



C. U. SHAH UNIVERSITY – WADHWANCITY



FACULTY OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER III (THREE)

CODE4MS03BET1

Name of Subject Business Environment

Teaching & Evaluation Scheme

Teaching Hours / Week				Evaluation Scheme (Marks)		
Th	Tu	P	Total	Sessional Exam	University Exam	Total
04	0	0	04	30	70	100

Objectives

- To sensitize towards the overall business environment within which organization has to function
- 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	An Introduction to Business Environment Definition, internal and external factors of Business Environment Economic System Meaning, Features, Merits and Demerits of Capitalism, Socialism and Mixed Economy	12
2	Social Responsibility Social responsibility of business towards Different Sections and Social Audit Economic Policies and Laws Monetary policy, Industrial Policy, EXIM Policy, FEMA, Consumer Protection Act –Key Provisions	12
3	Indian Tax Structure Meaning, Types of Tax, Direct tax VS Indirect tax, Tax revenue for Central government and Tax Revenue for State government and Tax system in India. Economic planning History, need for economic planning, features, objectives, structure of economic planning Commission, Evaluation of Economic Planning, Current five year plan	12

4	International Trade Internal and International Trade, Balance of payment and Balance of trade; Free trade Vs protection; Meaning and impacts of Tariffs, Import quotas, exchange controls, Dumping, Subsidy, Devaluation. Privatization and Globalization Arguments in favour of and against Privatization, Privatization in India; Globalization – Meaning – Steps towards globalization in India, Effects of Indian Economy	12
5	Foreign Direct Investment (FDI) Meaning, need for FDI in developing countries, Factors influencing to FDI, FDI Operations in India. FII – Concept, Functions. Functioning of International Institutions IMF, IBRD, WTO and EUROPEAN UNION (History, objectives, structure, functions and achievement)	12
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
- Assignments
- Presentations
- Case Studies
- Projects

Recommended Books

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