10MS202 BUSINESS ENVIRONMENT

Credits: 2:0:0

Objectives
To understand the overall business environment and evaluate its various components in business decision making.

Learning Outcome:
The course helps the students to familiarise with the nature of business environment and its components. The course contents facilitate the students to develop conceptual framework of business environment and generate interest in international business.


Unit IV - Financial system – monetary and fiscal policies – credit market – money market and capital market – nature and constituents – industrial financing institutions (an overview).


Text Books