

Course related to Environment and Sustainability						
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Sem.	Course Code	BUSINESS ENVIRONMENT	Total Marks:100		Hours Per Week	Credits
			CIA: 50	ESE: 50		
I	21PBDCT102				4	4

Course Objectives:

1. To impart students knowledge of various aspects of internal and external environment of business.
2. To understand the business and society, World trade organisation and Global business.
3. To learn a deeper understanding of the business environment and recent trends in present scenario.

Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Acquire the basis on various business environment.	K1-K6
CO 2	Outline the awareness about economic environment and pollution.	
CO 3	Evaluate the various stakeholder responsibilities towards business.	
CO 4	Analyze the agreements and functions of world trade organisation.	
CO 5	Identify and utilize the modes of entry in global business	

K1 :Remember;K2: Understand; K3 :Apply; K4:Analyze; K5 :Evaluate; K6 :Create

Unit –I**Business Environment**

Introduction to business environment - Nature - Importance - Types of environment - Internal environment - External environment - Micro environment - Macro environment - Challenges of business environment - Recent trends in business environment.

Unit – II**Economic Environment and Pollution**

Economic Environment – Nature – Structure of economy – Economic policies and Conditions - Environmental Pollution - Sources – Impact of environmental pollution – Types of pollution – Measures to control environmental pollution – Role of government to prevent environmental pollution.




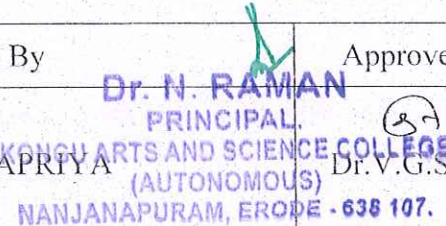
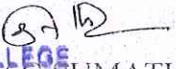
Unit – III**Business and Society**

Business and Society – Social responsibility of business – Responsibilities of stakeholders –Barriers to social responsibility – Corporate social responsibility – CSR stakeholders – Elements - Process of CSR – Benefits – Key issues in CSR.



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Unit – IV	World Trade Organisation
<p>World Trade Organisation – WTO Features – Origin – Objectives of World Trade Organisation – GATT and WTO – WTO Structure –Principles – Functions of WTO – Agreements of World Trade Organisation – Advantages- Key subjects in world trade organization.</p>	
Unit – V	Global Business
<p>Global business – Nature – Factors motivating firms go to international business – Mode of entry – Exporting – Forms of exporting – Export Procedure - Stages in exporting - Benefits - Export Finance - Types of export finance - Export assistance in India.</p>	
<p>TEXT BOOK</p>	
1	<p>Francis Cherunilam, “Business Environment - Text and Cases”, 12th Edition, 2011, Himalaya Publishing House Private Limited, Mumbai.</p>

<p>REFERENCE BOOKS</p>		
1	<p>Ashish Bhalla, “Business Environment”, 1st Edition, 2011, Vayu Education of India, New Delhi.</p>	
2	<p>P.V Khatri, J.S.Kadyam, M.S.Rashmi, “Business Environment, 2nd Edition, 2015, Global Academic Publishers & Distributors, New Delhi.</p>	
3	<p>Francis Cherunilam, “International Business - Text and Cases”, 4th Edition, 2008, Prentice Hall India Private Limited, New Delhi.</p>	
<p>Course Designed By</p>  <p>Dr.G.KARTHI</p> 	<p>Verified By</p>  <p>Dr.R.VIJAYAPRIYA</p> 	<p>Approved By HOD</p>  <p>Dr.V.G.SUMATHY</p>

SKILL DEVELOPMENT PROGRAMMES:

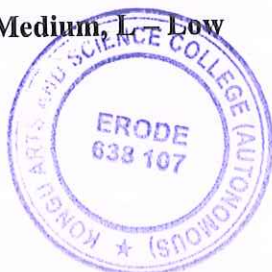
- 1) Visit a business organization and analyze the factors of business environment.
- 2) Prepare an awareness chart to control the environment pollution.
- 3) Identify the CSR Initiatives of any one company and submit.


QUESTION PAPER PATTERN		
SECTION – A	SECTION – B	SECTION – C
10 X 1 = 10 Marks Answer ALL the questions Choose the correct answer	5 X 3 = 15 Marks Answer ALL the questions Either or type Two questions from each unit	5 X 5 = 25 Marks Answer ALL questions Question Number: 16 to 19 (Either or type) Question Number 20 is Compulsory- Case Study

Mapping of COs with POs and PSOs:

CO \ PO/PSO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	S	L	M	S	M	S	L	M	M	S
CO2	S	M	S	L	M	S	M	S	M	M	S	S
CO3	S	S	S	L	S	S	M	L	S	M	S	S
CO4	M	S	M	M	S	L	L	S	L	M	M	M
CO5	M	S	M	M	S	L	M	S	M	L	M	S

S - Strong, M - Medium, L - Low




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