

BUSINESS ENVIRONMENT

Sem	Subject Code	Category	Lecture		Theory		Practical	Credits
			Hrs P/W	Hrs P/Sem	Hrs P/W	Hrs P/Sem		
VI		Elective – I	5 hrs per week	75	6 hrs per week	75	-	5

OBJECTIVE

To gain knowledge on the whole environment related to the business.

UNIT - I

An Overview of Business Environment – Types – Internal and External, Micro and Macro – Environmental Analysis and Strategies Management – Techniques of Environmental Analysis – Steps and Approaches. **7 Hours**

UNIT – II

Economic Environment – Nature and Structure of Economy – Economic Policies and Conditions – Political and Government Environment – Government and Legal Environment. **10 Hours**

UNIT – III

Natural and Technological Environment – Innovation – Technology and Competitive Advantage – Demographic Environment – Population Size, Falling Birth Rate and Changing Age Structure – Migration and Ethnic Aspect. **10 Hours**

UNIT – IV

Social Environment – Social Responsibility of Business – Consumer Protection – Need for Consumer Protection – Consumer Bill of Rights – Corporate Governance. **10 Hours**

UNIT – V

Globalisation – Meaning and Dimensions – Features and Stages of Globalisation – Essential Conditions for Globalisation – Pros and Cons – Globalisation of Indian Business. **8 Hours**

Reference Books:

1. Francis Cherunilam, Business Environment, Himalaya Publishing House, Delhi.
2. K. Aswathappa, Business Environment, Himalaya Publishing House, Delhi.
3. Dr. S. Sankaran, Business Environment, Mangham Publication, Chennai.
4. Keith Davis William, C. Frederik, Business and Society, McGraw Hill International Books Co.,
5. Sheik Saleem, Business Environment, Pearson Education, Chennai.
6. Dr. N. Premavathy, Business Environment, Sri Vishnu Publications, Chennai.