

UNIVERSITY OF MADRAS
B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC17

CORE-XVII: BUSINESS ENVIRONMENT

CREDITS:4

VI SEM/III YEAR

Learning Objectives :

1. To impart knowledge on the concept of business environment & its significance
2. To know the various environment factors and its impact on business.

UNIT I

The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions

UNIT II

Political Environment – Government and Business relationships in India

UNIT III

Social environment – Cultural heritage- Social attitudes – Castes and communities – Joint family systems – linguistic and religious groups – Types of social organization

UNIT IV

Economic Environment – Economic systems and their impact of business – Fiscal deficit -- Plan investment – Five year planning.

UNIT V

Financial Environment – Financial system – Commercial bank – Financial Institutions – RBI Stock Exchange – IDBI – Non Banking Financial Companies NBFCs

RECOMMENDED TEXTS

1. Francis Cherunilam, 20002, Business environment, Himalaya Publishing House, 11th Revised Edition,India.
2. Dr.S.Sankaran, Business Environment, MarghamPublications
3. K.Ashwathappa, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition,India
4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers,Ludhiana