

BACHELOR OF COMMERCE - FIFTH SEMESTER
BUSINESS ENVIRONMENT

Code: SC5.5

Contact Hours: 56

Credits: 4

Univ Code:

Work load: **4 hours per week**

Evaluation: Continuous Internal Assessment – **30 Marks**
Semester-End Examination – **70 Marks**

Objectives: To enable the students to scan the business environment and appraise various factors which influence on business performance.

Pedagogy: Combination of lectures, assignments, GDs on contemporary business issues and their implications on performance, seminars, etc.

Module 1: Business and Its Environment - Introduction, Nature, Scope, Objective, Structure, Types of Business Environment, Environmental Factors, Importance of Business Environment, Environment Analysis & Forecasting, Techniques of Environment Analysis, Steps / Approaches to environment analysis, benefits and limitation of Environment Analysis.

Module 2: Economic Environment - Nature and Structure of Economy, Economic Policies and conditions, The Process of Economic Growth in present state of Indian Economy environment, Economic Factors, New Economic Policy and Business Environment.

Module 3: Technological Environment - Meaning, Features of technology, Impact of technology, Sources of Technological Dynamics. Transfer of Technology, Impact of Technology on Globalization, status of Technology in India, Determinants of Technological Environment.

Module 4: Social and Cultural Environment: Business and society, Social institutions and functions, Social Values and attitudes. Business Culture determines goods and services. Business and culture; religion; language, Social responsibility of business, consumerism in India.

Module 5: Political and Legal Environment - Functions of state, Economic role of government, The Constitutional environment, MRTP Act, FEMA, Companies Act 2013, Consumer Protection Act.

Recommended Books

1. Business Environment – Francis Cherunilam
2. Essentials of Business Environment – K.Ashwathappa
3. Business Environment – Shaikh Saleem