

**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**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**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 Farog - S. Chand, Delhi

3. Indian Economy: by Agarwal A. N.- Vikas Publishing House, New Delhi
4. Reimagining Business History by Philip Scranton - Johns Hopkins University Press