



C. U. SHAH UNIVERSITY, Wadhwan City



Faculty of: Commerce

Bachelor of Commerce

SEMESTER: Sem - V

CODE: 4CO05BEN1

Name: Business Environment - I

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Theory	Tutorial	Practical	Total	Sessional	University	Total
4	0	0	4	30	70	100

Objective: To keep aware the students about the problems arising at national and international level on account of the process of liberalization and globalization.

Prerequisite: Basic Knowledge of Environment which affecting to the Business from the Internal & External

Course outline

Sr. No.	Course Contents	Number of Hours
1	Indian and International Business Environment <ul style="list-style-type: none"> The concept of Business. Meaning of Environment. Business Environment-Clarification of Macro or Aggregative concept. Main integral units of Business Environment. <ul style="list-style-type: none"> -Demand, Consumption, Economics policy, Legal system, Technology, Economic institutions. International Environment: An overview of the main recent trends of business environment at global level. 	10
2	The Different economic indicators : <ul style="list-style-type: none"> Income : <ul style="list-style-type: none"> -Trends of National and Per capital income. -Co-relation of income and business environment. 	5
3	The Different economic indicators : <ul style="list-style-type: none"> Savings : <ul style="list-style-type: none"> -Trends of savings during the last decade. -Co-relation of savings and business environment. 	10
4	The Different economic indicators <ul style="list-style-type: none"> Investment : <ul style="list-style-type: none"> -Quantum of local investments in plans. -With reference to income and savings. 	10



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5	Problems of Economic Development in the context of India. India as a developing country. <ul style="list-style-type: none">• Unemployment :<ul style="list-style-type: none">-Meaning – Reasons.-Effects of unemployment with reference to business environment.• Poverty :<ul style="list-style-type: none">-Meaning with reference to Modern Trends-Reason-Remedies for eradication of poverty with reference to business opportunities	10
	Total Hours	45

Learning Outcomes

Theoretical Outcome It provide students with a good understanding of Business Environment Along with the Different Economic Indicator

Practical Outcome Students gain a better understanding of Economic Indicator and develop their team-working, presentation, report writing, analytical, critical thinking, research and discursive skills in this module.

Teaching & Learning Methodology

- (A) Lectures
- (B) Case Studies
- (C) Class Participation

Books Recommended

1. 'Economic Foundations Of Business Environment' By S.R. Pandiyan , Himalaya Publication
2. 'Economic Environment for Business' By Mishra & Puri , Himalaya Publication

E-Resources

<http://www.library.yorku.ca/web/bbl/collections/businessonline/>