

## **23BS22T5 - BUSINESS ENVIRONMENT**

(Common to CSE and AI&DS)

<b>Course Category:</b>	Humanities	<b>Credits:</b>	2
<b>Course Type:</b>	Theory	<b>Lecture-Tutorial-Practical:</b>	2-0-0
<b>Prerequisite:</b>	Role in achieving business objectives and interpret to analyse the financial performance of a business environment.	<b>Sessional Evaluation:</b> <b>Univ. Exam Evaluation:</b> <b>Total Marks:</b>	30 70 100
<b>Course Objectives:</b>	<b>Students undergoing this course are expected:</b> <ul style="list-style-type: none"> <li>To learn about the business environment</li> <li>To know the importance of fiscal and monetary policy</li> <li>To learn about the export policy of the country</li> <li>To know about the functioning and role of WTO</li> <li>To know the structure of stock markets</li> </ul>		

<b>Course Outcomes:</b>	<b>Upon successful completion of the course, the students will be able to:</b>	
	CO1	Define Business Environment and its Importance. (L2) & also Understand various types of business environment. (L2).
	CO2	Knowledge of Money markets in future investment (L3),
	CO3	Analyse India's Trade Policy (L4).
	CO4	Evaluate fiscal and monetary policy (L5).
	CO5	Develop a personal synthesis and approach for identifying business opportunities (L5).
<b>Course Content:</b>	<p style="text-align: center;"><b><u>UNIT-I</u></b></p> <p><b>Overview of Business Environment:</b> Meaning Nature, Scope, significance, functions and advantages. Types- Internal &amp; External, Micro and Macro. Competitive structure of industries -Environmental analysis- advantages &amp; limitations of environmental analysis.</p> <p style="text-align: center;"><b><u>UNIT-II</u></b></p> <p><b>Fiscal &amp; Monetary Policy:</b> Nature, meaning, significance, functions and advantages. Public Revenues - Public Expenditure - Evaluation of recent fiscal policy of GOI. Highlights of Budget- Monetary Policy - Demand and Supply of Money –RBI -Objectives of monetary and credit policy - Recent trends- Role of Finance Commission.</p> <p style="text-align: center;"><b><u>UNIT-III</u></b></p> <p><b>India's Trade Policy:</b> Nature, meaning, significance, functions and advantages. Magnitude and direction of Indian International Trade - Bilateral and Multilateral Trade Agreements - EXIM policy and role of EXIM bank -Balance of Payments– Structure &amp; Major components - Causes</p>	

	<p>for Disequilibrium in Balance of Payments - Correction measures..</p> <p style="text-align: center;"><b><u>UNIT-IV</u></b></p> <p><b>World Trade Organization:</b> Nature, significance, functions and advantages. Organization and Structure - Role and functions of WTO in promoting world trade - GATT -Agreements in the Uruguay Round –TRIPS, TRIMS - Disputes Settlement Mechanism - Dumping and Anti-dumping Measures.</p> <p style="text-align: center;"><b><u>UNIT-V</u></b></p> <p><b>Money Markets and Capital Markets:</b> Nature, meaning, significance, functions and advantages. Features and components of Indian financial systems - Objectives, features and structure of money markets and capital markets - Reforms and recent development – SEBI – Stock Exchanges- Investor protection and role of SEBI, Introduction to international finance.</p>
<b>Text Books &amp; References Books</b>	<p><b>TEXTBOOKS:</b></p> <ol style="list-style-type: none"> <li>1. Francis Cherunilam, International Business: Text and Cases, Prentice Hall of India.</li> <li>2. Aswathappa, Essentials of Business Environment: Texts and Cases &amp; Exercises 13th Revised Edition.HPH.</li> </ol> <p><b>REFERENCE BOOKS:</b></p> <ol style="list-style-type: none"> <li>1. K. V. Sivayya, V. B. M Das, Indian Industrial Economy, Sultan Chand Publishers, New Delhi, India.</li> <li>2. Sundaram, Black, International Business Environment Text and Cases, Prentice Hall of India, New Delhi, India.</li> <li>3. Chari. S. N, International Business, Wiley India.</li> <li>4. E. Bhattacharya, International Business, Excel Publications, New Delhi..</li> </ol>
<b>E-Resources</b>	<ol style="list-style-type: none"> <li>1. <a href="https://www.slideshare.net/ShompaDhali/business-environment-53111245">https://www.slideshare.net/ShompaDhali/business-environment-53111245</a></li> <li>2. <a href="https://www.slideshare.net/rbalsells/fiscal-policy-ppt">https://www.slideshare.net/rbalsells/fiscal-policy-ppt</a></li> <li>3. <a href="https://www.slideshare.net/aguness/monetary-policy-presentationppt">https://www.slideshare.net/aguness/monetary-policy-presentationppt</a></li> <li>4. <a href="https://www.slideshare.net/DaudRizwan/monetary-policy-of-india-69561982">https://www.slideshare.net/DaudRizwan/monetary-policy-of-india-69561982</a></li> <li>5. <a href="https://www.slideshare.net/ShikhaGupta31/indias-trade-policyppt">https://www.slideshare.net/ShikhaGupta31/indias-trade-policyppt</a></li> <li>6. <a href="https://www.slideshare.net/viking2690/wto-ppt-60260883">https://www.slideshare.net/viking2690/wto-ppt-60260883</a></li> <li>7. <a href="https://www.slideshare.net/prateeknepal3/ppt-mo">https://www.slideshare.net/prateeknepal3/ppt-mo</a></li> </ol>