

BUSINESS ENVIRONMENT

Sem	Subject code	Category	Lecture		Theory		Practical	Credits
III	21CPCO3E	Elective III	6 hrs per week	90	6 hrs per week	90	NIL	3

COURSE OBJECTIVES:

- The main objective of this course is to develop conceptual understanding of the Business Ethics.
- To expose the students to various environment factors related to the business.

COURSE OUTCOMES:

On the successful completion of the course, students will be able

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL (K1 – K4)
CO1	To acquire the knowledge of Conceptual framework of business environment.	K1
CO2	To Understand and apply the Concept of Political Environment as well as role of State Government in India	K3
CO3	To Study about social and Cultural Environment, Social Responsibilities of Business	K3
CO4	To Develop the knowledge of Indian Economic System, Economic Planning in India, GDP and Foreign Trade Policy.	K3
CO5	To acquire advance knowledge of Indian Financial System as well as Banking and Non – Banking System	K3

Knowledge Level: K1- Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES:

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

S-Strong; M-Medium; L-Low

UNIT I INTRODUCTION OF BUSINESS ENVIRONMENT**18 Hours**

The Concept of Business Environment – Nature and Scope of Business Environment – Brief Overview of Political – Social – Economic – Financial Environment forecasting – SWOT Analysis – Managing Diversity – Impact of Environment on Business and Strategic Decision.

UNIT II SOCIAL AND POLITICAL ENVIRONMENT**18 Hours**

Political Environment – Government and business relationship in India – Provisions of Indian constitution pertaining to business

Social responsibility of business – Business and society – Ethical issues and values in business – corporate social policies, issues and challenges – consumer issues and consumer protection

UNIT III GLOBAL AND ECONOMIC ENVIRONMENT**18 Hours**

Economic system – Characteristics and Functions of Economic System – Economic Planning in India – Economic reforms – Liberalization- Privatization -Globalization- Impact of LPG on different sectors, Foreign Investments – MNCs-

UNIT IV INDUSTRIAL AND TECHNOLOGICAL ENVIRONMENT**18 Hours**

Business Environment and IPRS – Objectives- Infringement- misappropriation and enforcement- Criticisms– Anti-social Trends and practices – Regulation Monopoly and Restrictive Trade Practices- Objectives- Purpose- Disadvantages.

UNIT V NATURAL ENVIRONMENT**18 Hours**

Natural Environment and business environment – Ecological and Environmental issues – Pollution and Environmental Protection- Salient features- Purpose- criticisms.

TEXT BOOKS:

S.No	Author	Title of the book	Publisher	Year of Publication
1.	Francis Cherunilam	Business Environment	Himalaya Publishing House	2019
2.	K.Asathappa	Business Environment	Himalaya Publishing House	2018
3.	Dr.S.Sankaran	Business Environment	Margham Publication	2012

REFERENCE BOOKS:

S.No	Author	Title	Publisher	Year of Publication
1.	Sheik Saleem,	Business Environment	Pearson Education	2013
2.	Dr.N.Premavathy	Business Environment	Sri Vishnu Publications	2015
3.	Dr.M.Dhanabhakym and M.Kavitha	Business Environment	Vijay Nicole Imprints, Pvt., Ltd	2016

TEACHING METHODOLOGY:

- Class Room Teaching
- Assignments
- Discussions
- Home Test
- PPT Presentations

SYLLABUS DESIGNERS:

- Dr.T. Bharathi, Assistant Professor of Commerce
- Ms. J. Janani, Assistant Professor of Commerce