

COURSE TITLE	BUSINESS ENVIRONMENT
COURSE CODE	04BC0311
COURSE CREDITS	4

Objective:

- 1 NA

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

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

Pre-requisite of course:NA

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 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. Physical and Digital Environment.	8
2	POLITICAL & ECONOMIC ENVIRONMENT 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 policy, Union Budget as an instrument of growth and its Impact on Business	15

Contents : Unit	Topics	Contact Hours
3	LEGAL FRAMEWORK ISO standards- Bureau Of Indian Standards–Important features of Intellectual property rights –The Competition Act 2002: Basics of Foreign Exchange Management Act 1999 (FEMA): Features – objectives - application of the Act - FEMA Vs FERA.	12
4	TECHNOLOGICAL ENVIRONMENT 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, Personal Data Protection Act,2010. , Introduction to Emerging Technologies & Cyber Security Cyber Crimes : Cloud Computing, Artificial Intelligence, Data Analytics, Blockchain, Internet of Things (IoT), Bring Your Own Device (BYOD), Green Computing, Mobile Computing etc. Cyber Security Cyber Crimes: Concept of cyber-crimes and cyber criminals, types of cybercrimes. Cyber Security: Introduction to Cyber Security, Digital Privacy, Security solutions like Access Control and Intrusion Detection Systems, Server Management, Firewall, VPN Security etc., Systems Security, Operating System Security. Cyber Laws: Benefits of cyber law, provisions related to Cyber Crimes in Information Technology Act, 2000.	15
5	DEMOGRAPHIC AND SOCIO-CULTURAL ENVIRONMENT 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; Tier 1, Tier 2, and Tier 3 cities in India: Socio-Cultural Traits and Business Prospects.	10
Total Hours		60

Textbook :

- 1 Economic Environment of Business , M Adhikari , Sultan Chand & Sons, 2012
- 2 Environment For Business, 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 / Creative
0.00	20.00	30.00	30.00	20.00	0.00

Instructional Method:

- 1 Lecture

Supplementary Resources:

- 1 International Journal of Business Environment
- 2 International Journal of Entrepreneurship & Business Environment Perspectives
- 3 Journal of World Business
- 4 Business India / Business World
- 5 India Development Report