

**Subject Code: 304**

**Subject Name: Business Environment**

**Unit I: Business Environment**

**08 Hrs**

Concept

Nature and Elements

Importance of Business Environment

Environmental Analysis (Scanning and Monitoring - Stages)

Techniques for Environmental Analysis

Benefits and Importance of Environmental Analysis

**Unit II: Economic Environment**

**17 Hrs**

**1. Nature of the Economy**

Economic Factors: Growth Strategy, basic Economic system, Economic Planning, industry, national income & Per Capita income, Human Resources.

**2. Privatization**

Nature & Objectives

Privatization Routes

7 Sins of Privatization

**3. Small Scale Industry**

Meaning

Significance of SSI's

Arguments in favour of SSI's

Facilities of SSI's

Problems of SSI's

**4. Industrial Sickness**

Definition of a Sick Unit

Causes of Sickness

**5. Exit Policy**

Meaning

Arguments for Exit Policy  
Arguments against Exit Policy

## **6. Balanced Regional Development**

Meaning  
Causes  
Measures to remove Regional Imbalance  
Failure to Regional Planning

## **7. New Economic Policy**

Background of New Policy  
The New Policy  
Evaluation  
The Second Generation Reforms

## **Unit III: Legal Environment**

**06 Hrs**

Types of Laws: Civil and Criminal, Cyber Laws  
Types of offences:  
Bailable and non bailable  
Compoundable and non compoundable  
Cognizable and non cognizable

## **Unit IV: Political Environment**

**06 Hrs**

Meaning  
Functions of the State  
Classification of Functions of the State  
Economic Roles of the government  
Preamble: Meaning of:  
-sovereign  
-socialist  
-secular  
-democratic  
-republic  
-fraternity

## **Unit V: Social Environment**

**14 Hrs**

Meaning  
Objectives  
Reconciliation of Economic and social Objectives  
Business Ethics  
Organization and culture and Multiculture  
Cultural Complexes  
Cultural Adaptation  
Cultural Shock  
Cultural Transmission  
Cultural traits

Religion

Social orientation of business – Social responsibility models

Factors affecting social responsibility model

Responsibility to different section

Arguments for and against social involvement

Social Audit- Meaning, Objectives, Method, Obstacles

**Unit VI: Educational Environment**

**03 Hrs**

Primary Education

Secondary Education

Management Education

**Unit VII: Technical Environment**

**06 Hrs**

Impact of technology on the economy

Impact of technology on the plant

Impact of technology on the society

**Recommended Books**

1. Essentials of Business Environment : K. Aswathappa
2. The History of Indian Business : T.N.Agarwal
3. Development of Small scale and cottage industry : Dr.Bhattacharya  
The Indian experience –
4. A Course Book on Business Environment : Francis Cherunillam
5. Legal Aspects of Business : Pathak Akhileshwar
6. Business Ethics Perspective & Cases : K. Suresh
7. International Business : Justin Paul