



BUSINESS ENVIRONMENT

For Second Semester B.B.A.

As per New National Education Policy

- Rashmi T
- Prof. Vidyadhara Hegde S
- Dr. Ganesh S

BUSINESS ENVIRONMENT

Second Semester, B.B.A Classes

As per New National Education Policy (N.E.P)

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Administration

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Management.

MANGALURU - 1

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Karkala - 574104, Udupi District

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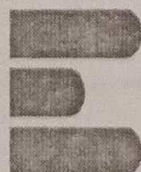
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Edwise

Learn Wise

First Edition :

June , 2022

Price : Rs.120/-

ISBN : " 978-93-93169-11-2 "

Publishers : **EDWISE PUBLISHERS**
Airport Road,
Kunjathbail
Mangalore - 575 015
Mob.: 7483113097

Printer : **Sri Prema Sai Printers**
Industrial Area
Yeyyadi, Mangalore.

Type Set : **EDWISE DIGITALS**
Mangalore - 575003

Bachelor of Business Administration

BUSINESS ENVIRONMENT

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar Case studies.

Course Outcomes: On successful completion Student will demonstrate. An Understanding of components of business environment. Ability to analyze the environmental factors influencing business organization. Ability to demonstrate Competitive structure analysis for selects industry. Ability to explain the impact of fiscal policy and monetary policy on business. Ability to analyze the impact of economic environmental factors on business.

Syllabus

Hours

Module No. 1: INTRODUCTION BUSINESS ENVIRONMENT | 12

Meaning of business, scope and objectives Business, business environment, Micro and Macro environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.

Module No. 2: GOVERNMENT AND LEGAL ENVIRONMENT | 16

Government Functions of the State, Economic role of government, State intervention in business reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, EXIM policy and industrial policy on business. Legal environment - Various laws affecting Indian businesses.

Module No. 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT | 13

An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. Globalization of business; meaning and dimensions, stages, essential conditions of globalization, foreign market entry strategies, merits and demerits of globalization of business, Impact of Globalization on Indian businesses, Forms of globalization of businesses- MNCs, TNCs etc.

Module No. 4: TECHNOLOGICAL ENVIRONMENT | 10

Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.

Module No. 5: NATURAL ENVIRONMENT | 05

Meaning and nature of physical environment. Impact of Natural environment on business

Skill Developments Activities:

- List out key features of recent Monetary policy published by RBI impacting businesses.
- Give the observation as to how technology has helped society.
- Draft Five Forces Model for Imaginary business.
- Identify the benefits of Digital transformation in India.