

Subject Code : 8ACBB1C

ALLIED COURSE – III - BUSINESS ENVIRONMENT

OBJECTIVE: To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.

UNIT I

Business - scope - characteristics - Business Goals - criticisms - Business Environment - Objectives - types of environment.

UNIT II

Economic Environment-Nature-economic factors-Basic economic system economic planning-Privatization -Nature-Objectives- privatization Routes

UNIT III

Political Environment- political Institutions-Legislature, executives, judiciary, judiciary Activism-Government in Business-Regulatory, Intervention, participatory roles.

UNIT IV

Social and cultural environment-Nature-Impact of culture on Business Culture and Goods, services-People's attitude to Business and work-Social responsibility of Business-Business and Society

UNIT V

Technological Environment-Features-Impact of technology- Technology and society-Economic effects-Management of Technology-Global Environment nature-manifestation-Benefits and problems from MNC's-challenges of International Business.

TEXT BOOK RECOMMENDED:

K. Aswthappa- Essentials of Business Environment-Himalaya Publishing House

BOOKS FOR REFERENCE:

1. George. Steiner & JohnF . Steiner- Business, Government and Society- Tata McGraw Hill
2. Adikari - Economic Environment in Business- Himalaya Publishing House
3. Francis Cherunilam - Business Environment
4. Ishwar C.Dhingara.-Indian Economy-Sultan chand & company
5. Ruddan datt and K.P.M. Sundharam -Indian Economy