

## **BBA.LL.B (HONS.) – III-SEMESTER**

### **BUSINESS ENVIRONMENT**

#### **COURSE CODE:**

**Course Objectives:** To familiarize the students with issues influencing business environment. Students also learn dimensions of business environment, policy framework- Industrial and trade policies, regulatory environment, role of regulatory institutions in Indian financial system, business ethics and corporate governance.

#### **Course Outcomes:**

1. Understand dimensions of business environment.
2. Appraising business opportunities and Policy framework of Industries
3. Compare and contrast Regulatory environment of business organisation.
4. Analyzing role of regulatory institutions in Indian financial system.
5. Examine how Business ethics and corporate governance effects organisations

**UNIT – I:** Business Environment- Meaning- Different dimensions – Internal Environment and External Environment - Political, Economic, Social, Technological, Environmental and Legal environments and their Importance, Business Cycles and their impact.

**UNIT – II:** Economic Environment: Policy framework and business environment: Industrial policies, Monetary and Fiscal policies – Liberalization, Privatization and Globalization and business opportunities – Disinvestment Policies.

**UNIT – III:** Regulatory Environment: Clearances and permissions for establishing industry and businesses – Environmental acts, Patents, IPRs, - Pollution and Waste management practices - Government Business Interface- Governance Reforms.

**UNIT – IV:** Role of regulatory institutions in Indian financial system – RBI, SEBI, IRDA, AMFI – Prudential and Disclosure norms for accountability- Regulation of Foreign Trade – FDI Policy.

**UNIT – V:** Business Ethics, Corporate Governance, Corporate Social Responsibility of business enterprises. International Business Environment: Definition of MNC, Forces of Globalization, Basics of Foreign exchange, Exchange Rates, Different dimensions of International Business environment - Regulatory environment, Cultural Environment and Social Responsibility environment.

#### **Text books:**

1. K.Aswathappa, “Essentials of Business Environment”, 13th edition, Himalaya, 2014.
2. Justin Paul, Business Environment, 4th Edition, Tata McGraw-Hill Education, 2018
3. Anant K Sundaram & J Stewart Black, The International business environment, Pearson Education, 1st Edition, 2016
4. Francis Cherunilam, “Business Environment-Text and Cases”, 28th edition, Himalaya Publishing House, 2019