

Veer Narmad South Gujarat University

Business Environment I

T.Y. B.B.A., Semester V

Effective from June 2013

Objectives-

- To sensitise the class, that there are continuous changes taking place in the environment. These changes are beyond the control of organisation but they have significant impact on organisational functioning.
- To help understand importance of scanning environment on continuous basis.
- To sensitise with external factors (micro and macro) that can have potential impact on organisation.

Contents

1. Introduction (30%)

Concepts and Importance of Business Environment, Environmental Analysis- Definition, Uses and Limitation, Process of Environmental Analysis, Types of Environment: Internal Environment, External Environment- Micro, Macro

2. Economic Environment (40%)

Nature & structure of Economic Environment, Economic Systems, Economic policies - Privatisation, Monetary Policy, Fiscal Policy, Constituents Financial Market: (A brief Introduction)

3. Legal and Political Environment (30%)

Three political Institutions-Judiciary, Legislation, Executive, Price and distribution Control: Objectives, Different types of price Controls, Public Distribution System, Competition Policy and law: Nature and Scope, Government policies and distortions to competitions, interface of FDI and competition law, Pre requisites for a competition policy, contours of competition law, Competition Act,2002.

Books for Reference

1. *Business Environment: Text and Cases Francis Cherunilam Himalaya Publishing House.*
2. *Essentials of Business Environment - K Ashwathapa Himalaya Publishing House.*
3. *Business Environment - Shaikh Saleem, Pearson Education.*
4. *Business Environment - Vivek Mittal, Excel Books.*