

	P.R.Government College (Autonomous) Kakinada	Program & Semester I ST B.COM., & I SEMESTER			
Course Code	BUSINESS ENVIRONMENT				
Teaching	Hours Allocated: 75 (60+15)	L	T	P	C
Focus		4	1	-	4

Course Outcomes:

1. Understand the concept of business environment.
2. Define Internal and External elements affecting business environment.
3. Explain the economic trends and its effect on Government policies.
4. Critically examine the recent developments in economic and business policies of the Government.
5. Evaluate and judge the best business policies in Indian business environment.
6. Develop the new ideas for creating good business environment.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Understand the concept of business environment. Define Internal and External elements affecting business environment	Understanding
CO2	Explain the economic trends and its effect on Government policies	Application
CO3	Critically examine the recent developments in economic and business policies of the Government.	Analyzing
CO4	Evaluate and judge the best business policies in Indian business environment	Application
CO5	Develop the new ideas for creating good business environment.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	<p>1. Overview of Business Environment: Business Environment – Meaning – Characteristics Scope</p> <p>2. Macro and Micro Dimensions of Business Environment - Environmental Analysis.</p>
UNIT II	<p>3. Economic Environment: Economic Environment – Nature of the Economy – Structure of Economy – Economic Policies & Planning the Economic Condition</p> <p>4. NITI Ayog – National Development Council – Five Year Plans</p>
UNIT III	<p>5. Economic Policies: Economic Reforms and New Economic Policy – New Industrial Policy – Competition Law – Fiscal Policy</p> <p>6. Objectives and Limitations – Monetary Policy and RBI</p>
<u>UNIT – IV</u>	<p>7. Social, Political and Legal Environment: Concept of Social Responsibility of Business towards Stakeholders –</p> <p>8. Demonetisation, GST and their Impact - Political Stability – Legal Changes.</p>
<u>UNIT – V</u>	<p>9. Global Environment: Globalization – Meaning – Role of WTO – WTO Functions</p> <p>10. IBRD– Trade Blocks, BRICS, SAARC, ASEAN in Globalisation</p>