

Environment of Business

Syllabus

Course Title	Environment of Business
Course Code	BC304
Semester	III
Credits	4

Course Objectives

1. To provide an understanding of the concept, scope, and significance of the business environment.
2. To analyze the interaction between business and its economic, political, legal, social, and technological surroundings.
3. To examine the impact of globalization, liberalization, and privatization on business operations.
4. To develop awareness of environmental sustainability and corporate social responsibility in business decision-making.
5. To equip students with analytical tools to assess environmental factors influencing business strategies and performance.

Unit I: Introduction to Business Environment

Business Environment – Definition and Importance

Dimensions of Business Environment: Economic, Social, Cultural, Political, Legal, Demographic, Natural, and Technological Environment - Interrelationship between Business and Environment - Digital Business Environment - Emerging Trends in Business Environment.

Unit II: Political and Economic Environment

Political Environment – Role of Government in Business: Regulatory, Promotional, Entrepreneurial, and Planning Roles - Economic Systems – Capitalism, Socialism, and Mixed Economy: Features, Merits, and Limitations - Constitution of India – The Preamble, Fundamental Rights, and Directive Principles - Recent Government Initiatives.

Unit III: Industrial Policy and Economic Reforms

Industrial Policy – Meaning, Need, and Importance - The New Industrial Policy of 1991 – Features and Significance - Liberalization, Privatization, and Globalization – Concepts and Implications - Role of MSMEs and Startups in the New Industrial Ecosystem - Sustainable Industrial Development and Green Manufacturing.

Unit IV: Global and Technological Environment

Global Environment – Meaning, Merits, and Demerits of Globalization - GATT (General Agreement on Tariffs and Trade) – Meaning and Objectives - WTO – Structure, Objectives, and Functions - MNCs (Multinational Companies) – Benefits and Limitations - Global Trends in Business.

Unit V: Social Responsibility, Ethics, and Sustainability

Concept of Social Responsibility of Business - Responsibility towards Shareholders, Employees, Consumers, and Community - Overview of Corporate Social Responsibility (CSR) - Business Ethics – Meaning and Importance - Sustainable Business Practices – Triple Bottom Line Approach (People, Planet, Profit).

Course Outcomes

After completing this course, students will be able to:

- ❖ Explain the nature and components of the business environment and their interrelationships.
- ❖ Analyze the influence of economic and political factors on business decisions.
- ❖ Evaluate the legal and technological frameworks shaping modern business operations.
- ❖ Assess the socio-cultural and global forces affecting business strategies.
- ❖ Apply sustainable and ethical practices in business decision-making to address contemporary challenges.

Textbooks

1. Cherunilam, F. (2022). Business Environment: Text and Cases. Himalaya Publishing House.

2. Paul, J. (2021). Business Environment: Text and Cases. McGraw Hill Education.
3. Aswathappa, K. (2020). Essentials of Business Environment. Himalaya Publishing House.
4. Fernando, A. C. (2019). Business Environment. Pearson Education.
5. Gupta, C. B. (2021). Business Environment. Sultan Chand & Sons.

Reference Books

1. Mishra, S. K., & Puri, V. K. (2020). Economic Environment of Business. Himalaya Publishing House.
2. Shaikh, S. (2018). Business Environment. Pearson Education.
3. Dhingra, I. C. (2019). Indian Economy: Environment and Policy. Sultan Chand & Sons.
4. Sundaram, A. K., & Black, J. S. (2018). The International Business Environment: Text and Cases. Prentice Hall.
5. Varshney, R. L., & Maheswari, K. L. (2020). Managerial Economics and Business Environment. Sultan Chand & Sons.

E-Resources

1. <https://nptel.ac.in/courses/110/105/110105121/>
2. <https://openstax.org/books/business-ethics/pages/1-introduction>
3. <https://www.khanacademy.org/economics-finance-domain/macroeconomics>
4. <https://www.un.org/sustainabledevelopment/>
5. <https://www.oecd.org/business/>