
SEMESTER II

4 Papers**Total 100 x 4 = 400 Marks****I. CORE COURSE [CCCOM201]:**

(Credits: Theory-04, Tutorial-01)

Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100**Pass Marks (MSE:17 + ESE:28)=45****Instruction to Question Setter:****Mid Semester Examination (MSE):**

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

End Semester Examination (ESE):

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type six** questions of fifteen marks each, out of which any four are to be answered.

Note: There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Class Attendance Score (CAS) of 5 marks and (c) Class Performance Score (CPS) of 5 marks. "**Best of Two**" shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1 mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd, 5 marks).

BUSINESS ENVIRONMENT**Theory: 60 Lectures; Tutorial: 15 Hrs****Objective –**

The course is aimed at acquainting the students with the nature and dimensions of the evolving environment in India which influence managerial decisions.

Contents:**Unit - I**

Nature and significance of environmental analysis for business decisions, Dimensions of Business Environment: Economics, Technological, Socio-cultural, Political, Legal-Regulatory and market Conditions.

Unit - II - Economic environment:

Economic Policy - An overview Changes in Government policies since 1991. Impact of liberalization, globalization, and structural reforms, Import policy and its domestic and international implications.

Unit – III - Technological environment:

Dynamics of technological environment; Challenge of technology upgradation, Impact of foreign investment and foreign collaboration.

Unit – IV - Socio-cultural environment:

Demographic profile. Class structure and mobility. Rural- urban convergence. Changes in consumption habits and life styles. Social responsibilities of business.

Unit - V

New Industrial Policy, Fiscal Policy and Monetary Policy.

Unit - VI

Social Responsibility of Business and ethics.