



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

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



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|  | <ul style="list-style-type: none"><li>• Technological and Competitive Advantage</li><li>• Sources of Technological Dynamics</li><li>• Impact of Technology on Globalization</li><li>• Transfer Of Technology</li></ul> |
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#### REFERENCES

- Business Environment: Francis Cherunilam - Himalaya Publishing house
- Essentials of Business Environment: K. Aswathapa- 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