



Bachelor of Business Administration (B.B.A.)					
Semester	V	Course Title	Business Environment	Course Code	
Type of Course	Minor	Credit	04	Theory	04 Hours
Practical	NIL	Teaching Hours	60	Internal Marks	50
External Marks	50	Total Marks	100	External Exam Time	2 Hours

COURSE OUTCOMES:

- To provide knowledge of basic concepts and components of business Environment.
- To develop/enhance ability of student to know impacts of components of business Environment on economic activity
- To enable students to know and measure possible impacts of changes in components of Business Environment on Economic activities.
- To develop ability of students to forecast/indicate possible impacts of change in economic policies and laws on operations of companies.

Pedagogy: Case study, government survey analysis, practical studies, interactive sessions and presentation, class room seminars.

COURSE CONTENT

Unit-1	Introduction to Business Environment	Hours: 12
	<ul style="list-style-type: none"> • Introduction, Definitions, Characteristics of Business Environment • Types of Business Environment a. Internal and External b. Micro and Macro • Competitor's Analysis ~Michel Porter's five force model • Business Environment Analysis and Strategic Management- Implementation of strategy and evaluation. 	
Unit - 2	Economic Environment	Hours: 12
	<p>A) Meaning and Definition of Economic Environment</p> <ul style="list-style-type: none"> • Nature of Economy • Economic policies in brief: <ul style="list-style-type: none"> a) Industrial Policy b) Monetary Policy c) Fiscal Policy d) Foreign Trade Policy e) Foreign Exchange Policy 	
Unit - 3	Political and Government Environment	Hours: 12
	<ul style="list-style-type: none"> • Meaning and Definition of Political Environment • Economic Role of Government in India • Liberalisation- meaning and ways of Liberalisation • Privatisation and Disinvestment- meaning, objectives and methods of Privatisation • Globalisation- Concept and meaning, Ways of Globalisation (10 rules) 	
Unit - 4	Social and Cultural Environment	Hours: 12
	<ul style="list-style-type: none"> • Meaning and Definition of Social Environment • Concept of Business Ethics • Business and Culture <ul style="list-style-type: none"> a) Meaning of Culture b) Elements of Culture c) Cultural Adaption d) Cultural Transmission 	
Unit 5	Technological Environment	Hours: 12
	<ul style="list-style-type: none"> • Meaning and Definition of Technological Environment • Innovations 	



- Technological and Competitive Advantage
- Sources of Technological Dynamics
- Impact of Technology on Globalization
- Transfer Of Technology

REFERENCES

- Business Environment: Francis Cherunilam - Himalaya Publishing house
- Essentials of Business Environment: K. Aswathappa- Himalaya Publishing house
- Indian Economy: VK Puri & SK Misra - Himalaya publication house
- Development and Environmental Economics - U.C. Kulshrestha - Lakshmi Narain Agarwal
- Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
- Business Environment Raj Aggarwal Excel Books, Delhi
- Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi