**Sir Padampat Singhania University, Udaipur**

**BBA**

**Course Objectives:**

• To promote a basic understanding of the concepts of internal business environment.

* 1. • To develop an understanding and teach management students about the business environment.
	2. To promote a basic understanding of the concepts of external business environment.
	3. To analyze macro policies and their impact on the business environment.
	4. To promote a basic understanding of the concepts of internal business environment.
	5. • To appraise the students on the LPG (Liberalization, Privatization, and Globalization) and Corporate Social Responsibility (CSR) policies and their influence on national and international business decisions.

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| **Course Outcomes Course Outcome**  | **Level\***  |
| **CO1**  | Students would be acquainted with business objectives, dynamics of business and environment, various types of business environments and its analysis.  | **1**  |
| **CO2**  | Identify and analyze various components of internal environment.  | **2**  |
| **CO3**  | Identify and analyze various components of external environment.  | **2**  |
| **CO4**  | Evaluate and understand economic environment, economic system, and global integration.  | **2**  |
| **CO5**  | Understand and analyze Liberalization, Privatization, and Globalization, and analyze the doctrine of social responsibilities.  | **3**  |

Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Introduction to Business Environment**

Business – Meaning, Definition, Nature & Scope, Objectives of Business, Types of Business Organizations, Business Environment: Meaning, Characteristics, Scope and Significance, Components/ Types of Business Environment, SWOT analysis of Amazon & Blue Tea Company.

**Module II: Introduction to Internal Environment**

Introduction to Micro-Environment – Internal Environment: Value System, Mission, Objectives, Management/ Organizational Structure and Nature, Human Resources of the Organization, Company Image and Brand Value/ Equity, Physical Assets, Facilities, Research & Development, Intangibles, Competitive Advantage.

**Module III: Introduction to External Environment**

External Environment: Micro environment (Suppliers, Customers, Market Intermediaries such as Distributors), Macro Environment (Demography, Natural, Legal & Political, Technological, Economic).

**Module IV: Economic System and Economic Policy**

Economic Environment - Economic System (Capitalism, Socialism, and Mixed Economy), Economic Policies (Credit Policy: Instruments: Bank Rate, CRR, SLR, Repo Rate, Open Market Operation; Fiscal Policy overview, Fiscal Policy Instruments; Foreign Trade Policy), Socio-Cultural & International Environment – Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Business Environment regarding Global Integration; Comparative Analysis of Business Environment: India and Other Countries.

**Module V: Concept of LPG and Corporate Governance**

Liberalization, Privatization, and Globalization (LPG) Model & International forces in business, social responsibility of business: **rationale of the concept of social responsibility, significance, Emerging concepts in the doctrine of social responsibilities, is profit maximization an object of business? Introduction to corporate governance: need and significance.**