

Part A - Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Business Environment		
Course Code	B23-BBA-403		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C4		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Develop an understanding of Business environment and the factors influencing it. 2. Comprehend the various micro and macro environmental forces and economic systems 3. Understand the current business ecosystem, its dynamics and possible future outlook of Indian business ecosystem. 4. Make themselves future ready concerning availing opportunities and overcoming threats present in business ecosystem. <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Business environment: Concept, Nature and Significance; Economic, Social, Political forces affecting business operations & growth. Digital disruptions and transformations of businesses: Micro risk analysis.	15
II	Types of Business Environment, Environmental Scanning, Risk in Business Environment: Country risk and Political risk; SWOT Analysis and Political Risk Management; Economic systems: Capitalism, Socialism & Mixed economy.	15
III	Economic Planning in India: Objectives, Strategy and Problems; Impact of Economic Planning in India; Economic roles of Government: Regulatory role, Promotional role, Entrepreneurial role, Planning role, Economic role in Indian context; The Constitutional Environment and State intervention in business.	15
IV	Social Responsibility of business: Concept, Rationale, Dimensions and its disclosure by Indian business; Professionalisation and business ethics. Competitive Environment of business with reference to Competition Commission of India (CCI) and Competition Act.	15
V*		

Suggested Evaluation Methods

<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	<p>End Term Examination: 70</p>
---	--

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Daniel, J. D. and Radebangh, L. H.: *International Business*; Addison Wesley Publishing Company.
2. Sundram, K. P. M., Datt, G., and Mahajan, A.: *Indian Economy*; S Chand.
3. Aswathapa, K.: *Business Environment*; Excel Books.
4. Bedi, S. K.: *Business Environment*; Excel Books.
5. Paul: *Business Environment Text and Cases*; McGraw Hill Education.

*Applicable for courses having practical component.