

| Sem | Course Code | ELECTIVE-I<br>BUSINESS<br>ENVIRONMENT | Total Marks :100 |          | Hours Per<br>Week | Credits |
|-----|-------------|---------------------------------------|------------------|----------|-------------------|---------|
| V   | 17UAFET507  |                                       |                  | CIA : 25 | ESE :75           | 5       |

### Objective

To enable the Students to understand updated the knowledge and lays down strong foundation for effective management of corporate and various aspects of International Business as well as Global Business environment.

### Course outcomes:

On completion of this course students will be able to

- CO 1. Remember the nature and scope of Environment.
- CO 2. Understand different strategy used in Business Environment
- CO 3. Apply the knowledge acquired on Policy Environment process.
- CO 4. Analyses the knowledge on placement and Global Environment Programme.
- CO 5. Evaluate the concept of FDI Environment.

### UNIT-I

Business Environment – Meaning – Nature – Scope – Characteristics of contemporary business – Business objectives – critics of Business.

### UNIT-II

Technological environment – features – Impact – Management of Technology – Status of Technology in India – Nature of Economic Environment – Economic factors – NITI Aayog – Make in India – Economic Environment and Business – Cultural Environment – Nature – Dimensions – Impact – Culture and Business Environment.

### UNIT-III

New Economic Policy – Background to the New Policy – The second Generation Reforms – Decade after Reforms – NEP and Business – EXIT Policy – Argument against Exit Policy – Arguments for Exit Policy - Foreign Trade – Trade Policy 2009 to 2014 – Trade in service – Balance of Payment – Special Economic Zone – External sector and Business Environment

**UNIT-IV**

Globalization of World Economy – Globalization of Business – Meaning and Dimensions – Features of Current Business – Stages of Business – Essential – Foreign Market – Pros and Cons of globalization – Policy Options – Globalization of Indian Business.

**UNIT-V**

FDI – Introduction – FDI in the World Economy – Horizontal Foreign Direct Investment – Vertical Foreign Direct Investment – Benefits and Advantages to Home and Host Countries – The Global Monetary System – The Foreign Exchange Market

**Text Books:**

1. K.Aswathappa – Essentials of Business Environment, 13<sup>th</sup> Edition 2016, Himalaya Publishing House Pvt.Ltd. Mumbai,

**Books for Reference:**

1. Francis Cherunilam- Business Environment, 24<sup>th</sup> Edition 2016, Himalaya Publishing House Pvt. Ltd.
2. C.B.Gupta – Business Environment, 3rd Edition 2007, Sultan chand & sons 3<sup>rd</sup> Edition 2007.
3. K.Aswathappa – International Business, 6th Edition 2015, McGraw Hill Education (India) Private Limited, New Delhi

| <b>QUESTION PAPER PATTERN</b>  |  |  |
|--|--|--|
| <b>SECTION – A</b>   | <b>SECTION – B</b>   | <b>SECTION – C</b>   |
| 10x1=10 Marks<br>(Multiple choice, Four options)<br>Two questions from each unit | 5 x 7 = 35 Marks<br>(Either or choice)<br>Two questions from each unit | 3x10 = 30 Marks<br>(Answer any three questions)<br>One question from each unit |