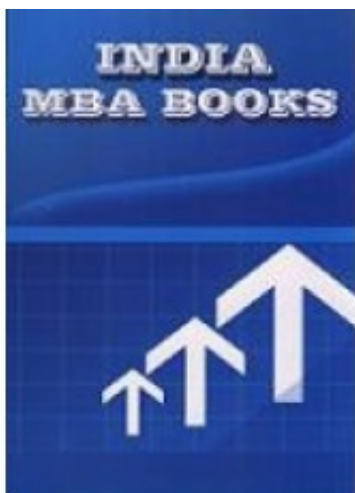


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## BUSINESS ENVIRONMENT

UNIT – I  
Meaning definition international environment external environment :  
macroenvironment : environmental change : techniques for environmental  
analysis – strategic management.  
UNIT – II  
BUSINESS AND SOCIETY : Changing concept and objectives of business  
professionalisation; Business ethics, Business and culture social responsibility  
to shareholders, employees, consumers, community.  
UNIT – III  
ECONOMIC SYSTEMS : Capitalism – socialism – mixed economy – the mixed  
economy of India, Economic roles of government regulatory role – promotional  
role – entrepreneurial role – planning role.  
UNIT – IV  
INDUSTRIAL SICKNESS : Definition of sick units – magnitude – weak units  
causes of sickness – governments policy – sick industrial companies act – sick  
small scale units, Financial institution and industrial sickness, MRTP Act –  
MRTP Objectives – Amendments – MRTP – Commission.  
UNIT – V  
INDUSTRIAL FINANCIAL INSTITUTIONS : IDBI, IFCI, ICICI, IRBI, SHCI, DFHI,  
UTI, LIC, GIC

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