



C. U. SHAH UNIVERSITY, Wadhwan City



FACULTY OF MANAGEMENT STUDIES MASTER OF BUSINESS ADMINISTRATION (MBA)

SEMESTER II (Two)

CODE 5MS02BEN1

Name of Subject Business Environment

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme (Marks)		
Th	Tu	P	Total	Sessional	External	Total
4	0	0	4	30	70	100

Objective The objective of this course is to sensitize towards the overall business environment within which organization has to function and to provide insight to students of its implication for decision making in business organization.

Prerequisite Basic understanding of concepts of principles of economic environment

Course outline:-

Sr. No.	Course Contents	Number of Hours
1	Introduction to Business Environment	01
2	Types of Environment: Internal to Enterprise: Value System, Management Structure and Nature	04
3	External to the Enterprise: Micro	05
4	Monetary and Fiscal Policy	05
5	Economic reforms in India; Industrial Policy	05
6	Foreign Investment; Foreign Investment in India Foreign Investment by Indian Companies	03
7	PESTEL Analysis	03
8	Growing relevance/importance of International Business EXIM policy of India [Recent]	03
9	International Environment Problems	02
10	WTO and its Impact in Indian Business Environment	03
11	Concepts of EOUs and EPZS, SEZ	04



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12	Regional Trade Agreement (RTA)	03
13	Intellectual Property Right (IPR)	03
14	Concept and significance of Social Environment Business and Society, Changing Concepts and objectives of Business Interdependence of Business and Society	03
15	Consumer protection & Consumers' Rights	01
16	Corporate Governance	03
17	Green Business	07
Total Hours		60

Learning Outcomes

Theoretical Outcome Students are able to observe, understand and analyze the behavior within the environmental context

Practical Outcome Take the decision relating different policy & for the expanding business

Teaching & Learning Methodology

- Lectures
- Projects
- Case Studies
- Presentation

Books Recommended

- 1 **'Business Environment'**, A C. Fernando, Pearson Publication (latest edition)
- 2 **'Essentials in Business Environment'**, K. Aswathappa, Himalaya Publications, Mumbai
- 3 **'Business Environment'**, Francis Cherunilam, Himalaya Publications, Mumbai

E-Resources

- 1 http://www.mindtools.com/public_search.php?format2=built-in-long&sort2=score&method2=and&words=environment+management
- 2 <http://www.gobooke.net/francis-cherunilam-business-environment>
- 3 http://www.mindtools.com/public_search.php?format2=built-in-long&sort2=score&method2=and&words=environment+management