

## JYOTI NIVAS COLLEGE AUTONOMOUS

**Name of the Program:** Bachelor of Business Administration (BBA)

**Course Code:** BBA 2.3

**Name of the Course:** Business Environment

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	60 Hrs

**Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.

### **COURSE OBJECTIVES**

- The objective of this course is to categorize and demonstrate the micro and macro environment in which businesses function.
- Learners will be able to identify various environmental factors and study their impact on businesses.
- Enable students to analyse the existing business environment and its effect on business decisions.

### **LEARNING OUTCOMES**

- To understand the components of micro and macro business environment.
- To identify and analyse the various environmental factors influencing business.
- To examine and evaluate the impact of environmental factors on businesses and organisations.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: INTRODUCTION BUSINESS ENVIRONMENT</b>	<b>12</b>
Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.	
<b>Module No.2: GOVERNMENT AND LEGAL ENVIRONMENT</b>	<b>16</b>
<b>Government Functions</b> of the State, Economic role of government, State intervention in business-reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business. <b>Legal environment</b> - Various laws affecting Indian businesses	
<b>Module No. 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT</b>	<b>14</b>
An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. <b>Globalisation of business;</b> meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc..	
<b>Module No.4: TECHNOLOGICAL ENVIRONMENT</b>	<b>12</b>

Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.

**Module No.5: NATURAL ENVIRONMENT**

**06**

Meaning and nature of physical environment. Impact of Natural environment on business.

**SKILL DEVELOPMENTS ACTIVITIES:**

1. List out key features of recent monetary policy published by RBI impacting businesses.
2. Give your observation as to how technology has helped society.
3. Draft Five Forces Model for Imaginary business.
4. Identify the benefits of Digital transformation in India.

**TEXT BOOKS:**

1. Dr. K Ashwatappa: Essentials Of Business Environment
2. Sundaram & Black: The International Business Environment; Prentice Hall
3. Chidambaram: Business Environment; Vikas Publishing
4. Upadhyay, S: Business Environment, Asia Books
5. Chopra, BK: Business Environment in India, Everest Publishing
6. Suresh Bedi: Business Environment, Excel Books
7. Economic Environment of Business by M.Ashikary.
8. Business Environment by Francis Cherrinulam

**Note: Latest edition of text books may be used.**

**Name of the Program:** Bachelor of Business Administration (BBA)

**Course Code:** BBA 2.3

**Name of the Course:** Business Mathematics

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>60 Hrs</b>

**Pedagogy:** Classroom's lecture, tutorials, Problem solving.

### **COURSE OBJECTIVES**

- The course provides skills to understand basic concepts of mathematics and illustrate its use in business and finance.
- On completion of this course students will be able to solve problems based on the knowledge acquired.
- Students will be able to understand mathematical applications in economics, business and finance.

### **LEARNING OUTCOMES**

- To make use of equations to solve business problems.
- Calculate simple and compound interest, annuities and discounting of bills.
- To use mathematical techniques for making decisions in business.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No.1: NUMBER SYSTEM</b>	<b>06</b>
Introduction – Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers – Rational and Irrational numbers, Real Numbers, HCF and LCM (Simple problems).	
<b>Module No.2: THEORY OF EQUATIONS</b>	<b>12</b>
Introduction – Meaning - Types of Equations – Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ( $ax^2 + bx + c = 0$ form only). Simple problems.	
<b>Module No.3: INDICES, MATRICES AND LOGARITHMS</b>	<b>16</b>
Meaning – types – operation on matrices – additions – subtractions and multiplication of two matrices – transpose – determinants – minor of an element – co-factor of an element – inverse – crammers rule in two variables – problems. Indices and Logarithms: Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms –Common Logarithm, Application of Log Table for Simplification.	
<b>Module No.4: COMMERCIAL ARITHMETIC</b>	<b>16</b>
Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting, Ratios and proportions, duplicate-triplicate and sub-duplicate of a ratio. Proportions: third, fourth and inverse proportion - problems.	

PROGRESSIONS: Arithmetic Progression - Finding the 'n<sup>th</sup>' term of AP and Sum to nth term of AP. Insertion of Arithmetic Mean Geometric Progression – Finding the 'n<sup>th</sup>' term of GP and sum to 'n<sup>th</sup>' term of GP and insertion of Geometric Mean.

**SKILL DEVELOPMENTS ACTIVITIES:**

1. Develop an Amortization Table for Loan Amount – EMI Calculation.
2. Secondary overhead distribution summary using Simultaneous Equations Method.
3. Application of Matrix In Business Problems

**TEXT BOOKS:**

1. Saha: Mathematics for Cost Accountants, Central Publishers
2. R.G. Saha and Others – Methods and Techniques for Business Decisions, VBH
3. Dr. Sancheti and Kapoor: Business Mathematics and Statistics, Sultan Chand
4. Zamarudeen: Business Mathematics, Vikas
5. R.S Bhardwaj :Mathematics for Economics and Business
6. Madappa, Mahadi Hassan, M. Iqbal Taiyab – Business Mathematics, Subhash
7. G.R.Veena and Seema: Business Mathematics and Statistics I.K.Intl Publishers.

**Note: Latest edition of text books may be used.**