <ul style="list-style-type: none"> • Sustainable Development and Environment Protection, • Pollution and its effect on environment, • Pollution levels; changing role of government in environment protection; regulations related to environment; impact of regulations on business and industry; • Green marketing; sustainable development 	6

Reference Books

1. Business Environment : Francis Cherunilam , Himalaya Publications, Mumbai
2. Essentials in Business Environment : K. Aswathappa, Himalaya Publications, Mumbai
3. Business Environment Raj Aggarwal Excel Books, Delhi
4. Business Environment Mathew M RBSA, Jaipur
5. Business Environment, Vivek Mittal, Excel Books, Delhi