



Kot Bhalwal, Jammu

Model Institute of Engineering  
& Technology (Autonomous)  
**Course Handout**

## COURSE HANDOUT

BUSINESS ENVIRONMENT (BBALLB- 206)

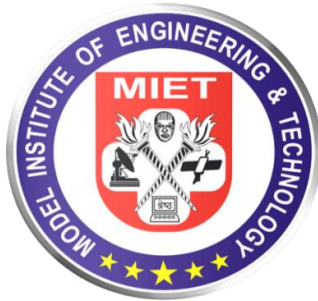
BBALLB-2<sup>ND</sup> SEMESTER

ACADEMIC YEAR (2024-25)

**Dr.Hemalatha**

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

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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

(9 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





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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 <sup>rd</sup> , 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	Book 1, Ch.1
2	Scope and Nature of Business	Book 1, Ch.2
3	Constituents of Business Environment - Internal, External, Micro and Macro Environment	Book 1, Ch.3
4	Business Environment and Business Decision	Book 1, Ch.4
5	Environment Analysis and Forecasting – SWOT, PEST, Porter's Five Forces	Book 2, Ch.5
Unit-II Economic Environment		
6	Concept and Nature of Economic Environment	Book 1, Ch.6
7	Critical Elements of Economic Environment	Book 1, Ch.7
8	Basic Economic Systems and Their Comparison- Capitalism, Socialism, Mixed	Book 1, Ch.8
9	New Economic Policies - Liberalization, Privatization and Globalization	Book 1, Ch.9
10	FEMA, Monetary and Fiscal policies	Book 1, Ch.10



4	Business Environment and Business Decision	Book 1, Ch.4
5	Environment Analysis and Forecasting – SWOT, PEST, Porter’s Five Forces	Book 2, Ch.5
<b>Unit-II Economic Environment</b>		
6	Concept and Nature of Economic Environment	Book 1, Ch.6
7	Critical Elements of Economic Environment	Book 1, Ch.7
8	Basic Economic Systems and Their Comparison- Capitalism, Socialism, Mixed	Book 1, Ch.8
9	New Economic Policies - Liberalization, Privatization and Globalization	Book 1, Ch.9
10	FEMA, Monetary and Fiscal policies	Book 1, Ch.10

<b>Unit-III Political and Legal Environment</b>		
11	Concept and Nature of Political and Legal Environment	Book 1, Ch.11
12	Components of the Political and Legal Environment	Book 1, Ch.12
13	Economic Role of Government - Regulatory role, Promotional role, Entrepreneurial role, Planning role	Book 1, Ch.13
14	Stock Exchange - Concept and Functions	Book 1, Ch.14
15	SEBI - Objectives and Functions	Book 1, Ch.15 <a href="https://y20india.in/securities-and-exchange-board-of-india-sebi/">https://y20india.in/securities-and-exchange-board-of-india-sebi/</a> <a href="https://byjus.com/question-answer/explain-the-objectives-and-functions-of-the-sebi-1/">https://byjus.com/question-answer/explain-the-objectives-and-functions-of-the-sebi-1/</a>

<b>Unit-IV Socio-Cultural Environment</b>		
16	Components and Impact of the Socio-cultural Environment on Business	Book 1, Ch.16
17	Globalization and Its Impact on Indian Economy	Book 1, Ch.17 <a href="https://www.sacc.ac.in/book/SYB-A-Sem-IV-Indian-Economy-since-1980-2.pdf">https://www.sacc.ac.in/book/SYB-A-Sem-IV-Indian-Economy-since-1980-2.pdf</a> <a href="https://byjus.com/commerce/globalisation/">https://byjus.com/commerce/globalisation/</a>
18	Social Audit	<a href="https://tsird.gov.in/documents/resources/cnrm/Social%20Audit%20Concept%20and%20Application.Pdf">https://tsird.gov.in/documents/resources/cnrm/Social%20Audit%20Concept%20and%20Application.Pdf</a> Book 1, Ch.18 <a href="http://nirdpr.org.in/csa.aspx">http://nirdpr.org.in/csa.aspx</a>
19	Demographic Environment - Population size, Migration & Ethnic	Book 1, Ch.19



	Aspects, Birth and Death Rate and Age Structure	<a href="https://ebooks.inflibnet.ac.in/mgm/tp12/chapter/demographic-environment/">tp12/chapter/demographic-environment/</a>
20	MNCs - Concept, Advantages & Disadvantages and Government policy towards foreign capital during the post-reform period	<a href="https://www.britannica.com/topic/demography">https://www.britannica.com/topic/demography</a> Book 1, Ch.20
<b>Unit-V Natural and Technological Environment</b>		
21	Natural Environment – Meaning and Its Impact on Business	<a href="https://smallbusiness.chron.com/natural-environmental-factors-affect-business-13235.html">https://smallbusiness.chron.com/natural-environmental-factors-affect-business-13235.html</a> Book 1, Ch.21
22	Types of the Natural Environment - Air Pollution, Noise Pollution and Water Pollution	<a href="https://www.livescience.com/22728-pollution-facts.html">https://www.livescience.com/22728-pollution-facts.html</a>  Book 1, Ch.22 <a href="https://unacademy.com/content/rajlway-exam/study-material/basics-of-environment-and-pollution/air-water-and-noise-pollution/">https://unacademy.com/content/rajlway-exam/study-material/basics-of-environment-and-pollution/air-water-and-noise-pollution/</a>
23	Concept, Nature and Elements of Technological Environment	<a href="https://ebooks.inflibnet.ac.in/mgm/tp12/chapter/technological-environment/">https://ebooks.inflibnet.ac.in/mgm/tp12/chapter/technological-environment/</a>  Book 1, Ch.23
24	Technology, Society and Economic Effects of Technology	Book 1, Ch.24 <a href="https://instincthub.com/blog/impact-of-technology-on-economic-development">https://instincthub.com/blog/impact-of-technology-on-economic-development</a>  <a href="https://www.geeksforgeeks.org/impact-of-technology-on-society/">https://www.geeksforgeeks.org/impact-of-technology-on-society/</a>
25	New Technology Policy, Transfer of Technology, Selecting Technology and Its Adaptation	Book 1, Ch.25 <a href="https://www.twi-global.com/technical-knowledge/faqs/what-is-technology-transfer">https://www.twi-global.com/technical-knowledge/faqs/what-is-technology-transfer</a>  <a href="https://unepccc.org/wp-content/uploads/2023/06/tech-transfer-policy-brief-oecd.pdf">https://unepccc.org/wp-content/uploads/2023/06/tech-transfer-policy-brief-oecd.pdf</a>

#### ADDITIONAL WEB RESOURCES

1.	MOOC: <a href="https://onlinecourses.swayam2.ac.in/imb22_mg02/preview">https://onlinecourses.swayam2.ac.in/imb22_mg02/preview</a>
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2. NPTEL: [https://onlinecourses.nptel.ac.in/noc22\\_mg85/preview](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**  
[Hemalatha.mba@mietjammu.in](mailto:Hemalatha.mba@mietjammu.in)