

**Veer Narmad South Gujarat University**  
**Business Environment**

T.Y. B.B.A., Semester V

Effective from June 2012

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**Objectives-**

- To sensitise the class, that there are continuous changes taking place in the environment. These changes are beyond the control of organisation but they have significant impact on organisational functioning.
- 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.

**Contents**

- 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
- 2. Economic Environment (20%)**  
Nature & structure of Economic Environment, Economic Systems, Economic policies - Privatisation, Monetary Policy, Fiscal Policy, Constituents Financial Market: (A brief Introduction)
- 3. Technological Environment (15%)**  
Meaning and Features, Impact of Technology on Society, Economy, Organization, Management of Technology, Transfer of Technology.
- 4. Legal and Political Environment (15%)**  
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, Competition Act,2002.
- 5. Social Environment (20%)**  
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

## **6. International Environment**

**(15%)**

Globalization of World Economy, Drivers and Hurdles of globalization, Advantages and Disadvantages of Globalization, Policy issues in Globalization, WTO-Functions, Final Act, Implications (For and Against)

### ***Books for Reference***

- 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.**