

**I.K.G. Punjab Technical University  
BBA Batch 2018**

**BBA202-18 Business Environment**

**Course Objective:** The objective of this paper is to acquaint students with the issues of business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** To Identify and evaluate the complexities of business environment and their impact on the business.

**CO2:** To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country .

**CO3:** To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.

**CO4:** To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

**CO5:** To understand the concept of the Industrial functioning and strategies to overcome challenges in competitive markets.

**Unit I**

**Introduction to Business Environment:** Nature and Significance Business Environment. Components of Business Environment, Techniques of Environment Scanning. **Economic Environment of Business:** Economic Systems. Economic Planning in India, Brief idea of Industrial Policy, Fiscal policy, Monetary policy and EXIM policy.

**Unit II**

**Political and Legal Environment of Business:** Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India.

**Unit III**

**Socio- Cultural Environment:** Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility. **Public Sector-**Changing Role of Public Sector - Relevance of public sector – Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment.

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**Unit IV**

**International Business Environment:** Multinational Corporations-Benefits and Problems. Mergers and acquisitions - reasons - trends - Advantages and Disadvantages. WTO ,Consequences of WTO for India. IMF. Regional Groupings.

**SUGGESTED READINGS:**

- ‖ Aswathappa, K : Essentials of Business Environment-Text, Cases and Exercises - Himalya Publishing House(13<sup>th</sup> Revised Edition-2016)
- ‖ Cherunilam, Fransis– Business Environment- Text and Cases ,Himalya Publishing House Pvt. Ltd.(20<sup>th</sup> Edition-2011)
- ‖ Paul, Justin-Business Environment- Text and Cases-McGraw Hill Education (India) Private Limited.(4<sup>th</sup> Revised Edition-2018)
- ‖ Ramachandara, Archana and Ravi-Business Environment. Himalya Publishing House Pvt. Ltd.(New Edition-2017)
- ‖ Sheikh, Saleem and Sahu Jayadev, Business Environment, Pearson.