

Veer Narmad South Gujarat University
206: Business Environment
First Year BBA (Semester-2) With Effect from AY2022-23

Course	206
Course Title	<u>Business Environment</u>
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Practical Examples from Industry, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none"> To acquaint the students with the Internal and External Environment affecting to Business and its effect on Business Performance.
Course Objective	<ul style="list-style-type: none"> To sensitize the class that there are continuous changes taking place in the environment. To understand importance of scanning environment on continuous basis. To sensitize with external factors (micro and macro) that can have potential impact on organisation.
Course Outcome	<p>The students will be able to</p> <ul style="list-style-type: none"> Perform the process of environmental analysis. Learn about different factors affecting to business as whole. Understand about significance of changes in internal and external environment on business performance. Plan about how to face and overcome the changes and hurdles due to Economic, Technological, Legal and Social Factors affecting to Business.
Course Content	
Unit 1: Introduction (20%) Concepts and Importance of Business Environment, Environmental Analysis- Definition, Uses and Limitation, Process of Environmental Analysis, Types of Environment: Internal Environment, External Environment- Micro, Macro	
Unit 2: Economic Environment (20%) Nature & structure of Economic Environment, Economic Systems, Economic policies - Privatization, Monetary Policy, Fiscal Policy, Constituents Financial Market: (A brief Introduction)	
Unit 3: Technological Environment (20%) Meaning and Features, Impact of Technology on Society, Economy, Organization, Management of Technology, Transfer of Technology.	
Unit 4: Legal and Political Environment (20%) Three political Institutions-Judiciary, Legislation, Executive, Price and distribution Control: Objectives, Public Distribution System, Competition Policy and law: Nature and Scope, Government policies and distortions to competitions, Competition Act, 2002.	

Unit 5: Social Environment**(20%)**

Concept and significance of Socio-cultural Environment, Social responsibility concept and stake holder approach, For Social Responsibilities models- Ackerman's Model, Carroll's Four Part model, Arguments for and against social responsibility, Limits of Social Responsibility.

Suggested Readings:

1. Business Environment: Text and Cases Francis Cherunilam Himalaya Publishing House
2. Essentials of Business Environment - K Ashwathapa Himalaya Publishing House
3. Business Environment- Shaikh Saleem, Pearson Education
4. Business Environment- Vivek Mittal, Excel Books