



Kot Bhalwal, Jammu

Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

BUSINESS ENVIRONMENT (BBALLB- 206)

BBALLB-2ND SEMESTER

ACADEMIC YEAR (2023-24)

Bharti Manhas

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

www.mietjmu.in



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
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.

Unit-I

- 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 Hours)

Unit-II

- 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 Hours)

Unit-III

- 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 Hours)

Unit-IV

- 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 Hours)

Unit-V





- 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 Hours)

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	30th, 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	15th, 2022.

COURSE PLAN

Unit-I Business and Environment

S.No	Topics	Recommended Books/ Links
1	Introduction to Business – Characteristics	https://www.studysmarter.co.uk/explanations/business-studies/introduction-to-business/ https://theintactone.com/2019/03/01/be-ul-topic-1-business-meaning-definition-nature-scope/#google_vignette
2	Scope and Nature of Business	https://nios.ac.in/media/documents/SrSec319NEW/319_Bus_Studies_Eng/319_Bus_Studies_Eng_Lesson1.pdf
3	Constituents of Business Environment - Internal, External, Micro and Macro Environment	https://gyansanchay.csjmu.ac.in/wp-content/uploads/2022/09/Micro-and-Macro-environment.pdf



		https://www.jetir.org/papers/JETIR1701077.pdf
4	Business Environment and Business Decision	https://www.jetir.org/papers/JETIR1701077.pdf
5	Environment Analysis and Forecasting – SWOT, PEST, Porter’s Five Forces	https://www.linkedin.com/pulse/strategic-management-swot-porters-five-forces-pestlee-jayson-chewa/ https://gurunanakcollege.edu.in/files/commerce-management/strategic-management-unit-3.pdf https://www.mindtools.com/at7k8my/porter-s-five-forces https://www.isc.hbs.edu/strategy/business-strategy/Pages/the-five-forces.aspx
Unit-II Economic Environment		
8	Concept and Nature of Economic Environment	https://theintactone.com/2019/02/11/be-u4-topic-1-nature-of-economic-environment/ https://uk.indeed.com/career-advice/career-development/what-is-an-economic-environment
9	Critical Elements of Economic Environment	https://www.tutorhelpdesk.com/homeworkhelp/Management-/Critical-Element-Of-Economic-Environment-Assignment-Help.html
10	Basic Economic Systems and Their Comparison- Capitalism, Socialism, Mixed	https://gacbe.ac.in/pdf/ematerial/18MCO13C-U2.pdf
11	New Economic Policies - Liberalization, Privatization and Globalization	https://egyankosh.ac.in/bitstream/123456789/13453/1/Unit-3.pdf
12	FEMA, Monetary and Fiscal policies	https://byjus.com/free-ias-prep/foreign-exchange-management-act-fema/ https://www.srcc.edu/sites/default/files/BAE_Sem%204_BCH%204.4(B)_%20ERDFEM_W2_CG_U



		nit%205.pdf https://egyankosh.ac.in/bitstream/123456789/84879/3/Unit-21.pdf https://jncollegeonline.co.in/attendance/classnotes/files/1627067195.pdf
Unit-III Political and Legal Environment		
16	Concept and Nature of Political and Legal Environment	https://bbs.binus.ac.id/ibm/2018/04/the-political-and-legal-environments-facing-business/
17	Components of the Political and Legal Environment	https://www.egyankosh.ac.in/bitstream/123456789/79460/1/Unit-3.pdf
18	Economic Role of Government - Regulatory role, Promotional role, Entrepreneurial role, Planning role	https://egyankosh.ac.in/bitstream/123456789/12650/1/Unit-5.pdf
19	Stock Exchange - Concept and Functions	https://byjus.com/commerce/what-is-stock-exchange/
20	SEBI - Objectives and Functions	https://y20india.in/securities-and-exchange-board-of-india-sebi/ https://byjus.com/question-answer/explain-the-objectives-and-functions-of-the-sebi-1/
Unit-IV Socio-Cultural Environment		
22	Components and Impact of the Socio-cultural Environment on Business	https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-technological-environment/
23	Globalization and Its Impact on Indian Economy	https://www.sacc.ac.in/book/SYB-A-Sem-IV-Indian-Economy-since-1980-2.pdf https://byjus.com/commerce/globalisation/
24	Social Audit	https://tsird.gov.in/documents/resources/cnrm/Social%20Audit%20Concept%20and%20Application.pdf http://nirdpr.org.in/csa.aspx
25	Demographic Environment - Population size, Migration & Ethnic	https://ebooks.inflibnet.ac.in/mgm



	Aspects, Birth and Death Rate and Age Structure	tp12/chapter/demographic-environment/
26	MNCs - Concept, Advantages & Disadvantages and Government policy towards foreign capital during the post-reform period	https://www.britannica.com/topic/demography
Unit-V Natural and Technological Environment		
29	Natural Environment – Meaning and Its Impact on Business	https://smallbusiness.chron.com/natural-environmental-factors-affect-business-13235.html
30	Types of the Natural Environment - Air Pollution, Noise Pollution and Water Pollution	https://www.livescience.com/22728-pollution-facts.html https://unacademy.com/content/railway-exam/study-material/basics-of-environment-and-pollution/air-water-and-noise-pollution/
31	Concept, Nature and Elements of Technological Environment	https://ebooks.inflibnet.ac.in/mgmtp12/chapter/technological-environment/
32	Technology, Society and Economic Effects of Technology	https://instincthub.com/blog/impact-of-technology-on-economic-development https://www.geeksforgeeks.org/impact-of-technology-on-society/
33	New Technology Policy, Transfer of Technology, Selecting Technology and Its Adaptation	https://www.twi-global.com/technical-knowledge/faqs/what-is-technology-transfer https://unepccc.org/wp-content/uploads/2023/06/tech-transfer-policy-brief-oecd.pdf

ADDITIONAL WEB RESOURCES

1.	MOOC: https://onlinecourses.swayam2.ac.in/imb22_mg02/preview
2.	NPTEL: https://onlinecourses.nptel.ac.in/noc22_mg85/preview





GRADING AND ASSESSMENT

- **Sessional Test:** 15 marks
- **Assignment:** 10 marks
- **Attendance:** 5 marks
- **Final Examination:** 70 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Monday (12:05 PM - 12:55 PM)
Friday (12:05 PM - 12:55 PM)
- **Contact Information**
bharti.mba@mietjammu.in