Indian Business Environment

HU6-316(a)

L T P

3 1 0

UNIT-I

The concept of Business Environment, significance and nature, Environmental Scanning: meaning, nature and scope, the process of environmental scanning, Interaction between internal and external environments, basic philosophies of Capitalism, Socialism with their variants, Concept of mixed Economy.

UNIT-II

Philosophy and strategy of planning in India, Industrial policy in recent years, Policy with regard to small scale industries, Monetary policy and Fiscal policy.

UNIT-III

E-banking in India: objectives, trends and practical uses-Recent technological developments in Indian Banking (ATM, Debits and Credit cards), Consumerism, Social responsibility of business enterprises, New Economic policy, Globalization, Exim policy, FDI policy, Multinational Corporations (MNCs).

UNIT-IV

Problems of Growth: Unemployment, Poverty, Regional imbalance, Social injustice, Inflation, Parallel Economy, Industries sickness, Environmental problems affecting growth of Business.

UNIT-V

Globalization trends and challenges, Balance of payments trends, environment for foreign trade and investment, exchange rate movements and their impact, India's competitiveness in the world economy, external influences on India's business environment.

Text Books/References:-

1. Economic Environment of Business: by Mishra S K & Puri V K, Himalaya Publishing House, 3rd Edition.
2. Business Environment, Text and Cases: by Paul Justin, Tata McGraw Hill.
3. Business Environment: by Shaikh & Saleem, Pearson, 1st Edition.
4. Business Environment: by Suresh Bedi, Excel Books, 1st Edition.
5. Business Environment, Text & Cases: by Francis Cherunilam, Himalaya Publishing house, 8th Edition.
6. Second Generation Economic Reforms in India: by Dutt R, Deep & Deep, New Delhi.
7. Macro Economic analysis and Policy: by D M Mithani, Himalaya Publishing House, Bombay.

DYNAMICS OF BEHAVIOURAL SCIENCES IN INDUSTRY

HUO-316 (d) HUO-325

L	T	P
3	0	0

OBJECTIVE

To impart knowledge to students about human behavior, the managerial and Labour social system and culture with special reference to Indian Scenario.

BEHAVIOURAL SCIENCE

An overview: definitions, Man- the critical factor, behavioral science and its historical development.

INDUSTRIAL SOCIOLOGY

Concept and definition, importance for engineers; growth; criticism of Hawthorne studies; nature and scope of industrial sociology, industry and community, industry and tradition in India.

SOCIETY AND TECHNICAL CHANGE

Concept of social change, meaning and definition of social change, nature of social change, Factor such as natural, Cultural, economical, planning, technological, Indian information technology scenario, effect of technology on social institutions.

HUMAN RELATIONS

Historical overview, definitions, early and later approaches to human relations, strategies for establishing healthy human relation.

GROUPS

Meaning and definitions, types of groups, characteristics, functions of formal and informal groups, merits and demerits of informal groups.

MOTIVATION

Nature of drives, needs and motives, work motives, need-hierachy theory and two factor theory of motivation, how to motivate the workers at work, factors effecting the morale of workers.

LABOUR MANAGEMENT RELATIONS

Industrial relation; objectives and definitions, Dunlop's theory of industrial relations, Psychological and Gandhian approach to industrial relations, industrial relations in Japan and India, Industrial relations in coming years, challenges of coming years, new dimensions of industrial relations, the ways of industrial peace. Trade unions; meaning and definition, functions of Indian trade Union, recent emerging trends in Indian trade unions.

Text Books

1. Dynamics of Behavioral Science in Industry: by P.C. Ryhal, H. G Publication, New Delhi (2001).

REFERENCE BOOKS

1. Fundamental of Industrial Sociology: by P Gisbert, Oxford Press, 1971.
2. A Genesis of Behavioral Sciences: by N Kumar, Prashant Prakashan, Lucknow, 1965
3. Industrial Relations: by A. Monapa, Tata McGraw Hill, 1 ed. 2000
4. Innovation and change in organization: by N. Kind and Anderson, Oxford University Press, 1995.
5. Human Relations and organization Behaviour, A global perspective: by R.S. Dwivedi, Macmillan Indian Ltd, Delhi (1995).