

Third Year B. B. A.
Paper – 2 BUSINESS ENVIRONMENT
(Effective from June 1999)

- I. **Concept and Importance of Business Environment :** **8%**
1. Business : Meaning characteristics, objectives and forms of business organization meaning and significance of business planning and policy.
 2. Business Environment : Meaning, significance and component Business Environment an aggregate view : Demographic Environment, Economic environment political and legal environment socio- culture environment, technological environment and international environment.
 3. Interaction between various components of business environment. Environment analysis : System and sources coping with environment changes.
- II. **Demographic Environment :** **10%**
- Nature and significance of demographic forces, compositional characteristics of Indian population, population and economic development, population policy of India, population projections and their significance for business.
- III. **Economic Environment :** **25%**
1. Nature and significance of economic environment. Forces in the economic environment : National income, Pre-capital income , business cycles, money and capital markets, Balance of Payment, Fiscal measures and the recent union budget with special reference to impact on business planning and policy.
 2. Economic planning (with special reference to the current Five year plan). Role of Agriculture and Industry in Economic envelopment. Recent trends in industrial policy - Liberalization and privatisation; Role of public private, joint and co-operative sectors, Industrial sickness: causes and remedies.
- IV. **Political and Legal Environment :** **15%**
- Nature and significance of the political - legal environment, Indian constitution, fundamental rights, directive principles of state policy affecting business environment. Political - economic system and their implications for business, Nature and Extent of state Regulations affecting business.
- V. **Socio- cultural Environment :** **15%**
- Nature and significance of socio-culture forces affecting business social stratification technology and social change; socio-cultural fabric and lifestyles : customs, taboos, tastes, preferences and their impact on business. Consumerism and consumer protection.
- VI. **Technology Environment :** **15%**
- Meaning objectives and significance of technology, choice of techniques- Capital intensive and labour Technological fore-casting, transfer of technology, impact of technological change on business.
- VII. **International Environment :** **12%**
- Introduction to international environment variable Role of foreign collaboration, foreign investment and multinational Recent Expott-Import policy. An overview of the role of international Financial institutions and their impact on business environment.

References :

1. Adhikary, M. : Economic Environment of Business, Sultan Chand and Sonsn, New Delhi.
2. Aswathappa K. : Essentials of Business Environement, Himalaya publishing House, Bombay.
3. Bauer P.T. : Indian's Economic Policy and development, popular prakashan, Bombay.
4. Cheruilam F. : Business Environment, Himalaya publishing House, Bombay.
5. Cheruilam F. : Business and Government, Himalaya publishing House, Bombay.
6. Chpora, B.S. Ks. : Business Enviroment-an outline, The Times Research Foundation (TRF), Bombay
7. Ghose P.K.. : Business and Government, Sultan Chand and Sons, New Delhi.
8. Kuchhal, S. C. : The Industrial Economy of India, Chaitanya Publishing House, Allahabad.

9. Mamoria C. B. and Mamoria S : Business Planning and Policy, Himalya Publishing House,
10. Bombay.
11. Trivedi, M. L. : Government and Business, multi-Tech Publishing Company, Bombay.