

**M.Com - I**  
**Semester No. I**

**0901101 Business Environment and Managerial Economics**

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