



# THE CRESCENTS COLLEGE OF BUSINESS MANAGEMENT

(Management & Technology)

Janpak (V), Geesugonda(M), Warangal – 13

## MBA I Year I Semester (2016-2017)

### Business Environment

(Day-wise schedule)

**Dr. Santosh Kumar Khetan**

<u>Sl.No</u>	<u>Date</u>	<u>Day</u>	<u>Topic</u>
1	22-09	Thu	(unit-1) Meaning of Business
2	23-09	Fri	Trade, Industry and Commerce
3	24-09	Sat	Business Environment
4	26-09	Mon	Business Environment
5	27-09	Tue	Micro Environment
6	29-09	Thu	Macro Environment
7	01-10	Sat	Significance of study of Business Environment
8	03-10	Mon	Environmental Scanning
9	04-10	Tue	Techniques of Environmental scanning
10	05-10	Wed	Techniques of Environmental scanning
11	06-10	Thu	Future Environment
12	07-10	Fri	Indian corporate sector –scanning practices
13	08-10	Sat	Indian corporate sector –scanning practices
14	13-10	Thu	(unit-2) Economic Environment
15	14-10	Fri	Economic systems
16	15-10	Sat	Public Enterprises
17	17-10	Mon	Role of public Enterprises
18	18-10	Tue	Role of public Enterprises
19	19-10	Wed	Privatization
20	20-10	Thu	Types of Privatization
21	21-10	Fri	Disinvestment
22	22-10	Sat	Globalization
23	24-10	Mon	Multi-national Corporations

24	25-10	Tue	India and WTO
25	26-10	Wed	Fiscal policy
26	27-10	Thu	Monitory policy
27	28-10	Fri	Foreign direct investment
28	29-10	Sat	Mergers and Acquisitions
29	31-10	Mon	Business process outsourcing
30	01-11	Tue	Competition policy
31	2-11	Wed	(unit-3) Competitive Environment
32	3-11	Thu	Air Line Industry
33	4-11	Fri	Mobile Services
34	5-11	Sat	Software Industry
35	11-11	Fri	Steel Industry
36	15-11	Tue	Cement Industry
37	16-11	Wed	Passenger cars and two wheelers
38	17-11	Thu	Pharmaceutical Industry
39	18-11	Fri	Organized retailing
40	19-11	Sat	Express service Industry
41	21-11	Mon	(Unit-4) Political Institution-Judicial Activism
42	22-11	Tue	Business Culture and Ethics
43	23-11	Wed	Social Responsibility
44	24-11	Thu	Corporate Governance
45	25-11	Fri	Ecology and Environment
46	26-11	Sat	Physical Environment and its impact on business
47	28-11	Mon	(unit-5) Technological Environment
48	29-11	Tue	Impact of Technology on economy
49	30-11	Wed	Barriers to technological growth in India
50	1-12	Thu	Technology policy
51	2-12	Fri	Guideline for the examination