ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

III SEMESTER   **BBA** TIME:4HRS/WEEK

BBA-Ma3-3301(4) **BUSINESS ENVIRONMENT** MARKS:100

w.e.f 2024-2025 (23AK Batch) **SYLLABUS**

**COURSE OBJECTIVES:**

* + To enable the students to develop an understanding on Business Environment and various factors impacting the business.
  + To help them make effective decisions based on analysis of business environment.
  + To develop an understanding of the MSME sector and challenges therein.
  + To familiarize the students with international trade and issues related to Balance of Payments.
  + To comprehend the role of International institutions in the growth of international business.

**COURSE OUTCOMES:** The students will be able to

CO1: identify and develop the concepts of Business Environment. (L3)

CO2: analyse the elements and reforms of Economic Environment. (L4)

CO3: interpret the elements of political Environment and role of Government in Business facilitation (L3)

CO4: develop an understanding of the MSME sector and challenges therein. (L4)

CO5: inspect the role of International institutions in the growth of international business. (L4)

# **UNIT- I: INTRODUCTION:** Business Environment- Concept, Significance and Nature of Business Environment; Elements of Environment- Internal and External. Salient features of Indian Economy, evolution in the recent years.(Case Studies)

# **UNIT- II: ECONOMIC ENVIRONMENT OF BUSINESS:** Importance of Economic Environment, Elements of Economic Environment, Economic systems. Industrial Policy 1991, Economic Reforms. Planning Commission Vs NITI Aayog**. (Case Studies)**

**UNIT- III: POLITICAL ANFD LEGAL ENVIRONMENT :**Meaning and Elements of Political Environment, Role of Government in Business facilitation .Legal Environment and Business, Need and Importance of Legal Environment, Competition Act. 2002, ‘FEMA, Licensing Policies. (Case Studies)

# **UNIT- IV: MANGEMENT OF MICRO, SMALL & MEDIUM ENTERPRISE (MSME)**

Concepts and Definitions of MSME, the MSME Development Act, 2006. Government Policy Initiative, Current Schemes for MSME development. Problems faced by MSME Sector. Role of Clusters in Promoting MSME. (Case Studies)

# **UNIT– V: INTERNATIONAL BUSINESS ENVIRONMENT**

International economic institutions-Significance, Evolution and Functions - International Monetary Fund, World Trade Organization, World Bank, BRICS and EU. Objectives and Evolution of GATT, Uruguay Round. Foreign Direct Investment- Need for FDI in Developing Countries, Role of FDI in India.( Case Studies)

**REFERENCE BOOKS:**

1. Francis Cherunilam, Business Environment-Himalaya Publishing House.2021
2. Aswathappa, Essentials of Business Environment, Himalaya Publishing House.2014
3. Mishra and Puri, Indian Economy, Himalaya Publishing House.2024
4. Raj Aggarwal, Business Environment, Excel Books. 2023

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