

Course: BBA (H)

SEMESTER	III
TITLE OF THE SUBJECT	BUSINESS ENVIRONMENT
COURSE CODE	04BB0303
DURATION	48

Objectives:

- To familiarize the students with dynamics of business environment prevailing in India that influence managerial decisions.
- The subject intends to aid the students scan various social, political, legal, economic and other factors that influence business in India.
- To appreciate opportunities, risks and challenges and their relevance associated with managerial decisions

Course Duration:

The course duration is of 48 sessions of 60 minutes each

Course Contents:

Unit No.	Unit / Sub Unit	Sessions
Unit: 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	10
Unit: 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.	10
Unit: 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.	10

Unit: 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.	10
Unit: 5	INTERNATIONAL BUSINESS ENVIRONMENT Importance of International Business, Types of International Business, Protectionism, EXIM policy, EPZs, EOUs, SEZ, WTO, regional blocks.	8

Learning Outcomes

After studying this course, student should be able to:

- Understand the meaning and relationship of environment and business
- Know the characteristics of modern business
- Explain the competitive structure of an industry

Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

		Weight age
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
1	Francis Cherunilam	Environment For Business	Himalaya Publishing House	2 nd edition 2011

Reference Books:

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

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

Session Plan:

Sessions	Topic
1.	Introduction to Business environment
2.	Salient features
3.	Importance - internal & external environment
4.	Macro & Micro Factors
5.	SWOT Analysis- Firm Specific
6.	Environment scanning: features
7.	Environment scanning: process & techniques
8.	Social and Cultural Factors
9.	Business Environment with reference to global integration
10.	Ecological environment protection Act
11.	Political structure: Legislature institutions
12.	Executive institutions
13.	Judiciary institutions
14.	Economic systems: capitalism, socialism
15.	Mixed economy, mixed economy of India
16.	LPG - Liberalization, Privatization & Globalization
17.	LPG and its impacts
18.	Highlights of New industrial policy
19.	New industrial policy & its implication in India
20.	Fundamentals of fiscal policy.
21.	Impact of Technology on Business
22.	Overview of Technological Policies
23.	ISO standards
24.	Bureau Of Indian Standardss
25.	Important features of Intellectual property rights
26.	Trademarks
27.	The Competition Act 2002
28.	Basics of Foreign Exchange Management Act 1999 (FEMA):
29.	FEMA- Features – objectives- FEMA Vs FERA
30.	Application of the Act
31.	Business and Society
32.	Changing Concepts and objectives of Business
33.	Interdependence of business and society
34.	Technological development and social change
35.	Consumers' rights
36.	Consumerism
37.	Consumer protection Act
38.	Corporate governance
39.	Importance of International Business
40.	Types of International Business
41.	Protectionism
42.	EXIM policy
43.	EPZs –Export promotional Zone
44.	EOUs- Export oriented Units

45.	SEZ- Special Economic Zone
46.	WTO- World trade Organization
47.	Regional blocks
48.	Discussion on Current Trends of Regional Blocks