

Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch

COURSE 1.3-BUSINESS ENVIRONMENT

Objectives: To enable students to understand and identify the environment within which the business organizations function and the influence of environmental factors

Unit – I

Business-Meaning, Scope and Objective of Business.

Business Environment-Concept, Nature, characteristics and types of environment; micro and macro environment, major players and components of environment; linkage between business and environment; impact and process of environment analysis and case studies

Unit – II

Economic Environment- Concept, nature and characteristics of economic environment, key economic factors- GDP, per capita income, BOP, monetary policy, fiscal policy, trends in trade; Industrial policy; economic reforms and impact on business and case studies

Unit – III

Political and Legal Environment- Concept, nature and characteristics of political and Legal environment, components; linkage between political and legal environment and business; role of government – regulatory role, promotional role, entrepreneurial role and planning role; state intervention in business – pros and cons of intervention; economic, consumer protection laws relevant to business-types and case studies.

Unit - IV

Socio-cultural Environment- Concept, nature and characteristics of socio-cultural environment; components and impact of socio-cultural environment on business, culture and ethics in business; social responsibility of business- meaning and objectives; arguments for against social responsibility, social audit; business participation in cultural affairs.

Unit-V

Technological Environment- Concept, nature and characteristics of technological environment; elements and linkage between technological environment; business technology and society; economic effect of technology; technology and plant level changes; management of technology; technology policy of government; technological park – meaning and objectives.

Prescribed Books:

1. Shekh – Business Environment, Persons, New Delhi.
2. Sundaram & Black – Business Environment, PHI, New Delhi.
3. Aswathappa – Essentials of Business Environment, HOP, Mumbai.
4. Jain & Varma – Business Environment, Sahitya Bhavan, Agra.
5. Cartwright – Mastering Business Environment, palgrave mac Millan, New Delhi.
6. Mishra & Puri – Economic Environment of Business, HPH, Mumbai.
7. Francics Cherinilum Business Environment.
8. Dhar P.K. – Business Environment Kalyani Publishers, New Delhi.
9. Das Gupta A & Sen Gupta N.K. – Government & Business. Vikas Publishing House, New Delhi.
10. William C. Fredreck – Business & Society, Mc Graw Hills, New York.