

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.B.A

Semester: I

BUSINESS ENVIRONMENT

Course Code: 18BB104

No. of Hours: 60

COURSE OBJECTIVE:

- To impart knowledge about business and the external forces that influence business.

LEARNING OUTCOMES:

- Understand relationship between environment and business, applying the environmental analysis techniques in practice
- Understand economic social cultural and technological environment
- Know state policies economic legislations and economic reforms laid by the government

UNIT 1: Business and its Environment

06 HRS

Meaning- Scope and Characteristics—Factors affecting micro and macro environment
Significance for economic policies and decisions in organizations- ethical issues in business.
Environmental Scanning

UNIT 2:Economic Environment

12 HRS

Characteristics of the Indian Economy, factors affecting the economy, economic resources (natural, industrial and technological) impact of liberalization, privatization and globalization on Indian business.

UNIT 3:Political and Government Environment

15 HRS

Political institutions- Legislature- Executive- Judiciary- The Constitution of India- The Preamble- The Fundamental Rights- Rational and extent of state intervention- role of govt. in business- impact of Fiscal, Monetary, EXIM policy and industrial policy on business.
Collapse of Communism, Constitution in the World(Concepts to be discussed)

UNIT 4: Technological Environment

08 HRS

Meaning- features- impact of technology- Transfer of technology – Technological policies

UNIT 5:Natural Environment

06 HRS

Natural environment-meaning and influence on business. Protection of environment – enactments and pollution agents- sustainable developments

UNIT 6:Social and Cultural Environment

05 HRS

Nature of Corporate governance- factors influencing Corporate governance- mechanisms of Corporate governance- nature of culture- impact of culture on business.

UNIT 7 :Global Environment

08 HRS

Nature of globalization- manifestations of globalizations-deglobalization

SKILL DEVELOPMENT

- Examine the impact of globalization on Indian business and industry.
- State the impact of current technology on Indian business.
- Study the current economic environment and its impact on business.
- Understand how businesses utilize resources from the natural environment.
- Students' review on the book The rise and fall of nations by Ruchir Sharma

REFERENCES:

1. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House Pvt. Ltd, Ninth Edition 2007.
2. Rosy Joshi, Sangam Kapoor, Business Environment, Kalyani Publishers, Third Revised edition 2011.
3. Francis Cherunilam, Business Environment, Himalaya Publishing House, Himalaya Publishing House Pvt. Ltd., 22nd Edition 2013.
4. S.Adhikari- Business Environment
5. Misra and Pun- Business Environment
6. Ruddar Dutt and Sundaram K.P.S - Business Environment
7. Chidambara K- Business Environment, Vikas Publishing House
8. The Rise and fall of Nations-Ruchir Sharma, Penguin Books limited, 2017