

**Revised Syllabus of Courses of B.Com. (Accounting and Finance)
Programme at Semester I
with Effect from the Academic Year 2016-2017**

Core Courses (CC)

**6.Commerce-
Business Environment - I**

Modules at a Glance

| Sr. No. | Modules | No. of Lectures |
|----------------|------------------------------|------------------------|
| 1 | Business and its Environment | 15 |
| 2 | Business and Society | 15 |
| 3 | Contemporary Issues | 15 |
| 4 | International Environment | 15 |
| | Total | 60 |

| Sr. No. | Modules / Units |
|---------|---|
| 1 | Business and its Environment |
| | a) Business Objectives, Dynamics of Business and its Environment, Types of Business Environment b) Environmental Analysis: Importance, Factors, PESTEL Analysis, SWOT Analysis |
| 2 | Business and Society |
| | a) Business Ethics: Nature and Scope of Ethics, Ethical Dilemmas, Corporate Culture and Ethical Climate b) Development of Business Entrepreneurship: Entrepreneurship and Economic Development, Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, Entrepreneurship as a Career Option c) Consumerism and Consumer Protection: Consumerism in India, Consumer Protection Act 1986 |
| 3 | Contemporary Issues |
| | a) Corporate Social Responsibility and Corporate Governance: Social Responsibility of Business, Ecology and Business, Carbon Credit b) Social Audit: Evolution of Social Audit, Benefits of Social Audit, Social Audit v/s Commercial Audit |
| 4 | International Environment |
| | a) Strategies for going Global: MNCs and TNCs, WTO b) Foreign Trade in India- Balance of Trade, FDI Investment Flows and its Implication for Indian Industries |