MB3301	Title: Business Environment	L T P C 3 0 0 3
Version No.	1.0	
Objectives	The Purpose of the course is to build knowledge among students about multi directional issues while managing business management. The course helps to understand the role of business manager while dealing in complex VUCA environments.	
Course Outcome	Students will be able to: CO1: Analyze various internal and external factors influencing business CO2: Analyze the components of the Indian economic environment and their impact on business organizations. CO3: Evaluate the impact of economic policies on the business environment. CO4: Analyze the impact of social, political, legal environment on business operations and stakeholder management. CO5: Evaluate the role of globalization in enhancing global business competitiveness.	
Unit No	**Unit Title**	**No. of hours (Per Unit)**
Unit I	**An Overview of Business Environment**	**9**
Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business, Process and limitations of environmental analysis, VUCA Model		
Unit II	**Economic Environment**	**9**
Nature of the Economy, Structure of Economy, Economic Policies & Planning the Economic Condition, NITI AYOG, Startup India and Digital India Initiatives		
Unit III	**Economic Policies**	**9**
Economic Reforms and New Economic Policy – Atmanirbhar Bharat – Fiscal Policy – Objectives and Limitations, Monetary Policy and RBI		
Unit IV	**Social, Political and Legal Environment**	**9**
Concept of Social Responsibility of Business towards Stakeholders, Demonetization, GST and their Impact, SDGs		
Unit V	**Global Environment**	**9**
Globalization, Meaning, Role of WTO, WTO Functions, IBRD, Trade Blocks, BRICS, SAARC, ASEAN in Globalization		
Text Books	1. Cherunilam, F. (2010). Business Environment. India: Himalaya Publishing House.	
Reference Books	1. Fernando, A. C. (2011). Business Environment: India: Pearson Education India. 2. Business Environment. (2011). India: Pearson Education India.	
Mode of Evaluation	Continuous Internal and End Semester Examination	
Recommended by Board of Studies on	**09-06-2026**	

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