



Anand Law College
(An Autonomous Institute, Under UGC Regulation 2023)
Managed by Shri Ramkrishna Seva Mandal
SRKSM Campus, Near Electric Grid, Anand, Gujarat
(Affiliated to S. P. University & Approved by BCI, New Delhi)
NAAC Accredited, 'B++' Grade, CGPA 2.97 - 1st Cycle



Name of the Course: B.B.A. LL.B.	Type of Course: 5 Years Integrated
Year : 1st Year	Semester : 1st Semester
Subject Code : ALCUG1CBBA4	Subject: Business Environment
W.E.F: 2025-26	Teaching Hours: 72

Teaching & Examination Scheme:

Credit	Lect	Lab	Tut	Internal Marks		External Marks	Passing Marks	Passing Marks	Total Marks
				T & P	CE	T & P	Internal	External	Int+Ext
4	4	-	1	20	20	60	16/40	24/60	40/100

Lect = Lecture, Tut= Tutorial, Lab= Lab, T- Theory, P = Practical, Theory and Practical Passing%: 40

Course Objectives:	<ol style="list-style-type: none">1. To sensitize students towards the overall business environment within which organization has to function. (L-2 Understand)2. To provide insight to students of its implication for decision making in business organizations or for own business. (L-3 Apply)3. To create an ability amongst students to assess the overall business environment of the nation, which create impact on business performances. (L-6 Create)
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Course Outcome (CO):

Upon completion of the course, student shall be able to

CO-1	Understand and define the business environment- internal as well as external
CO-2	Explain the economic trends and the effect on Government Policies
CO-3	Analyze the social factors and relate their impact on business.
CO-4	Judge the best business policies in Indian Business Environment and develop new ideas to understand innovation



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DETAILED SYLLABUS

Unit	Description	Credits / Hours
1	A Glimpse of Business Environment	(4) 18 Hours
1.1	Concept of Business Environment	
1.2	Classification of Business Environment : Internal & External (Micro & Macro)	
1.3	Concept of Strategic Management	
1.4	SWOT Analysis	
1.5	PEST Analysis	
2	Economic Environment	(4) 18 Hours
2.1	Nature of Economic System :Capitalism, Socialism & Mixed Economy	
2.2	Role of Niti Aayog	
2.3	Privatization: Arguments For & Against, Sins & Pitfalls	
2.4	New Industrial Policy	
2.5	Monetary & Fiscal Policy	
3	Social Environment and Political Environment	(4) 18 Hours
3.1	Business & Culture : Nature & Levels of Culture – Impact on Business	
3.2	Social Orientation of Business : Carroll's model & Ackerman's model	
3.3	Concept of CSR in India	
3.4	Legislature – Executive – Judiciary;	
3.5	Role of Government for Business	



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4	Global, Natural and Technological Environment	(4)
4.1	Globalization : Nature – Pros & Cons	18 Hours
4.2	Multinational Corporations : Nature – Challenges – Pros & Cons	
4.3	WTO – FDI – FEMA	
4.4	BRICS and G20 Forums	
4.5	Nature & Impact of Natural Environment on Business	
4.6	Innovation-Technology – Transfer & Management of Technology	
	Practical Approach: Students can be given the basic task of performing the SWOT analysis for individual and/or business. They can be given the task of studying new articles/ case studies on developments regarding Indian economy, new technology, and political as well as legal developments etc.	

Suggested References:
References <ul style="list-style-type: none">• Business Environment_ F. Charunilam – 20th /Latest Edition – Himalaya Publication House• Business Environment _ K. Aswthappa – 11th Edition – Himalaya Publication House• The Indian Economy _ Ishwar C. Dhingara – 23rd Edition – Sultan Chand & Sons• Indian Economy _ <i>Ruddar Dutt & KPM Sundaram – 67th Edition - M/s Sultan Chand & Sons</i>
Journals: <ul style="list-style-type: none">• FOCUS: Journal of International Business• Indian Journal of Economics and Business• Vikalpa



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❖ **Online References:**

- https://www.mindtools.com/pages/article/newTMC_09.htm
- <http://www.quickmba.com/strategy/swot/>
- <https://www.youtube.com/watch?v=Z-pT0XDYvDM>
- <https://www.youtube.com/watch?v=tXKkXUZZrHY>
- https://niti.gov.in/sites/default/files/2019-01/Strategy_for_New_India_2.pdf
- <https://www.policybazaar.com/life-insurance/investment-plans/articles/foreign-investment-policies-in-in>
- <https://byjus.com/free-ias-prep/industrial-policy-india/>
- <https://www.youtube.com/watch?v=-JzRASyXHxU>
- <https://www.youtube.com/watch?v=ChqM3zqTREQ>
- <https://www.indiatoday.in/business/story/-india-see-highest-ever-fdi-in-fy21-gujarat-tops-inflows-among-states-1808064-2021-05-28>