

# C P PATEL AND F H SHAH COMMERCE COLLEGE (AUTONOMOUS)

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)  
AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

AAA Reaccredited CGPA 3.56 – GRADE A<sup>+</sup> KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE 'A<sup>+</sup>' UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2025-26

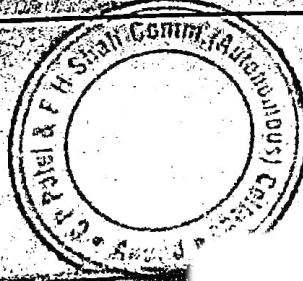
## BACHELOR OF BUSINESS ADMINISTRATION -GENERAL (BBA-G) (Semester- V)

Course Code	UM5MIBBA02	Title of the Course	INDIAN BUSINESS ENVIRONMENT
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none"> <li>1. To impart knowledge on the concept of business environment and its interaction with non-economic environment.</li> <li>2. To facilitate students to evaluate methods of environmental scanning and the contemporary issues in business.</li> <li>3. To develop understanding about the various economic policies.</li> </ol>
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### Course Content

Unit	Description	Weightage* (%)
1.	<b>Business Environment Introduction:</b> Concepts, Significance and Nature of Business Environment; Elements of environment: Internal and External; Techniques of Environmental Scanning and Monitoring, Economic Environment of Business: Significance and Elements of Economic Environment; Economic Systems, India as an Emerging Economy, India as a Mixed Economy.	25%
2	<b>Government Policies:</b> Overview of all Economic Policies, Monetary Policy, Foreign Trade Policy; Economic Reforms, Liberalization, Privatization & Globalization (LPG) and Structural Adjustment Programs, Banking Sector Reforms in India (Conceptual Clarity),	25%
3.	<b>Political and Legal Environment of Business:</b> Critical elements of Political Environment; Government and Business; Changing dimensions of Legal Environment in India; MRTP & FEMA and Licensing Policy; Consumer Protection Act.	25%



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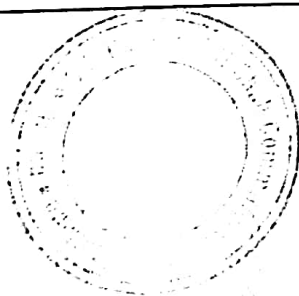
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4	<b>Socio – Cultural and Technological Environment:</b> Critical Elements of Socio – Cultural Environment; Social Audit, Women and Business: National Policy for the Empowerment of Women, 2001, Bill to make workplace safer for Indian women, Nirbhaya Act. Technological Environment in India; Policy on Research and Development; Patent laws; Technology transfer.	25%
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Teaching-Learning Methodology	Through a combination of lectures, direct reading, case studies, Projects, Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per NEP 2020)	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per NEP, 2020)	20%
3.	Semester End Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Students will be able to outline various components of Business Environment
2.	Will be able to recognize, distinguish, paraphrase, and explain the impact of business environment on business activities,
3.	Will be capable to apply the knowledge to analyze the current situations and take prudent decisions,
4.	Students will be able to identify, distinguish and present the various facts and uniqueness of the any component of the business environment,



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## Suggested References:

Sr. No.	References:
1.	Misra S. K & Puri V. K, Economic Environment of Business, 6E, Himalaya publishing house, latest edition.
2.	Adhikary M. Economic Environment of Business Agrawal A.N. Indian Economy
3.	Aswathappa K. Essentials of Business Environment
4.	Cherunilam F. - Business Environment
5.	Jain And Jain - Business Environment

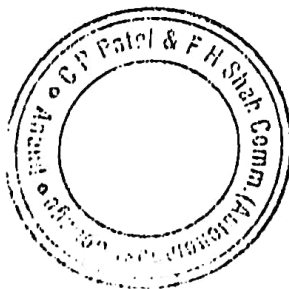
## On-line resources to be used if available as reference material

### On-line Resources

[https://www.google.co.in/books/edition/Business\\_Environment](https://www.google.co.in/books/edition/Business_Environment)

[https://www.google.co.in/books/edition/BUSINESS\\_ENVIRONMENT](https://www.google.co.in/books/edition/BUSINESS_ENVIRONMENT)

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23/04/2025

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