

ELECTIVE - II : BUSINESS ENVIRONMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
V		Elective paper - II	45	3	45	3	3

COURSE OBJECTIVE:

1. To understand the various factors which affecting the business and to give an ideas to survive in different situation.
2. The subject explains about Political, social , economic and financial factors affecting the business.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO STATEMENT	Knowledge level (K1-K4)
CO1	To understand the Various factors affecting the business.	K1
CO2	To identify the political factors and government policy related to business.	K1
CO3	To know and understand the socio cultural factors influenced business.	K2
CO4	To identify and understand various economic parameters for national growth.	K2
CO5	To know about RBI and commercial banking .	K2

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	M	S	S
CO2	M	S	S	S	M	S
CO3	S	S	M	S	S	S
CO4	S	S	M	M	S	M
CO5	S	M	S	S	S	S

S – Strong;

M – Medium;

L – Low

UNIT-I CONCEPT OF BUSINESS ENVIRONMENT

15

hrs

Business Environment: Nature and significance – Importance - Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions.

UNIT-II ROLE OF GOVERNMENT

15

hrs

Political Environment: Government and Business relationship in India – Fundamental rights and Duties - Various Provisions of Indian Constitution Pertaining to business.

UNIT-III SOCIO - ENVIRONMENTAL FACTORS
hrs

15

Social Environment: Cultural heritage – Social attitudes – Impact of foreign culture – Castes and communities – Joint family system - Linguistic and Religious groups – Types of Social Organization.

UNIT-IV ECONOMIC ENVIRONMENT
hrs

15

Economic Environment: Economic Systems and their impact of Business – Macro Economic Parameters: GDP – Growth Rate – Population – Urbanization – Fiscal deficit - Per capita Income.

UNIT-V FINANCIAL ENVIRONMENT

15 hrs

Financial Environment: Financial system – Role of banks - Commercial banks – RBI - NBFC's : IDBI – SIDBI – UTI – ICICI.

Distribution of marks: Theory 100% and problem 0%

TEXT BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	Dr. S. Sankaran	Business Environment	Margham publication	2006
2	Dr. C.B Gupta	Business Environment	Sulthan chand & sons	2011
3	Francis Cherunilam	Business Environment	Himalaya publication	2007.

4	Aswathappa	Business Environment	Sulthan chand & sons	2001
---	------------	----------------------	----------------------	------

REFERENCE BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
1	Dasugupta an Sengupta	Government and Business in India	-	1999
2	Paul	Business environment	New age publication	2011

TEACHING METHODOLOGY :

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER

V.S.Palaniammal, Assistant professor & Head of the Department , Department of Management studies, D.K.M College for women, Vellore