

COURSE TITLE	BUSINESS ENVIRONMENT
COURSE CODE	04BB0205
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the meaning and relationship of environment and business
- 2 Know the characteristics of modern business
- 3 Explain the competitive structure of an industry
- 4 To scan various social, political, legal, economic and other factors that influence business in India.
- 5 To foresee the impact of socio-economic changes at the national and international level on its stability.

Pre-requisite of course:None

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	INTRODUCTION TO BUSINESS ENVIRONMENT Introduction to Business environment - salient features – importance - internal & external environment, Macro & Micro Factors(SWOT Analysis- Firm Specific) environment scanning: features - process & techniques -Social and Cultural Factors, Business Environment with reference to global integration, ecological environment protection Act	12
2	ECONOMIC ENVIRONMENT & POLITICAL ENVIRONMENT Political structure: Legislature institutions – executive institutions – judiciary institutions - Economic systems: capitalism, socialism; mixed economy, mixed economy of India, LPG - Liberalization, Privatization & Globalization and its impacts –Highlights of New industrial policy & its implication in India –Fundamentals of fiscal policy	12

Contents : Unit	Topics	Contact Hours
3	TECHNOLOGICAL & LEGAL FRAMEWORK Impact of Technology on Business –Overview of Technological Policies- 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	16
4	SOCIAL ENVIRONMENT Business and Society, Changing Concepts and objectives of Business, Interdependence of business and society, technological development and social change, Consumers’ rights & consumerism, Consumer protection Act; corporate governance	12
5	INTERNATIONAL BUSINESS ENVIRONMENT Importance of International Business, Types of International Business, Protectionism, EXIM policy, EPZs, EOUs, SEZ, WTO, regional blocks	8
Total Hours		60

Textbook :

- 1 Environment Business For, Francis Cherunilam, Himalaya Publishing House, 2011

References:

- 1 Economic Environment of Business, Economic Environment of Business, Mishra, S.K. and Puri V.K, Himalaya Publishing House, 2011
- 2 Business Environment-Text and Cases , Business Environment-Text and Cases , Paul Justin, TATA McGraw Hill Publishing, 2010
- 3 Business Environment, Business Environment, Vivek Mittall, Excel Books, 2010
- 4 Business Environment, Business Environment, Raj Agarwal, Excel Books, 2002
- 5 Business Environment, Text & Cases, Business Environment, Text & Cases, Francis Cherunilam, Himalaya Publishing House, 2016
- 6 Essentials of Business Environment, Essentials of Business Environment, Aswathappa K, Himalaya Publishing House, 2016
- 7 The International Business Environment, The International Business Environment, Morrison J, Palgrave, 2006
- 8 An Introduction to Positive Economics, An Introduction to Positive Economics, Richard G. Lipsey, ELBS, Oxford, 1989

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.inderscience.com/jhome.php?jcode=ijbe>
- 2 https://www.researchgate.net/publication/331076052_The_PESTEL_Environment_and_Its_Impact_on_the_Value_Created
- 3 <https://www.iioa.org/conferences/15th/pdf/dasguptachakraborty.pdf>
- 4 <https://bizfluent.com/info-7950023-impact-technology-business-environment.html>
- 5 <https://smallbusiness.chron.com/impact-technological-change-business-activity-2191.html>
- 6 <https://bizfluent.com/info-7950023-impact-technology-business-environment.html>