

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

<b>Semester: II</b>	<b>Credits: 2</b>	<b>Subject Code: OE1-22305</b>	<b>Lectures: 30</b>
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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**

**15**

- 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.



<b>Board of Studies</b>	<b>Department</b>	<b>Name</b>	<b>Signature</b>
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Board of Studies	Name	Signature
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