

SD COLLEGE HOSHIARPUR
LECTURE PLAN FOR THE SESSION 2020-21
BBA (SEMESTER-V)
BUSINESS ENVIRONMENT

Course Objective:

The objective of the course is to acquaint students with the concepts of macroeconomics and the macro environment in which a business organization operates. The course would also make the student capable of analyzing and understanding the macroeconomic policies of the government implemented from time to time and assess their impact on business.

UNIT –I

Topic	Teaching Points	Specific Objectives	Methods, Approaches and Techniques	Resources &References
Theoretical Framework of Business Environment.	Concept, Significance and Nature of Business Environment; Elements of Environment- Internal, External, Micro and Macro; Interaction Matrix between various Environmental Factors.	To enable the students to know about internal and external factors that affect business	Class room teaching with examples.	1. Cherunilam, Environment- Text Publishing House. 2. Aswathappa, K.; Environment, H House. 3. Fernando, A.C.;B Pearson Education. 4. Dutt&Sundaram Chand& Sons. 5.Paul, Justin; Bu Text and Cases, Pvt.Ltd. 6. Adhikary, M; Ec of Business, Sultan
Environmental Analysis:	Need, Process, Techniques & Limitations of Environmental Analysis.	Why to do Environmental scanning and how?	Class room teaching with examples.	1. Cherunilam, Environment- Text Publishing House. 2. Aswathappa, K.; Environment, H House. 3. Fernando, A.C.;B Pearson Education. 4. Dutt&Sundaram Chand& Sons. 5.Paul, Justin; Bu Text and Cases,

				Pvt.Ltd. 6. Adhikary, M; Ec of Business, Sultan
Economic Environment:	Key Elements of Economic Environment – Economic factors, Economic Systems, Economic Planning – Objectives & Strategies of Current Five Year Plan, Formation and Functions of NITI Aayog, Economic Policies – Industrial, Monetary & Fiscal (Tools & Latest Policies).	To enable the students to understand the role of economic environment in business existence.	Class room teaching with examples. General Discussion	1. Cherunilam, Environment- Text Publishing House. 2. Aswathappa, K.; Environment, H House. 3. Fernando, A.C.;B Pearson Education. 4. Dutt&Sundaram Chand& Sons. 5.Paul, Justin; BU Text and Cases, Pvt.Ltd. 6. Adhikary, M; Ec of Business, Sultan

Questions

1. Discuss the powers, functions and role of SEBI. Explain the guidelines of SEBI related to capital issues
2. Explain the features of Business Environment.
3. What are Cultural, social, political, technological, economic and legal factors of Business Environment? Discuss their role in Business.
4. What do you mean by the term “Business”? Point out the characteristics and highlight the goals /objectives of modern business.
5. What do you understand by Environmental Scanning? What is the need of it for business?
6. What is Environmental Appraisal? What are the stages involved in it? Discuss
7. What is New Economic Policy of India? Give a detailed account.
8. Critically evaluate Industrial policy of 1991.
9. Write down objectives of monetary policy.
10. Write down objectives of fiscal policy.
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UNIT-II

Topic	Teaching Points	Specific Objectives	Methods, Approaches and Techniques	Resources &Reference Books:
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<p>Political & Legal Environment:</p>	<p>1.Key Elements of Political Environment, Relationship between Business and Government, Economic 2.Role of Government. 3.FEMA, 4. Competition Act, 5.SEBI & Consumer Protection Act, 1986 with latest amendments</p>	<p>how does political environment impacts the business? & what are the various laws impacting the business?</p>	<p>Class room teaching with examples. General Discussion</p>	<p>1. Cherunilam, Francis;Business Environment- Text and Cases, Himalaya Publishing House. 2. Aswathappa, K.;Essentials of Business Environment, Himalaya Publishing House. 3. Fernando, A.C.;Business Environment, Pearson Education. 4. Dutt&Sundaram;Indian Economy, S. Chand& Sons. 5.Paul, Justin; Business Environment–Text and Cases, Tata McGraw Hills Pvt.Ltd. 6. Adhikary, M; Economic Environment of Business, Sultan Chand & Sons</p>
<p>Socio-Cultural Environment:</p>	<p>1.Nature and Impact of Culture on Business ,2. Social Responsibilities of Business, 3. Social audit, 4. Emergence of Middle Class and its influence on Business</p>	<p>Students will get to know how does the socio-cultural forces impact business.</p>	<p>Class room teaching with examples. General Discussion</p>	<p>1. Cherunilam, Francis;Business Environment- Text and Cases, Himalaya Publishing House. 2. Aswathappa, K.;Essentials of Business Environment, Himalaya Publishing House. 3. Fernando, A.C.;Business Environment, Pearson Education. 4. Dutt&Sundaram;Indian Economy, S. Chand& Sons. 5.Paul, Justin; Business Environment–Text and Cases, Tata McGraw Hills Pvt.Ltd. 6. Adhikary, M; Economic Environment</p>

				of Business, Sultan Chand & Sons
Natural Environment:	Ecological Issues and Indian Business.	This will give understanding to students about the relation of ecological forces & business.	Class room teaching with examples. General Discussion	<ol style="list-style-type: none"> 1. Cherunilam, Francis; Business Environment- Text and Cases, Himalaya Publishing House. 2. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House. 3. Fernando, A.C.; Business Environment, Pearson Education. 4. Dutt&Sundaram; Indian Economy, S. Chand & Sons. 5. Paul, Justin; Business Environment-Text and Cases, Tata McGraw Hills Pvt.Ltd. 6. Adhikary, M; Economic Environment of Business, Sultan Chand & Sons
Technological Environment:	1. Innovation, 2. The Technological Policy, Features & Impact of Technology on Business, 3. Role of Research & Development in Business, Import of technology and Problems relating to it, 4. Current Status of technology in India.	How does changes in technology is impacting the business?	Class room teaching with examples. General Discussion	<ol style="list-style-type: none"> 1. Cherunilam, Francis; Business Environment- Text and Cases, Himalaya Publishing House. 2. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House. 3. Fernando, A.C.; Business Environment, Pearson Education. 4. Dutt&Sundaram; Indian Economy, S. Chand & Sons. 5. Paul, Justin; Business Environment-Text and Cases, Tata McGraw Hills Pvt.Ltd.

				6. Adhikary, M; Economic Environment of Business, Sultan Chand & Sons
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Questions

1. Discuss the operations and regulation of stock exchanges in India.
2. Discuss the powers, functions and role of SEBI. Explain the guidelines of SEBI related to capital issues.
3. Write down about the Consumer Protection Act, 1986.
4. What are the legal ways to address the consumer grievances?
5. Explain the role of National Commission for effectiveness of Consumer Protection Act in India.
6. What is the role of research & development in the growth of business
7. Critically examine the technological policy of India .
8. How the emergence of middle class impacts the business?