**BUSINESS ENVIRONMENT**

**(Common to ECE,EEE,CE,CSE,& AI&DS)**

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| **Course Category:** | Humanities | **Credits:** | 2 |
| **Course Type:** | Theory | **Lecture-Tutorial-Practical:** | 2-0-0 |
| **Pre-requisite:** | NIL | **Sessional Evaluation:****External Exam Evaluation:****Total Marks:** | 3070100 |

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| **Course Objectives** | Students undergoing this course are expected to * To learn about the business environment
* To know the importance of fiscal and monitory policy
* To learn about the export policy of the country
* To know about the function in gand role of WTO
* To know the structure of stock markets
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| **Course Outcomes** | Upon successful completion of the course , the students will be able to  |
| **CO1** | Define Business Environment and its Importance & also Understand various types of business environment. |
| **CO2** | Knowledge of Money markets in future investment. |
| **CO3** | Analyse India’s Trade Policy. |
| **CO4** | Evaluate fiscal and monitory policy. |
|  | **CO5** | Develop a personal synthesis and approach for identifying business opportunities. |
| **Course Content** | **UNIT – I****Overview of Business Environment**Introduction –meaning Nature, Scope, significance, functions and advantages .Types-Internal & External, Micro and Macro. Competitive structure of industries -Environmentalanalysis-advantages&limitationsofenvironmentalanalysis.**UNIT – II****Fiscal &Monetary Policy**Introduction – 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.**UNIT-III****India’s Trade Policy**Introduction – 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 & Major components- Causes for Disequilibrium in Balance of Payments-Correction measures.**UNIT-IV****World Trade Organization**Introduction – 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.**UNIT-V****Money Markets and Capital Markets**Introduction–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..  |
| **Text Books,Reference Books& Online Learning Resources** | **TEXT BOOKS:**1. FrancisCherunilam,InternationalBusiness:TextandCases,PrenticeHallofIndia.
2. K. Aswathappa,EssentialsofBusinessEnvironment:TextsandCases&Exercises13thRevisedEdition.HPH

**REFERENCE BOOKS:**1. K.V.Sivayya, V.B.MDas, IndianIndustrialEconomy, SultanChandPublishers,New Delhi,India.
2. Sundaram,Black,InternationalBusinessEnvironment TextandCases,PrenticeHallofIndia,NewDelhi,India.
3. Chari.S.N,InternationalBusiness,WileyIndia.
4. E.Bhattacharya,InternationalBusiness,ExcelPublications,NewDelhi.

**Online Learning Resources:**<https://www.slideshare.net/ShompaDhali/business-environment-53111245><https://www.slideshare.net/rbalsells/fiscal-policy-ppt><https://www.slideshare.net/aguness/monetary-policy-presentationppt><https://www.slideshare.net/DaudRizwan/monetary-policy-of-india-69561982><https://www.slideshare.net/ShikhaGupta31/indias-trade-policyppt><https://www.slideshare.net/viking2690/wto-ppt-60260883><https://www.slideshare.net/prateeknepal3/ppt-mo>. |

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| Contribution of Course Outcomes towards achievement of Program Outcomes (3-High, 2-Medium, 1-Low) |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
| CO1 | 2 | 1 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 2 |
| CO2 | 2 | 1 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 2 |
| CO3 | 2 | 1 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 2 |
| CO4 | 2 | 1 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 2 |
| CO5 | 2 | 1 | 1 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 |
| CO6 | 2 | 1 | 1 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 |