

Sem.	Course Code	ELECTIVE PAPER II: (B) BUSINESS ENVIRONMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE: 75		
VI	17UAEET605				6	4

Objective: To enable the students to have an overview of Business Environment.

Course Outcome (CO): On successful completion of the course, the students will

CO1: Remember the concept of business and Environment.

CO2: Apply the economic policies and conditions.

CO3: Understand the legal environment of business.

CO4: Analyze the social Responsibility of business towards stakeholders.

CO5: Evaluate the role of Globalization.

Unit I

Business Environment: Definition and meaning of business – Scope of Business – Characteristics of Business – Business goals – Business during the 21st century - Knowing the environment – Factors influencing the Indian Business Environment – Environmental Analysis.

Unit II

Economic Environment – Nature of the Economy – Structure of the Economy – Economic policies & planning the economic conditions.

Unit III

Political & Government Environment – Functions of the state – Economic Roles of the government – Government and Legal Environment – The constitutional Environment

Unit IV

Social Environment – Business and Society Ecology and Consumerism, Consumer rights – Business Ethics – Social Responsibility of Business towards stakeholders – Natural Environment and Ecology

Unit V

Global Environment – Globalisation – Meaning and Rationale for Globalisation – the role of WTO – GATT – trading blocks in Globalisation – Impact of Globalisation on India

TEXT BOOK:

- Dr.S.Sankaran, Business Environment, Margham Publications, Chennai, 2002.

REFERENCE BOOKS:

1. Dr. Francis Cherunilam, Business Environment, Himalaya Publishing House, New Delhi, 2003.
2. K.Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi, 2001.
3. Raj Agarwal, Business Environment, Excel Books, New Delhi, 2002.
4. C.B.Gupta, Business Environment, Sultan Chand & Sons, New Delhi, 2007.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit