

M.Com - I
Semester No. I
0901101 Business Environment and Managerial Economics

Course Content:

| Module No. | Topics / Chapters Name | % Weightage |
|-------------------|--|--------------------|
| I | Overview <ul style="list-style-type: none"> • Concept of business environment • Elements of internal and external environments • Industrial policy • Fiscal policy • Monetary policy • EXIM policy • Form of state intervention in Business | 25% |
| II | Socio- Cultural Environment <ul style="list-style-type: none"> • Critical elements • Social values • Social groups • Uneven income distribution • Rural sector • Social Audit: Nature, Evolution of social audit in India | 25% |
| III | Nature and scope of Managerial Economics <ul style="list-style-type: none"> • Various Principles: Opportunity cost principle, Discounting principle, Equi-marginal principle • Objective of firm : Managerial theories of firms, Behavioural theories of firms | 25% |
| IV | Business Cycles <ul style="list-style-type: none"> • Nature and phases • Theories of Business Cycle : Psychological, Profit, Monetary, Innovations , Cobweb, Sarnelson and Hick | 25% |