

GUJARAT UNIVERSITY

S.Y.B.COM.

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Advanced Business Management Paper - II

( EFFECTIVE JUNE - 1997)

1. BUSINESS ENVIRONMENT AND STRATEGIC MANAGEMENT:

Micro-environment; Macro-environment; Environmental change; Techniques for Environmental Analysis; Strategic Management; Conclusion.

2. THE EMERGING SCENARIO:

The Global Scenario - Political and Economic Environment; Global Economic Boom; National Strategies; Business Strategies.

The Indian Scenario - Economic and Competitive Environment; Demographic and Social Environment; The Rise of the Rural Market; Future Trends.

3. BUSINESS AND SOCIETY :

Changing Concept and Objectives of Business, Professionalisation; Business Ethics, Business and Culture; Technological Development and Social Change; Cultural Lag.

4. SOCIAL RESPONSIBILITY OF BUSINESS:

Responsibility to Shareholders; Responsibility to Employees, Responsibility to Consumers; Responsibility to the Community; The Indian Situation; Social Audit.

5. CONSUMER RIGHTS, CONSUMERISM AND BUSINESS :

Consumer Rights, Exploitation of Consumers; Consumer Protection; Utility of Consumerism; Consumer protection and Consumerism in India; Opportunity for Industry; Consumer Protection Act, 1996, Amendments.

6. ECONOMIC SYSTEMS :

Capitalism; Socialism; Mixed Economy; The mixed Economy of India.

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7. ECONOMIC ROLES OF GOVERNMENT:

Regulatory Role; Promotional Role, Entrepreneurial Role; Planning Role; Economic Roles of Government of India The Constitutional Environment; Expansion in State Intervention.

8. INDUSTRIAL POLICY :

The Industrial Policy Resolution of 1948; Industrial Policy Resolution 1956, Review of Industrial Licensing System; Policy Development in the 1970s; Industrial Policy Statement 1980; Policy Liberalisation in the Eighties; The New Industrial Policy.

9. IDRA AND INDUSTRIAL LICENSING:

Coverage of the Act; Exemptions from the Act; Central Advisory Council and Development Councils; Regulation of Scheduled Industries; Power to Investigate; Exercise Control Take-over, Management etc.; Power to Provide Relief to Certain Industrial Undertakings; Sale or Reconstruction; Price and Distribution Controls, Power of Inspection; Decision of Central Government Final in respect of Certain Matters.

Letter of Intent and Licence; Objectives of Licensing; Activities Requiring Licensing, Power to Revoke/Amend Licence, Exemptions from Licensing; The New Policy.

10. PROTECTION OF PATENTS AND TRADE MARKS:

Patents - Indian Patents Law and Uruguay Round Trade Marks-Trade and Merchandise Marks Act.

11. PUBLIC, PRIVATE, JOINT AND CO-OPERATIVE SECTORS:

Public Sector Objectives; Growth of Public Sector; The New Public Sector Policy, Organisation of Public Enterprises; Government and Parliamentary Control; Pricing Policy; Nationalisation; Private Sector, Joint Sector - Formation of Joint Sector Enterprises; Rationale of Joint Sector;

Advanced Business Management Paper-III :  
 (Effective from June-1997)

Indian Financial System :

- (A) General : (1) Financial Systems and Economics Development  
 (2) Indian Financial System - an overview.
- (B) Money Market : (1) Commercial Banks and Industrial Finance  
 (2) Bank Credit and Working Capital Finance  
 (3) Management of Bank Funds  
 (4) Money Market Organization.
- (C) Capital Securities Market :  
 (1) Functions and Organization (2) Regulatory frame work  
 (3) Primary market organization (4) Secondary Market Organization.
- (D) Unit Trusts and Mutual Funds :  
 (1) Unit Trust of India (2) Other Mutual Funds.
- (E) Development Banks / Finance Institutions :  
 (1) Industrial Finance Corporation of India  
 (2) Industrial Credit & Investment Corporation of India  
 (3) State Financial Corporations  
 (4) Industrial Development Bank of India
- (F) Insurance Organization :  
 (1) Life Insurance Corporation of India  
 (2) General Insurance Corporation of India
- (G) Foreign Investment :  
 Foreign Capital

BOOKS

Basic Text Book

- (1) Indian Financial System - M.Y.Khan  
 (Tata-McGraw - Hill Publishing) Company Ltd. (1996)

<u>Weightage</u> <u>Paras</u>	<u>Weightage</u>
I. (A), (B), & (C)	40%
II. (D), (E) & (F) (G)	60%

Evolution of Government Policy, The concept of National Sector.

Co-operative Sector - Processing and Industrial Co-operatives; Distribution and Marketing Co-operatives; Functional Co-operatives, Multipurpose Co-operatives; National Level Co-operative Federation; Problems Consultancy Services.

12. PRIVATISATION :

Expansion of Public Sector and its Defects; The Privatisation Reactionl Ways of Privatisation; Obstacles; Benefits of Privatisation; Privatisation in India.

12.A INDUSTRIAL SICKNESS:

Definition of Sick Units, Magnitude; Weak Units; Causes of Sickness; Government Policy; Sick Industrial Companies Act; Financial Institutions and Industrial Sickness; Sick Small-Scale Units; Turnaround Management; Amendment of SICA.

13. PRICE AND DISTRIBUTION CONTROL :

Objectives of Price and Distribution Controls; Price Policy of India; Price Controls; Direct Controls, Administered Prices; Dual Pricing-Subsidisation; The Essential Commodities Act; Other Laws to Control Production, Distribution and Prices; The Public Distribution System.

14. WORKER'S PARTICIPATION IN MANAGEMENT:

Meaning; Objectives; Problems and Limitations; Forms of Participation; Workers' Participation Schemes in India - Introduction; Works Committees/Joint Committees, Joint Management Councils; Shop/ Department Councils and Joint Councils.

15. EXIT POLICY:

Need for Exit Policy, VRS and Golden Handshake; NRF; Conclusion.

16. DEVELOPMENT OF BACKWARD AREAS:  
Identification of Backward Areas; Industrial Dispersal Policy; New Policy; Non-Industrial Development Programmes; An Assessment.
17. GLOBALISATION:  
Why Go International, Internationalisation Strategies; Globalisation of Indian Business.
18. FOREIGN CAPITAL AND TECHNOLOGY:  
Role of Foreign Capital; Private Foreign Capital; Limitations and Dangers of Foreign Capital; Government Policy.  
Annendix 37-1 ; Annexure III of Industrial Policy Statement, July 24, 1991.
- 18A. JOINT VENTURES:  
Why Joint Ventures? Indian JVs Abroad; Guidelines for Indian Direct Investment Abroad.
19. MULTINATIONAL CORPORATIONS:  
Definitions; Dominance of MNCs; Investment Pattern; Investment Motives, MNCs and International Trade; Benefits of MNCs, Dements; Recent Trends, Perspective, Code of Conduct; Foreign Investment by Indian Companies; MNCs in India.
20. REGULATION AND PROMOTION OF FOREIGN TRADE:  
The Foreign Trade Development and Regulation Act, 1992; Export Import Policy, Related Measures; An Evaluation of the Exim Policy; Organisational set-up and functions; Export Promotion; incentives. Financial Assistance; Marketing Assistance; Production Assistance/Facilities; Export Processing Zones and 100% Export-oriented units, State Trading; Import Substitution.

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BOOKS

Basic Text Book:

- (1) Business Environment -  
Francis Cheranilan (1995)  
Himalay Publishing Home (Delhi)
- (2) Government and Business  
N.K. Sengupta (1995)  
Vikas Publishing Home