

Uka Tarsadia University



B.B.A.
Business Environment (030030603)

6th Semester

Effective from January-2014

Uka Tarsadia University

Business Environment (030030603)

BBA (Sem.-6) Syllabus, effective from January -2014

Course Objective and Outcome: To acquaint students with various important aspects of the business-environment interface.

Total Hours: 52

[4 hrs. per week]

Unit-1 An Overview of Business Environment

[Weightage 25%]

- 1.1. Meaning of Business Environment
- 1.2. External Environment: Micro and Macro Environment
- 1.3. Nature of Economy
- 1.4. Structure of the Economy
- 1.5. Economic Policies
- 1.6. Economic Condition
- 1.7. Important Factors of Economic Environment
- 1.8. Economic Role of Government

Unit-2 Natural, Technological, Demographic and Societal Environment

[Weightage 25%]

- 2.1. Natural Environment
- 2.2. Technological Environment
- 2.3. Impact of Technology on Globalization
- 2.4. Importance of Demographic Environment
- 2.5. Falling Birthrate and Changing Age Structure
- 2.6. Business and Society
- 2.7. Professionalism
- 2.8. Meaning of Corporate Governance
- 2.9. Reasons for the Growing Demand for Corporate Governance
- 2.10. Importance of Corporate Governance

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Unit-3 Social Responsibility of Business and Consumerism

[Weightage 25%]

- 3.1. Meaning and Definition of Social Responsibility
- 3.2. Responsibility to different Section- Responsibility to Shareholders, Employees, Consumers and Community
- 3.3. Arguments for Social Responsibilities
- 3.4. Arguments against Social Responsibilities
- 3.5. Meaning and Utility of Consumerism
- 3.6. Consumer Protection and Consumerism in India

Unit-4 Multinational Corporation and Globalization

[Weightage 25%]

- 4.1. Introduction of Multinational Corporation
- 4.2. MNCs and International Trade
- 4.3. Merits and Demerits of MNCs
- 4.4. Globalization of Business
- 4.5. Features of Current Globalization
- 4.6. Essential Condition for Globalization
- 4.7. Pros and Cons of Globalization
- 4.8. Globalization of Indian Business

Text Book:

1. Francis Cherunilam. "*Business Environment- Text and Cases*". Mumbai: Himalaya Publishing House.