

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
2.6	BBALLB-206	Business Environment	Generic Core	4	4	0	0	30	70	100

Course Outcomes

At the end of the course the student will be able to: -	
CO1	Explain the nature and scope of business environment.
CO2	Illustrate the components of the economic environment in which business prevails.
CO3	Analyse political and legal environment pertaining to business.
CO4	Articulate the socio-cultural environment.
CO5	Appreciate the natural and technological environment.

Detailed Syllabus**Unit-I Business and Environment:**

- 1.1 Introduction to Business – Characteristics
- 1.2 Scope and Nature of Business
- 1.3 Constituents of Business Environment - Internal, External, Micro and Macro Environment
- 1.4 Business Environment and Business Decision
- 1.5 Environment Analysis and Forecasting – SWOT, PEST, Porter’s Five Forces

(10 Hrs)**Unit-II Economic Environment:**

- 2.1 Concept and Nature of Economic Environment
- 2.2 Critical Elements of Economic Environment
- 2.3 Basic Economic Systems and Their Comparison- Capitalism, Socialism, Mixed
- 2.4 New Economic Policies - Liberalization, Privatization and Globalization
- 2.5 FEMA, Monetary and Fiscal policies

(10 Hrs)**Unit-III Political and Legal Environment:**

- 3.1 Concept and Nature of Political and Legal Environment
- 3.2 Components of the Political and Legal Environment
- 3.3 Economic Role of Government - Regulatory role, Promotional role, Entrepreneurial role, Planning role
- 3.4 Stock Exchange - Concept and Functions
- 3.5 SEBI - Objectives and Functions

(10 Hrs)**Unit-IV Socio-Cultural Environment:**

- 4.1 Components and Impact of the Socio-cultural Environment on Business
- 4.2 Globalization and Its Impact on Indian Economy
- 4.3 Social Audit
- 4.4 Demographic Environment - Population size, Migration & Ethnic Aspects, Birth and Death Rate and Age Structure
- 4.5 MNCs - Concept, Advantages & Disadvantages and Government policy towards foreign capital during the post-reform period

(09 Hrs)**Unit-V Natural and Technological Environment:**

- 5.1 Natural Environment – Meaning and Its Impact on Business
- 5.2 Types of the Natural Environment - Air Pollution, Noise Pollution and Water Pollution
- 5.3 Concept, Nature and Elements of Technological Environment
- 5.4 Technology, Society and Economic Effects of Technology
- 5.5 New Technology Policy, Transfer of Technology, Selecting Technology and Its Adaptation

(10 Hrs)

Textbooks

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Business Environment	Francis Cherunilam	Himalaya Publishing House Mumbai	30 th , 2022.
2.	Business Policy and Strategic Management	Azhar Kazmi	McGraw-Hill Publishing Co. Ltd. New Delhi.	3 rd , 2008.

Reference Books

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Business Environment	K. Ashwathappa	Himalaya Publishing House Mumbai	15 th , 2022.