



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)
(Affiliated to Sardar Patel University)
NAAC ACCREDITED 'A' GRADE (3.04 CGPA)



ISO 9001:2015

Syllabus with effect from the Academic Year 2025-26

Master of Commerce
M.Com Semester – I

Course Code	PC01CCOM02	Title of the Course	Indian Corporate Ecosystem
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	<ul style="list-style-type: none">• Understand the concept and components of a corporate ecosystem.• Learn about major economic policies initiated under Bharat NITI.• Evaluate the reform influence on corporate growth and competition.• Study the classification and performance of PSUs.• Identify government schemes that support corporate growth (e.g., Make in India, Start Up India).
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Unit	Description	Weightage
1.	<p>An Overview of Corporate Ecosystem</p> <ul style="list-style-type: none">• Corporate ecosystem/Process, Classification of Business, Classification of Industries, Characteristics of Business and Goals of Business <p>A Glimpse of Corporate Ecosystem</p> <p>Meaning of corporate ecosystem, Types of Ecosystems Internal and External Ecosystem, Micro and Macro Ecosystem, Competitive Structure of Industries</p> <p>Economic Ecosystem</p> <ul style="list-style-type: none">• Structure of Economy, Economic Policies, Economic Conditions <p>Political And Government Ecosystem</p> <ul style="list-style-type: none">• Classifications of Functions of State, Economic Roles of Government in India.	20%

	<p>Natural And Technological Ecosystem</p> <ul style="list-style-type: none"> Natural Ecosystem, Technological Ecosystem Innovation, Technology and Competitive Advantages, Sources of Technological Dynamics, Time Lags in Technology Introduction/Absorption, Appropriate Technology and Technology Adaption, Impact of Technology on Globalization, ICT and Marketing, Transfer of Technology. <p>Demographic Ecosystem</p> <ul style="list-style-type: none"> Importance Demographic Environment, Population Size, Falling Birth Rate and Changing Age Structure. 	
2.	<p>Bharat Niti -Economic Policies</p> <ul style="list-style-type: none"> NITI-Government Think Tank-structure. The Industrial Policy of 1991 of Government of India The current Monetary Policy of RBI Indian Union Budget (Fiscal Policy) Recent EXIM Policy of the Government Ministry of corporate affairs 	20%
3.	<p>Economic Reforms</p> <p>Liberalization</p> <ul style="list-style-type: none"> Concepts, Issues and Implications on Indian Economy <p>Privatization</p> <ul style="list-style-type: none"> Meaning of Privatization, Nature, History and Objectives of Privatization, Various Forms of privatizing the Public Sector Enterprises, Merits and Demerits of Privatization, Disinvestment in India <p>Globalization</p> <ul style="list-style-type: none"> Globalization of Business: Meaning and Dimensions, Features of Current Globalization, Stages of Globalization, Essential Conditions for Globalization, The Pros and Cons of Globalization, Globalization of Indian Business. 	20%
4.	<p>Public Sector</p> <ul style="list-style-type: none"> Public Sector; growth and performance of public sector The new public sector policy Organization of public enterprises Government and parliamentary control over public enterprises Pricing policy in public enterprises Department of public enterprises Nationalization 	20%
5.	<p>Government Initiatives to Foster Corporate Ecosystem</p> <ul style="list-style-type: none"> Make in India-Objectives, Features, Achievements, Challenges. Start-up India- Meaning, objectives, Features, Achievements, challenges. Stand up India- Meaning and Significance Skill India- Meaning, Objectives, Target sector, Achievements, Challenges. Investment in physical infrastructure. Need for Entrepreneurship development in India 	20%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching- Learning Methodology	<ul style="list-style-type: none"> Group Discussion, Mind Mapping, Video lectures, Guest Lectures, Role Plays Research Assignments Field visits or Virtual tours, Start-up Show case, Case Study Presentation, Interactive Tools, Lecture, Power Point, You Tube Channels.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	20%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	End Semester Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
1.	Define corporate ecosystem and its components.
2.	Explain the objectives of Bharat NITI.
3.	Illustrate how reforms impacted a specific industry.
4.	Investigate reasons for public sector inefficiencies.
5.	Suggest new initiatives to address emerging corporate needs.

Suggested References: (include Reference Material from where a student is expected to study the said content in (APA Style Reference Websites can also be included).

Sr. No	References
1.	Fernado, A.C. (2011). Business Environment (2 nd Edition). Pearson Education India.
2.	Cherunilam, F. (2020). Business Environment: Himalaya Publishing House.
3.	NITI Ayog. (2015). Three -year action agenda (2017-18 to 2019-20). Government of India.
4.	Datt, R., & Sundhram, K.P.M. (2020). Indian Economy (73 rd ed.). S. Chand Publishing
5.	Ahluwalia, M.S. (2021). Backstage: The story behind India's high growth years. Rupa Publications.
6.	Mohanty, (2010). Public enterprise management and privatization. Deep and Deep Publications.
7.	Laxmi, N. (2020). Public sector enterprises in India: Evolution, performance, and reforms. New Century Publications.
8.	Government Of India. (2020). Start-up India action plan. Department for promotion of Industry and internal Trade.

On-Line Resources available that can be used as Reference Material (Digital Resources)

- Ministry Of Corporate Affairs (MCA) - <https://www.mca.gov.in>
- NITI AYOGE- <https://www.niti.gov.in>
- Economic Survey- [https://www.indiabudget.gov.in/economic survey](https://www.indiabudget.gov.in/economic%20survey)
- Reserve Bank of India- <https://www.rbi.org.in>
- Department of Public Enterprises- <https://dpe.gov.in>
- Startup India- <https://startupindia.gov.in>
- Make in India- <https://www.makeinindia.com>
- ❖ **Academic and Research Platforms:**
- Google Scholar- <https://scholargoogle.com>
- ResearchGate-<https://www.researchgate.net>



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