

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2019 BATCH AND THEREAFTER**

Programme: M.Voc. (Banking and Finance)

Semester: I

BUSINESS ENVIRONMENT, ETHICS AND E-GOVERNANCE

Course Code: 19MVB103

No. of Hours: 60

COURSE OBJECTIVES:

- To create an awareness of the environment in which business operates.
- To equip students with tools and techniques to analyse the Business environment that facilitates in making informed business decisions.
- To know business ethics and the importance of it in business.

LEARNING OUTCOMES:

- Students will gain knowledge about the different factors affecting Business.
- Students will understand the importance of ethics in business.
- An awareness of e-governance and corporate governance in banks.

UNIT I:

5 HRS

Business Environment -Concepts and Precepts: An Overview- what is business environment; Characteristics of Business Environment; Micro and Macro Business Environment

UNIT II:

7 HRS

Models, Tools and Techniques of Business Environment Analysis: Internal Business Environment; External Business Environment; PESTEL; Product-Market Analysis; Portfolio Analysis; Balance Score Card; Porter five force model etc.,

UNIT III:

8 HRS

Economic Environment: The Indian Economic System, Nature of Economy, Development Strategy; Economic Policies; Fiscal Policy and Tax System; Monetary and Credit Policy; Money and Capital Market; Exchange Rate Policy, Public Vs Private sector; Institutions.

UNIT IV:

8 HRS

Political and Legal Environment: Political System, Political Culture; Governance; Bureaucracy; Political Stability; Legal System; Business Laws.

UNIT V:

7 HRS

Socio-cultural and Demographic Environment: Society and Business- Social Class Structure, Social Mobility, Education, Life style, Religion, Institutions etc.; Cultural Milieu and Environment; Demographic Characteristics and Business Environment.

UNIT VI:**5 HRS**

Technology and Business Environment: Determinants of Technology; Technology and Business Development; Technology and Business start-ups; Technology and sustainable development; Technology and Economic Growth.

UNIT VII:**5 HRS**

Liberalisation, Privatisation, Globalisation (LPG) and Business Environment: what is LPG; New Economic Policies and reforms; Privatisation and Business Environment; Globalisation: MNCs, WTO, Trade blocks, FDI; International Financial System; Emerging Trends and Contemporary Challenges.

UNIT VIII:**5 HRS**

Ethics, Business Ethics, Personal Ethics, Ethics in Management, Cross Cultural issues in ethics.

UNIT IX:**10 HRS**

Corporate governance in banks;- Overview of Corporate Governance, Regulations and Committees relating to banks and e-governance, Institutional Aspects of Corporate Governance, E governance with case studies.

PRACTICAL COMPONENTS:

- Examine the current economic policies and critically review their effect on business
- Discuss the impact of globalisation on small Indian business.
- Describe how technology is driving the growth of business in rural India

BOOKS FOR REFERENCE:

1. 'Business Environment' by B.N.Ghosh, Oxford University Press, 2015 edition.
2. 'Business Environment' by .K. Aswathappa .
3. 'Business Environment' by Justin Paul, The McGraw Hill.