

FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		Semester-III	Session: 2024-2026
1	CourseCode	BBSC-09	
2	CourseTitle	Business Environment	
	CourseType	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	<i>Asperrequirement</i>	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ <i>Student can get knowledge about Business Environment at National and State level.</i> ➤ <i>Student can learn basic concepts and theories of Business Environment.</i> ➤ <i>It provides adequate basic elements about Environment for the development of Business in India and Chhattisgarh.</i> 	
6	CreditValue	4Credits	<i>Credit=15Hours-learning&Observation</i>
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
PART-B: ContentoftheCourse			
TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	Indian Business Environment: Meaning of Business, scope and objectives of Business; Environment - Micro and Macro-environmentof Business (Social, Cultural, Economic, Political, Legal, Technological and Natural); Impact of these factors on decisionmaking in Business, Environmental Analysis, and Competitivestructure analysis of Business. Economic Environment of CG: Basic features, Population, Industry, Agriculture and Forest, Minerals, Power and Energy, Means of Transport, Major Industry, Small Scale Industries [SSI], Industrial Estates, Information needs of Small-Scale Industries And fulfilment.		15
II	Economic Trends (overview): Income: Saving and Investment; Balance of Trade and Balance of Payments; Problems of Growth: Unemployment, Poverty, Regional Imbalances, Social Injustice, Inflation, Parallel Economy, Industrial Sickness. Innovation: Meaning, features and Types of Innovation; Impact of Technological changes on Business; Technology and Society; Technological Acquisition Modes; IT Revolution and Business; Management of Technology.		15
III	Role of Government: Government Functions of the State, Economic role of government, Stateintervention in Business; Reasons for andTypes of State Intervention in Business; Impact of Privatization, Monetary Policy, Fiscal Policy, EXIM Policy and Industrial Policy onBusiness; Regulation of Foreign Investment, Collaborations in the light of recent changes. Legal Environment: Various laws affecting Indian businesses.		15
IV	Indian Economic Planning: Review of Previous 5 Year Plans, The Current Five-Year Plan, Niti Aayog. International Environment: Globalisation of Business; Meaning and dimensions, Stages, Essential Conditions of Globalisation, ForeignMarket Entry Strategies, Merits and Demerits of Globalisation of Business, Impact of Globalisation on Indian Businesses, Forms of Globalisation of Businesses – Multinational Corporation [MNC], Transnational Corporation [TNC] etc.. International Economic Groupings: International Economic Institutions - GATT, WTO, World Bank, IMF, FDI, Counter Trade.		15
Keywords	<i>Business Environment, Growth, Government, Innovation, Growth, Trends.</i>		
PART-C: LearningResources			
TextBooks, ReferenceBooks and Others			



1. Amit Kumar, Business Environment, Sahitya Bhawan Publication Agra.
2. Badi, R.V. Business Environment, Himalaya Publishing House Pvt. Ltd.
3. Ashathappa K. Essential of business Environment, Himalaya publishing House Pvt.Ltd.
4. Sinha Dr. V.C., Business and Environment, SBPD, Agra

Online Resources–

<https://www.kopykitab.com/>

<https://www.hitbullseye.com/grad->

PART-D:AssessmentandEvaluation

Suggested Continuous Evaluation Methods:

Maximum Marks: 100Marks

ContinuousInternalAssessment(CIA): 30Marks

EndSemesterExam(ESE): 70 Marks

ContinuousInternal Assessment (CIA): (ByCourseTeacher)	InternalTest/Quiz-(2):20&20	Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks
	Assignment/Seminar- TotalMarks-	
EndSemester Exam (ESE):	Twosection– A &B SectionA:Q1.Objective–10x1=10Mark;Q2.Short answertype-5x4=20Marks SectionB:Descriptivanswertypeqts.,1outof2fromeachunit-4x10=40Marks	

Name and Signature of Convenor & Members: (CBOS)

(Handwritten signatures in blue ink)