

BBA SEMESTER - V (Effective from June- 2021)

BUSINESS ENVIRONMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Core	19BBA501	Business Environment	3	30	70	2 ½ Hours

COURSE OBJECTIVES

- To provide basic knowledge basic components of business Environment.
- To develop/enhance ability of student to know impacts of components of business Environment on operations of companies.
- To make enable students to know/measure possible impacts of changes in components of business Environment on functions of business organization.
- To develop ability of students to forecast/indicate possible impacts of change in economic policies and laws on operations of companies,

COURSE CONTENT

Unit - 1	Introduction to Business Environment
	Definition of business environment, Internal and External Environment (Micro & Macro Environment, Economic & Non Economic Environment)
Unit – 2	LPG
	Concepts of Liberalization, Privatization and Globalization, Meanings of Globalization & Privatization, their impacts on Indian Economy
Unit - 3	Public Finance
	Fiscal Policy-Objectives and tools, Public Debt, Public Revenue and Public Expenditure, Central Budget
Unit – 4	International Institutions
	History, Objectives, Structure, Functions, Achievement and failures of World Bank, International Monetary Fund, World Trade organization and European Union

REFERENCES

- Business Environment: Francis Cheru nilam - Himalaya Publishing house
- Essentials of Business Environment: K. Aswathapa- Himalaya Publishing house
- Indian economy: VK Puri& SK Misra - Himalaya publication house