

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.COM DEGREE

SYLLABUS

(Effective from the academic year 2019 – 2020)

BUSINESS ENVIRONMENT

CODE: 19CM/ME/BE45

CREDITS : 5

L T P : 5 0 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To provide the students an understanding of the environment in which business operates
- To enable students to understand the various factors that affect the business environment
- To familiarise students with the political and socio-cultural environment of business of business
- To enable students to understand the importance of global business environment

COURSE LEARNING OUTCOMES

On successful completion of the course ,students will be able to

- Comprehend the key factors that affect business environment
- Understand the implications of culture across boundaries
- Exhibit an understanding of the political and economic environment of business
- Explore the impact of pollution caused by industries

Unit 1

(10 Hours)

Business Environment – An Overview

- 1.1 Meaning and Nature of Business Environment
- 1.2 Types of Environment – Internal, External-Micro and Macro Environment
- 1.3 Competitive Structure of Industry, Environment Analysis
- 1.4 Process and Limitations of Environmental Analysis

Unit 2

2.1 Economic Environment of Business (15 Hours)

- 2.1.1 Nature of Economic System - Capitalistic, Socialistic and Mixed Economy
- 2.1.2 Process and Techniques of Economic Planning and Policies

2.2 Political Environment

- 2.2.1 Functions of State, Economic Roles of Government: Regulatory, Promotional, Entrepreneurial and Planning
- 2.2.2 The Constitutional Environment, Rationale and Extent of State Intervention

Unit 3
Socio – Cultural Environment (15 Hours)

- 3.1 Nature and Impact of Culture on Business Culture and Globalisation
- 3.2 Business and Culture with Special reference to Adaptation, Transmission and Conformity
- 3.3 Socio- Cultural Environment – Challenges

Unit 4
Natural and Technological Environment (15 Hours)

- 4.1 Nature of Technological Environment and Elements
- 4.2 Impact of Technology on Globalisation, Transfer of Technology, Time lapse in Technology Introduction
- 4.3 Status of Technology in India- Management, Features and Impact
- 4.4 Natural Environment-Impact on Business, Natural Pollution-Meaning, Types

Unit 5
Global Business Environment (10 Hours)

- 5.1 Liberalization, Privatization, Globalization and its Need
- 5.2 Regional Economic Grouping – European Union, ASEAN, SAARC
- 5.3 Environmental and Social Responsibility – Current Global Perspective Pertaining to Pollution

BOOKS FOR STUDY

K.Aswhappa, *Essentials of Business Environment*.Mumbai;;Himalayas Publishing House,2017

Francis Cherunilam,*Business Environment*, Mumbai :Himalayas Publishing House 2017

BOOKS FOR REFERENCE

Shaikh Salem, *Business Environment* New Delhi:Pearson,2015.

T.R.Jain,Mukesh Trehan., Ranju Trehan .*Business Environment*,New Delhi :V. KNOW. Global Publications,2014.

Sankaran.S., *Business Environment*, Chennai:Margham Publications 2013

Francis Cherunilam ,*International Business Environment*, Mumbai :Himalayas Publishing House 2015

JOURNALS

International Journal of Business Environment
Journal of International Business

WEB RESOURCES

<http://www.business.mapsofindia.com>

<http://www.yourarticlelibrary.com>

<http://www.economicdiscussion.net>

PATTERN OF ASSESSMENT

Continuous Assessment Test: Total Marks: 50 Duration: 90 minutes

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Other Components: Total Marks: 50

Seminars/Quiz/Group discussion/Assignments/Class Presentation

End Semester Examination: Total Marks: 100 Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)