

**Veer Narmad South Gujarat University**  
**Bachelor of Business Administration**  
**Year – I (Semester – II) (W.E.F. AY2019-20)**

**Subject Name: Business Environment**

**Subject Code: 206**

**Objective of the course:**

- To sensitise the class that there are continuous changes taking place in the environment
- To help understand importance of scanning environment on continuous basis
- To sensitise with external factors (micro and macro) that can have potential impact on organisation.

**Teaching Pedagogy:**

Lectures, Presentations, Case Studies

**Course Content:**

**Unit 1: Introduction (15%)**

Concepts and Importance of Business Environment, Environmental Analysis- Definition, Uses and Limitation, Process of Environmental Analysis, Types of Environment: Internal Environment, External Environment- Micro, Macro

**Unit 2: Economic Environment (20%)**

Nature & structure of Economic Environment, Economic Systems, Economic policies - Privatisation, Monetary Policy, Fiscal Policy, Constituents Financial Market: (A brief Introduction)

**Unit 3: Technological Environment (15%)**

Meaning and Features, Impact of Technology on Society, Economy, Organization, Management of Technology, Transfer of Technology.

**Unit 4: Legal and Political Environment (25%)**

Three political Institutions-Judiciary, Legislation, Executive, Price and distribution Control: Objectives, Different types of price Controls, Public Distribution System, Competition Policy and law: Nature and Scope, Government policies and distortions to competitions, interface of FDI and competition law, Pre requisites for a competition policy, contours of competition law, Competition Act, 2002.

## **Unit 5: Social Environment**

**(25%)**

Concept and significance of Socio-cultural Environment, Social responsibility concept and stake holder approach, For Social Responsibilities models- Ackerman's Model, Carroll's Four Part model, Arguments for and against social responsibility, Limits of Social Responsibility, Business Ethics, Consumerism, Consumer Protection Act: 1986

### **Suggested Readings:**

1. *Business Environment: Text and Cases Francis Cherunilam Himalaya PublishingHouse*
2. *Essentials of Business Environment - K Ashwathapa Himalaya PublishingHouse*
3. *Business Environment- ShaikhSaleem, PearsonEducation*
4. *Business Environment- Vivek Mittal, ExcelBooks*