GUJARAT UNIVERSITY
SYLLABUS FOR --- TY B.COM.

SEMESTER VI
Subject Code: SS 302 A
NAME OF THE COURSE: Business History

Objectives:
This course aims at acquainting the students with the emerging issues in business at the national and international level in the light of the policies of liberalization and globalization, in the light of business history.

Number of credits: 2
Lectures per week: 2 of one hour each
Total sessions: 30

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Unit – I
Introduction to Indian Business History: Concept, components, and its importance

Unit – II
Economic Trends (overview): Savings and investment; industry; Trade and balance of payments, Money; Finance; Prices.

Unit – III
Problems of Growth: Unemployment; Poverty; Regional imbalances; Social injustice; Inflation; Parallel economy; Industrial sickness.
Role of Government: Monetary and fiscal policy; Industrial policy; Industrial licensing, Privatization; Devaluation; Export-import policy;

Unit – IV
Historical Forces changing the Business Environment – Key environments of Business – Power dimensions of Business – Theoretical perspective – Sociological perspective

Reference:
1. Indian Business History by S. Ramchander – Oxford
2. A Business and Society, Khan Faroog - S. Chand, Delhi
4. Reimagining Business History by Philip Scranton - Johns Hopkins University Press