

<b>PROGRAM</b>	<b>Bachelors Of Commerce / Bachelors Of Commerce(Hons)</b>
<b>SEMESTER</b>	<b>I</b>
<b>COURSE TITLE</b>	<b>Business Environment</b>
<b>COURSE CODE</b>	<b>04BC0106</b>
<b>COURSE CREDITS</b>	<b>04</b>
<b>COURSE DURATION</b>	<b>48 Hrs (48 sessions of 60 minutes each)</b>

**COURSE OUTCOMES:**

- Comprehend the relationship of environment and business
- Analyze the impact of government policies on business.
- Explain the competitive structure of an industry
- Exploring the external Business and Technology influences that affect the business in its environment, including economic, legal, social and technological factors.
- Evaluate the effects of social and demographic trends on business outcomes and the economy

**Teaching and Examination Scheme**

Teaching Scheme (Hours)			Credits	Internal Marks (50%)		End-Semester Examination (50%)			Total Marks
Theory	Tutorial	Practical		IA	CSE	Theory	Practical/Viva	Term Work (TW)	
4	0	0	4	30	20	50	0	0	100

**Course Contents:**

Unit No.	Unit / Sub Unit	Sessions
I	<b>INTRODUCTION</b> Concept, Significance and Nature of Business Environment. Types of environment-internal & external environment –Macro & Micro, Interaction between Internal and External environments, Environment scanning: features - process & techniques. Approaches and Significance of Environment Forecasting. Business Environment with reference to global integration.	9
II	<b>POLITICAL &amp; ECONOMIC ENVIRONMENT</b> Political structure: Legislature institutions – executive institutions – judiciary institutions - Relationship between Business and Government , Planning in India: Emergence and Objective , Role of NITI Ayog; Promotional and Entrepreneurial Roles of Government, Constitutional Provisions affecting Business. - Economic systems: capitalism, socialism; mixed economy, LPG - Liberalization, Privatization & Globalization and its impacts – Highlights of New industrial policy & its implication in India –Fundamentals of fiscal	10

	policy, Union Budget as an instrument of growth and its Impact on Business	
III	<b>LEGAL FRAMEWORK</b> ISO standards- Bureau Of Indian Standards–Important features of Intellectual property rights – Trademarks –The Competition Act 2002: Basics of Foreign Exchange Management Act 1999 (FEMA): Features – objectives - application of the Act - FEMA Vs FERA.	11
IV	<b>TECHNOLOGICAL ENVIRONMENT</b> Factors Influencing Technological Environment; Role and Impact of Technology change on the organisation structure and strategy: i) Downsizing ii) Delaying iii) Outsourcing; impact of information technology and information systems development on business processes and the changing role of the accountant in business as a result of technological advances; concept of Innovations, technological leadership and followership; Technology and competitive advantage; sources of technological dynamics; management of technology; transfer of technology – its forms, methods and features; time lags in technology; status of technology in India and its impact on Business – Overview of Technological Policies in India . Overview of Information Technology Act, 2000	10
V	<b>DEMOGRAPHIC AND SOCIO-CULTURAL ENVIRONMENT</b> Business and Society, Changing Concepts and objectives of Business, Interdependence of business and society, Demographic environment: population size, birth rate, death rate and age structure, migration and ethnic aspects; Socio-Cultural Environment: Meaning ; medium and long-term effects of social and demographic trends on business outcomes and the economy; impact of changes in social structure, values, attitudes and tastes on the organization; governments measures in response to the medium and long-term impact of demographic change ; social responsibilities of business; social audit; Consumers’ rights & consumerism, Consumer protection Act;	8

**SUGGESTED READINGS:**
**Text Books:**

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
R1	M Adhikari	Economic Environment of Business	Sultan Chand & Sons	2012
R2	Francis Cherunilam	Environment For Business	Himalaya Publishing House	2 <sup>nd</sup> edition 2011

**Reference Books:**

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
1	Mishra, S.K. and	Economic Environment of	Himalaya Publishing	1 <sup>st</sup> - 2011

	Puri V.K	Business	House	
<b>2</b>	Paul Justin	Business Environment- Text and Cases	TATA McGraw Hill Publishing	3 <sup>rd</sup> - 2010
<b>3</b>	Vivek Mittall	Business Environment	Excel Books	2 <sup>nd</sup> - 2010
<b>4</b>	Raj Agarwal	Business Environment	Excel Books	5 <sup>th</sup> - 2002
<b>5</b>	Francis Cherunilam	Business Environment, Text & Cases	Himalaya Publishing House	25 <sup>th</sup> - 2016
<b>6</b>	Aswathappa K	Essentials of Business Environment	Himalaya Publishing House	13 <sup>th</sup> - 2016
<b>7</b>	Morrison J	The International Business Environment	Palgrave	2 <sup>nd</sup> - 2006
<b>8</b>	Richard G. Lipsey	An Introduction to Positive Economics	ELBS, Oxford	7 <sup>th</sup> - 1989

**List of Journals /Periodicals/ Magazines/ Newspapers etc.**

1. International Journal of Business Environment
2. International Journal of Entrepreneurship & Business Environment Perspectives
3. Journal of World Business
4. Economic & Political Weekly
5. Intellectual Property Rights
6. Corporate Governance
7. Business India / Business World
8. Banking & Finance
9. Industrial Economist
10. Fortune, Global Business Review,
11. Economic Survey- GOI
12. World Development Report
13. India Development Report (Latest Edition)
14. RBI Annual Report, etc