

## BUSINESS ENVIRONMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
IV		Core paper - XV	75	5	75	5	5

### 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 various 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 the various banking and Non – banking financial supports for business.	K2

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

### MAPPING WITH PROGRAMME OUTCOMES

<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	M	S	S	M	S	S
<b>CO2</b>	M	S	S	S	M	S
<b>CO3</b>	S	S	M	S	S	S
<b>CO4</b>	S	S	M	M	S	M
<b>CO5</b>	S	S	S	S	M	S

**S – Strong;**

**M – Medium;**

**L – Low**

## **UNIT-I CONCEPT OF BUSINESS ENVIRONMENT**

**15**

**hrs**

**Business Environment** : Its 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 – Role of government in business - Fundamental rights and Duties - Various Provisions of Indian Constitution Pertaining to business.

## **UNIT-III ENVIRONMENTAL FACTORS**

**15**

**hrs**

**Social Environment** : Cultural heritage – Social attitudes – impact of foreign culture – castes and communities – Joint family systems – Linguistic and Religious groups – Types of

Social Organization.

#### **UNIT-IV ECONOMIC ENVIRONMENT**

**15**

**hrs**

**Economic Environment** : Economic Systems and their impact of Business – Macro Economic Parameters like GDP – Growth Rate – Population – Urbanization – Fiscal deficit – Plan investment – Per capita Income and their impact on business decisions.

#### **UNIT-V ROLE OF BANKS**

**15**

**hrs**

**Financial Environment** : Financial system – Commercial banks – RBI – IDBI – Non-Banking Financial Companies NBFC's : IDBI – SIDBI – UTI – ICICI.

**Distribution of marks: Theory 100% and problem 0%**

#### **TEXT BOOKS:**

<b>S.NO</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of publication</b>
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:**

<b>S.NO</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of publication</b>
<b>1</b>	Dasugupta an Sengupta	Government and Business in India	-	1999
<b>2</b>	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.