

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.3 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: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate <ul style="list-style-type: none"> • An Understanding of components of business environment. • Ability to analyse the environmental factors influencing business organisation. • Ability to demonstrate Competitive structure analysis for select industry. • Ability to explain the impact of fiscal policy and monetary policy on business. • Ability to analyse the impact of economic environmental factors on business. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION BUSINESS ENVIRONMENT		12
Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.		
Module No. 2: GOVERNMENT AND LEGAL ENVIRONMENT		16
Government Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business. Legal environment - Various laws affecting Indian businesses		
Module No. 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT		13
An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc..		
Module No. 4: TECHNOLOGICAL ENVIRONMENT		10
Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.		
Module No. 5: NATURAL ENVIRONMENT		05
Meaning and nature of physical environment. Impact of Natural environment on business.		
Skill Developments Activities: <ol style="list-style-type: none"> 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. 		

Text Books:

1. Dr. K Ashwatappa: Essentials Of Business Environment
2. Sundaram & Black: The International Business Environment; Prentice Hall
3. Chidambaram: Business Environment; Vikas Publishing
4. Upadhyay, S: Business Environment, Asia Books
5. Chopra, BK: Business Environment in India, Everest Publishing
6. Suresh Bedi: Business Environment, Excel Books
7. Economic Environment of Business by M. Ashikary.
8. Business Environment by Francis Cherrinulam

Note: Latest edition of text books may be used.

BBA 2.4 – Environment Studies (AECC)			
Course Credits : 02		Total Contact Hours : 30	
Internal Assessment Marks : 15		Semester End Examination Marks : 35	

Common Syllabus for all UG Programmes