

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of **BBA : III Semester**

Indian Business Environment
(w.e.f. 2017 – 18 and onwards)

Teaching hours per week – 04 :	Maximum Marks	:	100 Marks
	Semester End Examination	:	70 Marks
	Internal Assessment	:	30 Marks

Course Outcome:

At the end of this course students will be able to:

1. Analyze and interpret Micro and Macro Environment factors affecting Indian businesses.
2. Understand the nature of Indian economy, financial systems, policy structure in India.
3. To have understanding of regulatory business environment in India.
4. Analyze relevant case of drivers & applications of technology in business.
5. Understand social, cultural & political changes and businesses.

Syllabus

MODULES	Syllabus	HOURS
Module 1	Business Environment <ul style="list-style-type: none"> ▪ Meaning ▪ Internal Environment ▪ External Environment – Micro and Macro Environment ▪ Environmental Analysis and Forecasting 	10
Module 2	Economic Environment <ul style="list-style-type: none"> ▪ Nature & Structure of Indian Economy ▪ System <ul style="list-style-type: none"> ▪ Indian Currency System (Demonetization) ▪ Indian Commercial Banking System ▪ Indian Money Market ▪ Indian Capital Market ▪ Domestic Institutions (NITI Aayog, IDBI, SIDBI and SFCs) Policies <ul style="list-style-type: none"> ▪ Industrial Policy ▪ Monetary Policy and Fiscal Policy ▪ EXIM Policy ▪ Foreign Trade Policy ▪ FEMA (Foreign Exchange Management Act) ▪ Consumer Rights ▪ GST 	10
Module 3	Regulatory Environment <ul style="list-style-type: none"> ▪ RBI, SEBI, CCI (Competition Commission of India), FSSAI 	10

	(Food Safety and Standards Authority of India), ASCI (Advertising Standards Council of India), NABARD, IRDA <ul style="list-style-type: none"> ▪ DGCA (Director General Civil Aviation), TRAI, CBFC (Central Bureau for Film Certification), PFRDA (The Pension Fund Regulatory and Development Authority) and Major Ministries. 	
Module 4	Technological Environment <ul style="list-style-type: none"> ▪ Meaning and Constituents ▪ Impact of Technology and Automation on Business ▪ New Technologies – Mobile, Data Analytics, Digital Payments Gateways and E-Commerce 	08
Module 5	Demographic & Social Environment <ul style="list-style-type: none"> ▪ Demographic Environment - Meaning and Constituents ▪ Rural Consumer ▪ Urban Consumer ▪ Working Women & Nuclear Families ▪ Social Environment - Meaning and Constituents 	08
Module 6	Cultural & Political Environment <ul style="list-style-type: none"> ▪ Meaning ▪ Impact of Culture on Business ▪ Social Factors influencing Business ▪ Political Environment – Meaning & Constituents 	08

TEXT BOOKS:

1. Indian Business Environment – Ashwathapa.
2. Indian Economy – Ruddar Dutt and Sundaram.
3. Marketing White Book.

REFERENCE BOOKS:

1. Sundaram & Black: The International **Business Environment**; Prentice Hall.
2. Chidambaram: **Business Environment**; Vikas Publishing.
3. Upadhyay, S: **Business Environment**, Asia **Books**.
4. Chopra, BK: **Business Environment in India**, Everest Publishing.