

**Course: SEC
Business Environment**

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| Semester: II | Credits: 2 | Subject Code:BBSECBE22301 | Lectures: 30 |
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Course Outcomes:

At the end of the course, the learner will be able to:

- CO1 - Understand the concept of business environment.
- CO2 - Define Internal and External elements affecting business environment.
- CO3 - Create an awareness of the dimensions of business environment.
- CO4 –Describe the impact of government policies and regulations on business operations and strategies.

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| Unit 1: Overview of Business Environment | 15 |
| <ul style="list-style-type: none"> • Introduction to Business Environment • Characteristics/Nature of Business Environment • Components of Business environment • Factor affecting Business Environment • Social Responsibilities of Business • Theoretical Framework of Business Environment • Internal Environment • External Environment • Micro Environment | |

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| Unit 2: Dimensions of Environment | 15 |
| <ul style="list-style-type: none"> • Government and Legal Environment in India: Government and Legal Environment • Economic Environment and Political Environment: Economic Environment of Business, Political Environment • Technological Environment and Natural Environment: Technological Environment, Natural Environment • Global Environment: Global Environment, Social Environment • Social and Cultural Environment: Demographic Environment, Culture & Business, Business and Society, Social Responsibilities of Business, Business Ethics and Values | |

Recommended Text Books:

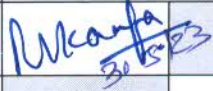
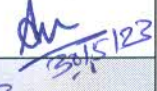
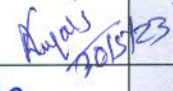
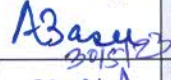
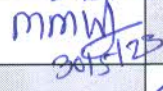
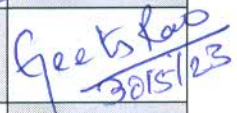
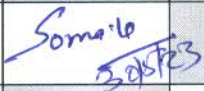
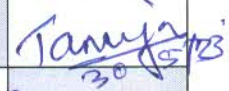
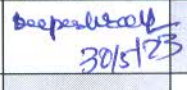


- Gupta CB (Dr), *Business Environment*, Sultan Chand & Sons, 2022
- Dr. Rama Krishna Naik, Kavya R, Tamil Selvan V, *Business Environment*, Himalaya Publishing House, 2022




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| Chairperson (HOD) | Management Studies | Mrs. Rekha Kankariya | <i>RKankariya</i> 30/5/23 |

Reference Books:

- K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, 2018
- Francis Cherunilam, Business Environment, Himalaya Publishing House 2020
- Dr S Sankaran: *Business Environment*, Margham Publications, 2018
- S.K. Mishra and V.K. Puri : *Economic Environment of Business*, HPH, 2019

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| Chairperson (HoD) | Mrs Rekha Kankariya |  |
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| Faculty | Ms Kajal Jaisinghani |  |
| Faculty | Mrs. Amrita Basu |  |
| Faculty | Dr. Madhura Wagh |  |
| Subject Expert (Outside SPPU) | Dr. Geeta Rao |  |
| Subject Expert (Outside SPPU) | Ms. Soma Kulshrestha |  |
| VC Nominee (SPPU) | Dr. Tanuja Devi |  |
| Industry Expert | Deepesh Sodhi |  |
| Alumni | Zoha Sabooni |  |
| Alumni | Ms. Nilufer Chini |  |



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| Chairperson (HOD) | Management Studies | Mrs. Rekha Kankariya |  |