

**Name of the Subject:** ENVIRONMENT FOR BUSINESS  
**Course Code and Subject Code:** CC 202, BE  
**Course Credit:** FULL (50 SESSIONS OF 60 MINUTES EACH)

**Course Description**

Today’s environment is very dynamic and it continuously throws challenges and opportunities to business firms. To fight against these challenges and to grab the opportunities one has to be aware about the environmental factors. This course helps the students to understand these environmental factors.

**Evaluation pattern:**

Class participation and Attendance	10%
Quizzes, Presentations and Assignments	20%
Mid Term Examination	30%
End Term (University) Examination	40%

**Pedagogy:**

- Lectures
- Case study
- Minor projects

Session	Course Content	Percentile weightage
1-3	<b>Introduction to Business Environment</b>	5%
4-15	<b>Economic Environment</b> Fiscal Policy & Union Budget; Industrial Policy & Economic Reforms	15%
16-18	<b>Economic Environment</b> Types of Economic System & Policies related to Business	5%
19-20	<b>Social Environment</b> Introduction; Significance; Business & Society; Consumer Protection Act	15%
21-23	<b>Social Environment</b> Corporate Governance in India	5%
24-29	<b>Technological Environment</b>	15%

	Introduction; Significance; Technology Transfer Process ; Implication of Technological environment on Business and economy; ISO, BIS; IT Evolution & Business Environment; India & Intellectual Property Rights	
30-42	<b>International Environment</b> Introduction; Significance; Globalization, MNC and Foreign capital in India; Foreign Trade Policy ;	10%
30-42	<b>International Environment</b> FERA & FEMA; Bilateral trade, Multilateral Trade, India and WTO; The World Bank Group; The International Monetary Fund	15%
43-48	<b>Natural Environment</b> Overview, Environmental Protection; Waste Management and Pollution Control; Environmental Risk Management; India's Environment Policy; Ecological Implication on society	15%
49-50	<b>Revision</b>	

**Text Book:**

1. Business Environment, A. C. Fernando, latest Edition, Pearson Publication

**Reference Books:**

1. Business Environment: Text & Cases, Francis Cherunilam, Latest Edition, Himalaya Publishing House
2. Business Environment: Text & Cases, Paul, Justin, Latest Edition, Tata McGraw Hill
3. Business Environment, Shaikh Saleem, Pearson Publication
4. Business Environment, Vivek Mital, Excel Books
5. Business Environment, Suresh Bedi, Excel Books
6. International Business Environment, Francis Cherunilam, Latest Edition, Himalaya Publishing House
7. International Economics, D.M.Mithani, Latest Edition, Tata McGraw Hill