

**FY B.M.S (BACHELOR OF MANAGEMENT STUDIES)  
1060205203 - BUSINESS ENVIRONMENT**

First Year B.M.S

Semester – II

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| <b>Subject Name</b>     | Business Environment  |
| <b>Subject Code</b>     | 1060205203  |
| <b>Objectives</b>       | <ul style="list-style-type: none"> <li>•To sensitize the class that there are continuous changes taking place in the Environment.</li> <li>•To help understand importance of scanning environment on continuous basis.</li> </ul> |
| <b>Subject Outcome</b>  | <ul style="list-style-type: none"> <li>• Familiarize with the nature of business Environment</li> <li>• The student will be able to demonstrate and develop conceptual framework of business environment.</li> </ul>              |
| <b>Course Duration</b>  | The course duration is of 40 sessions of 60 minutes each.   |
| <b>Teaching Methods</b> | <p>The course will use the following pedagogical tools:</p> <ul style="list-style-type: none"> <li>▪ Classroom teaching</li> <li>▪ Case study / Practical examples / Interactive class room discussions.</li> </ul>               |
| <b>Evaluation</b>       | <b>Continuous Evaluation</b>  |
|                         | <b>Internal Assessment-(30 Marks)</b><br>Internal Exam/Assignments/Quiz/Class participation/Attendance, etc.<br><b>External Assessment- (70 Marks)</b>  |

**Course Contents**

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| <b>Unit 1</b> | <b>INTRODUCTION OF BUSINESS ENVIRONMENT</b>  | <b>15%</b> |
|               | 1.1 Concepts and Importance of Business Environment<br>1.2 Types of Environment: Internal Environment, External Environment- Micro, Macro<br>1.3 Environmental Analysis- Definition, Advantages and Disadvantages, Limitation, Process of Environmental Analysis |            |
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| <b>Unit 2</b> | <b>ECONOMIC ENVIRONMENT</b>  | <b>20%</b> |
|               | 2.1 Nature & structure of Economic Environment, Economic Systems<br>2.2 Economic policies - Privatization, Monetary Policy, Fiscal Policy, Constituents Financial Market: (A brief Introduction)   |            |
| <b>Unit 3</b> | <b>TECHNOLOGICAL ENVIRONMENT</b>   | <b>15%</b> |
|               | 3.1 Meaning and Features, Impact of Technology on Society, Economy, Organization   |            |
|               | 3.2 Management of Technology, Transfer of Technology   |            |

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| <b>Unit 4</b> | <b>LEGAL AND POLITICAL ENVIRONMENT</b>   | <b>25%</b> |
|               | 4.1 Three political Institutions-Judiciary, Legislation, Executive, Price and distribution<br>4.2 Control: Objectives, Different types of price Controls, Public Distribution System, Competition Policy<br>4.3 law: Nature and Scope, Government policies and distortions to competitions, interface of FDI and competition law<br>4.4 Pre requisites for a competition policy, contours of competition law, Competition Act, 2002. |            |
| <b>Unit 5</b> | <b>SOCIAL ENVIRONMENT</b>  | <b>25%</b> |
|               | 5.1 Concept and significance of Socio-cultural Environment, Social responsibility concept and stake holder approach<br>5.2 For Social Responsibilities models- Ackerman's Model, Carroll's Four Part model, Arguments for and against social responsibility, Limits of Social Responsibility<br>5.3 Business Ethics, Consumerism, Consumer Protection Act: 1986  |            |

**Reference Books:**

1. Business Environment: Text and Cases Francis Cherunilam Himalaya Publishing House
2. Essentials of Business Environment - K Ashwathapa Himalaya Publishing House
3. Business Environment- ShaikhSaleem, Pearson Education
4. Business Environment- Vivek Mittal, ExcelBooks