

Proposed Syllabus of BBA
CBCS
BBA Degree Course – I Year – I Semester
Department of Commerce and Business Management, Kakatiya University
BBA104: Business Environment

Duration: 3 hrs.

Marks: 100

- Unit-I:** Introduction to Business Environment: Definition and Scope – Characteristics of business, business goals – economic, social strategic goals. Meaning and concept of Business Environment – Interaction between business and environment – Classification of environmental factors on business.
- Unit-II:** Economic Environment – Meaning and critical elements of environment – economic systems – objectives of economic planning. Economic reforms – evaluation of Five Year plans. Institutional financing – IDBI, SFC, ICICI. Capital Market and its features. Economic Policies – Industrial Policies – Trade policies – Fiscal and Monetary Policies – Economic Development and Role of Government – Small Scale and Cottage industries.
- Unit-III:** Politico – Legal Environment: – Political Institutions – Legislative – Executive and judiciary – Constitution of India – Fundamental rights – Directive Principles of State policy – Business Responsibilities to Government – Government responsibilities to business – Legal framework of Business-Regulatory Institutions- TRAI-SEBI-IRDA.
- Unit-IV:** Socio-Cultural Environment – Business and Society – Objectives of Business – Social Responsibilities of Business – Corporate Social Responsibilities. Business and culture – Cultural dimensions –Business Ethics – Corporate Governance.
- Unit-V:** Global Environment – Globalisation – Drivers and effects of Globalisation – Benefits and problems of MNCs – WTO – Foreign Direct Investment – (FDI) Foreign Institutional Investors (FIIS).

Suggested Readings

- Francis Cherunilam, **Business Environment Text and Cases**, Himalaya Publishing House, Text and Cases, Himalaya Publishing House, 2014.
- Aswathappa K, **Essentials of Business Environment**, Himalaya Publishing House, 2014.

References

- Faisal Ahmed and Absar Alam.M, **Business Environment: Indian and Global Perspective**, Prentice Hall of India, 2014.
- Veena Keshav Pailwar, **Business Environment**, Prentice Hall of India Private Limited, 2014.
- Justin Paul, **Business Environment: Text and Cases**, Tata McGraw-Hill Publishing Company Limited, 2008.
- Sukumar Nandi, **International Business Environment**, McGraw-Hill Education Company Limited, 2010.
- Fernando A.C, **Business Environment**, Dorling Kindersley India Pvt. Ltd, 2011.
- Ian Worthington and Chris Britton, **The Business Environment**, Pearson Education Limited, 2014.