### Veer Narmad South Gujarat University

#### 206 – Business Environment

###### First Year BBA (Semester2) With Effect from A.Y.2019-20

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, CompetitionAct,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 Publishing House*
2. *Essentials of Business Environment - K Ashwathapa Himalaya Publishing House*
3. *Business Environment- Shaikh Saleem, Pearson Education*
4. *Business Environment- Vivek Mittal, Excel Books*