

Veer Narmad South Gujarat University

Business Environment II

T.Y. B.B.A., Semester VI

Effective from Dec 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. Technological Environment (30%)**
Meaning and Features, Impact of Technology on Society, Economy, Organization, Management of Technology, Transfer of Technology.
- 2. Social Environment (40%)**
Concept and significance of Socio-cultural Environment, Social responsibility concept and stake holder approach, For Social Responsibilities models- Ackerman's Model, Carroll's Four Part model, Arguments for and against social responsibility, Limits of Social Responsibility, Business Ethics, Consumerism, Consumer Protection Act:1986
- 3. International Environment (30%)**
Globalization of World Economy, Drivers and Hurdles of globalization, Advantages and Disadvantages of Globalization, Policy issues in Globalization, WTO-Functions, Final Act, Implications (For and Against)

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.**