

Subject Code: 1MS1010601	Subject Title: Business Environment
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- Course Objectives:** This subject divides distinctive issues of condition and measures to control those. To get advance the understudies comprehension of current situation of economy and society and related issues. To coordinate the consideration of understudies towards exercises implied for advancement of the economy and society. To influence the understudies to comprehend the activities of corporate to pay back to the general public

2. Teaching Scheme (Hours per week):

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)				
				Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	70	30	-	-	100

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Concept of business environment Business Environment: Classification (Internal; External: - Micro & Macro – Economic, Political-legal, Socio-Cultural, Technical, Demographic, Natural International), SWOT Analysis Techniques for Analysis Environment. Impact of Environment on Business in Recent Time.	9	10%
2	Economic and Political-Legal Environment Economic Environment Role of Agriculture and Industry in Indian Economic development, Concept of Monetary and Fiscal Policy, Role of Banking and Insurance in Business, Current Five year plan, Recent Union Budget, Industrial Policy. Political- Legal Environment Role of Political-legal Environment in India and its Impact on Business, Fundamental Rights in India, Directive Principles of State Policy.	13	30%
3	Demographic and Socio-Cultural Environment Demographic Environment Significance of Population for Business, Compositional Characteristics of Indian Population, Population Projection and Policy. Socio-Cultural Environment Factor to be Considered in Social Environment, Significance of study	13	30%

	of Social Environment, Effect of Social Environment on Business.		
4	Technology and International Environment Technology Environment Meaning, Significance and Features of Technology Environment, Choice of Technology- Labour and Capital Incentive Technology, Technology Assistance at Government Level, Concept (Introduction) of ISO and BIS. International Environment Importance of International Environment, Balance of Payment-Structure and Component, Balance of Trade, significance of Foreign Investment, Foreign Trade Policy-EXIM Policy, Foreign Trade Institutions- WTO, IMF, World Bank,	13	30%

4. Suggested Readings

Books:

1. Chidambaram, Business Environment, Vikas Publishing, Delhi
2. Chopra, BK, Business Environment in India, Everest Publishing, Pune
3. Francis Cherrinulam, Business Environment , Himalaya publishing house, New Delhi
4. M. Ashikary Economic Environment of Business, S. Chand, New Delhi
5. Sundaram & Black, The International Business Environment, Prentice Hall, Chennai
6. Suresh Bedi, Business Environment, Excel Books, Noida
7. Upadhyay, S., Business Environment, Asia Books, Muzaffarnagar