

COURSE TITLE	BUSINESS ENVIRONMENT
COURSE CODE	10BC2102
COURSE CREDITS	4

Objective:

- 1 To impart basic understanding of the various types of environmental components influencing the business.
- 2 To recognize opportunities, risks, and challenges and their relevance associated with managerial decisions
- 3 To apply theoretical knowledge to real-world business scenarios, developing critical thinking and decision-making skills essential for managerial roles in diverse business settings.

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

- 1 Understand the meaning and relationship of environment and business
- 2 Determine the various political and economic factors affecting business.
- 3 Analyse the legal framework affecting a business
- 4 Critically evaluate the impact of the emerging technological environment on businesses, identifying opportunities and challenges presented by innovations
- 5 Construct a comprehensive understanding of the multifaceted landscape of contemporary business operations

Pre-requisite of course:N/A

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	1	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	INTRODUCTION TO BUSINESS ENVIRONMENT Introduction to Business environment , salient features, importance, Types of business environment, SWOT Analysis- Firm Specific-environment scanning: features - process & techniques, Business Environment with reference to global integration	9
2	POLITICAL & ECONOMIC ENVIRONMENT Political structure: Legislative institutions – executive institutions – judicial institutions - economic and legal roles of the government., Overview of Economic systems: Capitalism, Socialism & mixed economy;, Macroeconomic environment and fundamentals of fiscal policy, A study on LPG-Liberalization, Privatization & Globalization and its impact on Indian Economy and business, Overview of New Business policy & its implication in India	9

Contents : Unit	Topics	Contact Hours
3	LEGAL FRAMEWORK ISO standards and Bureau Of Indian Standards, Intellectual Property Rights and Business, The Competition Act 2002, Regulatory framework and policies for Start-Ups in India, Foreign Investment Regulations in India Foreign Investment Regulations in India, International Trade Laws: World Trade Organization (WTO) Agreements - International Trade Dispute Resolution Mechanisms	9
4	TECHNOLOGICAL ENVIRONMENT The interface of Technology and Business, Innovations and Emerging Technologies for Business Transformation- AI, Block chain, IoT (Internet of Things) and Digital Transformation Strategies in business, Cybersecurity in Technology, Data Protection and privacy regulations in India	9
5	SOCIAL ENVIRONMENT Business and Society, Changing Concepts and objectives of Business, Interdependence of business and society, Sustainable business practices- ESG and CSR Reporting, The Consumer protection Act 2019 - Rights of a consumer – Redressal Mechanism, Basics of Corporate Governance – Meaning, Importance, Role and responsibilities of stakeholders	9
Total Hours		45

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	Issues related to Business Environment Issues related to Business Environment	15
Total Hours		15

Textbook :

- 1 Business Environment, Shaikh, S., Himalaya Publishing House, 2010

References:

- 1 Business Environment- Text and Cases, Business Environment- Text and Cases, 2. Justin, P., Tata McGraw Hill Publishing, 2010

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

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	10.00	30.00	10.00	20.00	20.00