

GANPAT UNIVERSITY																
FACULTY OF MANAGEMENT STUDIES																
Programme		Bachelor of Business Administration				Branch / Spec.		General								
Semester		IV				Version		1.0.0.0								
Effective from Academic Year			2025-26			Effective for the Batch Admitted in			July 2024							
Subject Code		BGEN205		Subject Name			Business Environment									
Teaching Scheme						Examination Scheme (Marks)										
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total							
	L	TU	P	TW												
Credit	04	00	00	00	04	Theory	50	50	100							
Hours	04	00	00	00	04	Practical	00	00	00							
Pre-requisite:																
The student should have basic knowledge of marketing.																
Objective:																
To familiarize students with the business environment and make them ready for analyzing macro environment at the national level and making policies at micro environment																
Learning Outcomes/ Course Outcome																
On successful completion of the course, the students will be able to:																
CO1-Identify and analyze the complexities of business environment and their effect on businesses.																
CO2-Understand the impact of economic and demographic environment on business.																
CO3-Understand the relation between political, legal and socio-cultural factors and business.																
CO4-Analyze the impact of technology and globalization on business environment.																
Mapping of PO-CO and PSO-CO:																
	Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping						
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
		CO1	3	2	1	3	1	1	3	2	3	2	2	3	2	3
		CO2	3	2	1	2	2	1	2	2	3	2	3	2	3	2
		CO3	3	2	2	2	3	1	2	2	3	2	3	2	2	3
		CO4	3	2	1	2	1	2	3	2	3	3	3	3	2	3
Theory Syllabus																
Unit	Content								Hrs.							
1	Introduction to Business Environment Definition, Nature, Scope and Objectives of Business Environment, Types of Business Environment-Macro Environment (External and Internal), Micro Environment, Environmental Analysis-Procedure, Importance and Limitations, Environmental Forecasting-Techniques, Limitations,								15							
2	Demographic & Economic Environment Compositional Characteristics of Indian Population, Importance and Effects of Demographic Environment on Business, Introduction of Indian Economy, Concept of Capitalism, Socialism and Mixed Economy, Policies (Fiscal policy, Monetary policy, Industrial policy and Trade policy) and their Effects on Economy,								15							
3	Political, Legal and Socio- Cultural Environment Factors affecting the business environment, Corporate Governance, Impact of Legal Environment on Business, Elements of Social Environment, Impact of Culture and Society on Business, Social Responsibility of Business,								15							
4	Technological & Global Environment Components of technological environment, Impact of Technology on Organizations, Information and Communication Technology (ICT), Concept of Liberalization, Privatization and Globalization (LPG), Effect of LPG on Indian Economy and Global Economy, Foreign Direct Investment (FDI), Overview of International Institutions-GATT, WTO, IMF, UNCTAD, IFC, ADB, UNIDO, BRICS, SAARC, BIMSTEC and World Bank,								15							
	Exam: Theory 100%															

Text Book:	
	Cherunilam, Fransis – Business Environment: Text & Cases (Himalaya Publication), Latest Edition
Reference Books:	
	<p>Shaikh Saleem- Business Environment (Pearson), Latest edition.</p> <p>Adhikari M- Economic Environment of Business (Excel Books), 2000, 8th ed,</p> <p>Sultan Chand. Ashwathappa - Business Environment (Himalaya Publishing), 2007, Latest Edition.</p> <p>Ghosh- Economic Environment of Business (Vikas), 2004.</p> <p>Morrison J- The International Business Environment (Palgrave, 2003).</p> <p>Paul, Justine- Business Environment: Text & Cases (Tata McGraw-Hill), Latest edition.</p> <p>Indian Economy (2006), Ruddra Dutt & K P M Sundaram, S. Chand.</p> <p>Indian Economy (2009), Mishra and Puri, Himalaya Publishing House.</p> <p>Business Environment (Vikas Publishing House) K Chidambaram & V Alagappan, Latest Edition</p>
Online Resource:	
	https://ncert.nic.in > https://examupdates.in >