



**PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**

Autonomous

Siddhartha Nagar, Vijayawada-520010

Re-accredited at 'A+' by the NAAC

Faculty: Dr. K. Srinivasulu, Assistant Professor, Department of Management Studies (UG)

Course Code				23MGMAL233			
Title of the Course				Business Environment			
Offered to:				B.B.A. Honors General			
L	4	T	0	P	0	C	4
Year of Introduction:		2024-25		Semester:		3	
Course Category:		MAJOR		Course Relates to:		Global	
Year of Introduction:		2024		Percentage:		NA	
Type of the Course:				Skill Development			
Crosscutting Issues of the Course:				Strategic Management			
Pre-requisites, if any				None			

Course Description:

Business, it is said that it is the product of environment. The nature of business, location of a business environment, the product to be manufactured or services to be rendered by the business unit, size and volume of operations of the firm, the price and other related factors relating to the business unit are determined by the environment within which the business operates.

Though the business is the creation of its environment, the influence of the former on its external forces is equally important. How each of these factors influences and is influenced by the business as a fascinating subject, knowledge of which is essential for business managers, politicians, government officials, academicians and the general public.

The knowledge of business environment will enable the students who become future managers to make a sound decision to solve the problem.

Course Aims or Objectives:

S. No	COURSE OBJECTIVES
1	To provide an in-depth understanding of the various environments - internal and external.
2	To apply those to business for its function and navigate successfully.
3	To familiarize the students with international trade and issues related to Balance of Payments.
4	To comprehend the role of International institutions in the growth of international business.

5

To understand the impact of IMF and other important institutions of global environment in view of the growth of international business.

Course Outcomes

At the end of the course, the student will be able to:

NO	COURSE OUTCOME	BTL	PO	PSO
CO1	Understand about various elements of environment of business	K1	1,2	1
CO2	Interpret the cumulative impact of various environmental factors	K2	1,2	1,2
CO3	Realize how the environment affects the functioning of the business	K2	1,2	1,2
CO4	Analyse and assess the effect of changes in political, technological and global policies	K2	6,7	1
CO5	Understand role of IMF and other important institutions in Global environment and their impact on growth of international business.	K2	6,7	1

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

CO-PO-PSO MATRIX									
CO NO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3						3	
CO2	3	3						3	3
CO3	3	3						3	3
CO4						2	3	3	
CO5						2	3	3	

Use the codes 3, 2, 1 for High, Moderate and Low correlation Between CO-PO-PSO respectively

Course Structure:

Unit – I: An Overview of Business Environment (12 Hrs)

- 1.1 Business Environment- Concept, Significance and Nature of Business Environment.
- 1.2 Type of Environment-internal, external, micro and macro environment.
- 1.3 Competitive structure of industries.
- 1.4 Environmental analysis and strategic management, Managing diversity.
- 1.5 Process and Limitations of Environment Analysis.
- 1.6 Nature and Scope, characteristics and objectives of business

Unit – II: Economic Environment (12 Hrs)

- 2.1 Nature of Economic Environment.
- 2.2 Economic factors - growth strategy.
- 2.3 Basic economic system – Economic Planning.
- 2.4 Economic Policies – New Industrial Policy.
- 2.5 FEMA, Monetary and Fiscal Policies.
- 2.6 Liberalization, Privatization and Globalization of Indian Economy, trends and issues – Economic development through PPP Model

2.7 Planning Commission Vs Niti Aayog.

Unit – III: Political and Socio-Cultural Environment (12 Hrs)

- 3.1 Economic roles of Government, Political Institutions and Business environment
- 3.2 Government and Legal Environment, Constitution and Business environment
- 3.3 Competition Law and Foreign Exchange Management Act
- 3.4 Nature and impact of culture on business.
- 3.5 Culture and Globalization.
- 3.6 Social responsibilities of business, Social Audit.
- 3.7 Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure and their impact on business.

Unit – IV: Natural and Technological Environment (12 Hrs)

- 4.1 Innovation, technological leadership and followership
- 4.2 Sources of technological dynamics
- 4.3 Impact of technology on globalization
- 4.4 Transfer of technology, time lags in technology introduction
- 4.5 Status of technology in India
- 4.6 Management of technology

Unit – V: Global Environment (12 Hrs)

- 5.1 Globalization – Meaning – Objectives of WTO – WTO Functions
- 5.2 Objectives and Evolution of GATT, Uruguay Round
- 5.3 IBRD – Trade Blocks, BRICS, SAARC, ASEAN in Globalization
- 5.4 International Trade, Components of BOP, Disequilibrium in BOP, Reasons for disequilibrium
- 5.5 Trade regulation, Exchange Control
- 5.6 Convertibility of Currency, Current Account and Capital Account convertibility

Text books:

1. Rangarajan, C.A.; Perspective in Economics, S. Chand & Sons, New Delhi.
2. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.

REFERENCE BOOK:

1. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi.
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B.B.A. Honors General

Model Question Paper

23MGMAL233 – BUSINESS ENVIRONMENT

Semester – III

Max. Marks: 70

Time: 3 Hrs.

Section – A

Answer the following questions:

5 X 4 = 20 Marks

Unit-I

1. a) Why is understanding the business environment crucial for organisations? (K2)

(OR)

b) Explain the internal elements of business environment (K2)

Unit-II

2. a) Describe the nature of Economic Environment. (K2)

(OR)

b) Discuss the monetary and fiscal policies of economic environment. (K2)

Unit-III

3. a) Explain the objectives of Competition Law and Foreign Exchange Management Act. (K2)

(OR)

b) Elucidate the importance of demographic environment on business. (K2)

Unit-IV

4. a) Discuss the impact of technology on globalisation. (K2)

(OR)

b) Explain the concept of technological leadership and followership in technological environment of business. (K2)

Unit-V

5. a) What are the components of the Balance of Payments (BOP)? (K2)

(OR)

b) Explain the factors influencing organizational culture (K2)

Section – B

Answer the following questions:

5 X 10 = 50 Marks

Unit-I

6. A) Briefly explain micro and macro environmental factors of business organisation. (K2)

(OR)

B) What do you mean by environmental analysis? Explain the competitive structure of industries. (K2)

Unit -II

7. A) What is Economic environment? Explain the elements of economic environment. (K2)

(OR)

B) Discuss the differences between the Planning commission and NITI Aayog. (K2)

Unit - III

8. A) Discuss the various elements of political environment and their impact on business operations. (K3)

(OR)

B) Describe the role of Government in facilitating the business. (K3)

Unit - IV

9. A) Discuss the important factors which determine the technological dynamics of a company. (K3)

(OR)

B) Write about the status of technology in India and its impact on business. (K3)

Unit - V

10. A) Explain the objectives of GATT and World Trade Organisation (WTO) and its impact on international trade. (K2)

(OR)

B) What factors contribute to disequilibrium in the Balance of Payments (BoP)? (K2)

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