

Open Elective-1
Title of the Course: Business Environment and Functional Areas

Semester: II	Credits: 2	Subject Code: OE1-22305	Lectures: 30
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Course Outcomes:

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

- CO1- Classify and explain the elements of Business Environment
- CO2- Relate to the Sustainable Development Goals
- CO3- Summarise the functional areas of Business
- CO4- Understand the concept and need for Business Analytics

Unit 1: Business Environment

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- Business Environment: Elements: Internal, Micro and Macro Business Environment, PESTLE Analysis, Role of Government in promoting Business
- Sustainable Development: Concept, Sustainable Development Goals, Challenges to achieve Sustainable Development
- Assignment: Presentation

Unit 2: Functional Areas of Business

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- Financial Management: Objectives, Functions
- Operations Management: Objectives, Functions
- Human Resource Management: Objectives, Functions
- Marketing Management: Objectives, Functions
- Business Analytics: Concept and Need
- Assignment: Case Study

Recommended Text Books:

- Aswathappa, K. *Essentials of Business Environment*, Himalaya Publishing House: Mumbai; 2022.
- Sharma, Rahul.&Agarwal, Nupur. *Business Organisation*. Thakur Publication: Lucknow; 2022.

Reference Books:

- Cherunilam, Francis. *Business Environment*, Himalaya Publishing House: Mumbai; 2021.
- Sherlekar, S.A. &Sherlekar V.A. *Modern Business Organisation& Management: Systems Approach*. Himalaya Publishing House: Mumbai, 2021.



Board of Studies	Department	Name	Signature
Chairperson (HoD)	Business Studies	Dr. Rama Venkat	<i>Dr. Rama Venkat</i>

Board of Studies	Name	Signature
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