

Subject Code: 2CM1010301	Subject Title: Business Environment
	COURSE TYPE : CORE COURSE

Course Objective: The main objective of the subject is to make the students familiar with the Business environment and its important in business.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)		
Lecture	Tutorial	Practical	Credit	University Assessment	Institutional Assessment	Total
3	-	-	3	70	30	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Business and its Environment- An Introduction Meaning of Business Environment, Nature, significance and components of Business environment, Factors influencing Business Environment, Internal Environment and External Environment, changing dimensions in business environment.	9	25%
2	(A) Demographic Environment : Meaning of Demographic Environment, Compositional characteristics of Indian population, population projections and their significance for business. (B) Political and Legal Environment : Indian constitution, fundamental rights, directive principles of state policy. Political and Legal Environment of India affecting business environment political institutions, reasons for state interventions.	9	25%
3	(A) Economic Environment: Meaning, Factor affecting Economic environments, Money and capital markets, Role of agriculture Industry in Economic envelopment, Industrial sickness: causes and remedies, Monetary and Fiscal Policy, FEMA, New economic policy. (B) Socio- cultural Environment : Introduction of Socio- cultural Environment ,Social stratification, socio-cultural fabric and lifestyles: customs, taboos, tastes and preferences and their impact on business	9	25%
4	(A) Technology Environment: Significance of technology in business, choice of technology - Capital intensive and labour intensive. (B) International Environment: Introduction, definition, Multinationals Corporations (MNC's), Importance of International Environment, Advantages and disadvantages of MNC's, International Environment Issues.	9	25%

Reference Books:

1. Adhikary, M., *Economic Environment of Business*, Sultan Chand and Sons, New Delhi.
2. Aswathappa K., *Essentials of Business Environment*, Himalaya publishing House, Bombay.
3. Bauer P.T. , *Indian's Economic Policy and development*, popular Prakashan, Bombay.
4. Cherunilam Francis, *Business Environment text and cases*, Himalaya Publication House New Delhi, 19th edition, 2009