

**20BB201 BUSINESS ENVIRONMENT**

Hours Per Week :

L	T	P	C
4	-	-	4

Total Hours :

L	T	P
50	-	-

**COURSE DESCRIPTION AND OBJECTIVE:**

To familiarize the students with issues influencing business environment. Students also learn dimensions of business environment, policy framework- Industrial and trade policies, regulatory environment, role of regulatory institutions in Indian financial system, business ethics and corporate governance.

**COURSE OUTCOMES:**

Upon completion of the course, student will able to achieve the following outcomes:

COs	Course Outcomes	POs
1	Understand different dimensions of business environment.	1,2
2	Appraising business opportunities and Policy framework of Industries.	5
3	Compare and contrast regulatory environment of business organisation.	- 2
4	Analyzing role of regulatory institutions in Indian financial system.	3
5	Examine how business ethics and corporate governance effects organisations.	6

**SKILLS :**

- ✓ Identify different business environment factors for any industry.
- ✓ Conduct PESTEL Analysis for any organization.
- ✓ List at least 3 MNCs of G-8 Countries operating in India along with products they manufacture.
- ✓ Collect the latest Fiscal, Monetary Policies on business.

**UNIT - I**

**L-10**

**Introduction:** Business Environment- Meaning- Different dimensions – Internal Environment and External Environment - Political, Economic, Social, Technological, Environmental and Legal environments and their Importance, Business Cycles and their impact.

**UNIT - II**

**L-10**

**Economic Environment:** Policy framework and business environment: Industrial policies, Monetary and Fiscal policies – Liberalization, Privatization and Globalization and business opportunities – Disinvestment Policies.

**UNIT - III**

**L-10**

**Regulatory Environment:** Clearances and permissions for establishing industry and businesses – Environmental acts, Patents, IPRs, - Pollution and Waste management practices - Government Business Interface- Governance Reforms.

**UNIT - IV**

**L-10**

**Role of Regulatory Institutions in Indian Financial System** – RBI, SEBI, IRDA, AMFI – Prudential and Disclosure norms for accountability- Regulation of Foreign Trade – FDI Policy.

**UNIT - V**

**L-10**

**International Business Environment:** Definition of MNC, Forces of Globalization, Basics of Foreign exchange, Exchange Rates, Different dimensions of International Business environment - Regulatory environment, Cultural Environment and Social Responsibility environment.

**TEXT BOOKS:**

1. Francis Cherunilam – Business Environment, Text and Cases, Himalaya Publishing House, 28<sup>th</sup> Edition, 2019

**REFERENCE BOOKS:**

1. Ruddar Datt and K. P. M. Sundharam, Indian Economy, S. Chand, New Delhi, 26<sup>th</sup> Edition, 2012.
2. K.Aswhappa, Essentials of Business Environment, 12<sup>th</sup> Edition, Himalaya Publishing House Pvt. Ltd, 2014.
3. Justin Paul, Business Environment, 4<sup>th</sup> Edition, Tata McGraw-Hill Education, 2018
4. Shaikh & Saleem, Business Environment, Pearson, 4<sup>th</sup> Edition, 2018
5. Anant K Sundaram & J Stewart Black, The International business environment, Pearson Education, 1<sup>st</sup> Edition, 2016