

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.3 DSC

Name of the Course: Business Environment

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,

Course Outcomes: On successful completion of the course, the students will be able to

- Understanding of components of the business environment.
- Analyze the environmental factors influencing business organizations.
- Demonstrate Competitive structure analysis for select industries.
- Explain the impact of fiscal policy and monetary policy on business.
- Analyze the impact of economic environmental factors on business.

Syllabus

Module No. 1: BUSINESS ENVIRONMENT (10 Hrs)

Meaning, definitions and nature of business environment. Elements of business environment. Impact of macro environmental factors on business decision making. Meaning and need of environmental analysis. Meaning and features of competitive structure analysis. Levels of competition. A brief discussion of the five competitive analysis frameworks - SWOC analysis, Porter's Five forces, Strategic group analysis, Growth share matrix and Perceptual mapping.

Module No. 2: GOVERNMENT AND LEGAL ENVIRONMENT IN INDIA (14 Hrs)

Role of Central and State Governments in business. Causes for State intervention in business - Benefits and limitations. Role of legal environment in business. Need and objectives of Environmental Protection Act 1986. Need and objectives Consumer Protection Act 2019. Rights of consumers under Consumer Protection Act, 2019. Need and objectives of National Competition Policy in India. Meaning of Intellectual Property Right. Types of Intellectual Properties.

Module No. 3: ECONOMIC AND POLITICAL ENVIRONMENT (12 Hrs)

Meaning and significance of economic environment. Economic policies of India – Meaning and impact of Monetary Policy, Fiscal Policy, Exim Policy and New Industrial Policy business in India. Recent economic reforms. Meaning and types of political environment. Impact of political environment on business in India.

Module No. 4: TECHNOLOGICAL ENVIRONMENT AND NATURAL ENVIRONMENT(10 Hrs)

Meaning and significance of technological environment. Impact of technological environment on business. Impact of changes in technology on business. Technology and Society. Modes of acquiring technology. IT revolution and its impact on business. Digital transformation in Indian business. Meaning and principles of technology transfer. Meaning and nature of the physical environment. Impact of the natural environment on business.

Module No. 5: GLOBAL ENVIRONMENT (10 Hrs)

Meaning and dimensions of the global environment. Stages and essential conditions of globalization. Foreign market entry strategies. Merits and demerits of globalization of business. Impact of globalization on Indian businesses. Different forms of globalization of businesses – MNCs, TNCs, Etc.,

Skill Developments Activities:

- List out key features of recent Monetary policy published by RBI impacting businesses.
- Give your observation as to how technology has helped society.
- Draft Five Forces Model for Imaginary business.
- Identify the benefits of Digital transformation in India.
- List out various laws affecting Indian business.

Any other activities, which are relevant to the course.

Reference Books:

- Essentials of Business Environment - Aswathappa K
- Rangarajan, C.A.; Perspective in Economics, S.Chand & Sons, New Delhi
- Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.
- Essentials of Business Environment, Himalaya Publishing House, New Delhi.

Note: Latest edition of textbooks and reference Books may be used