

**B.COM
SEMESTER III
Business Environment –I
100 Marks-75 Lecture**

Objectives: The basic objectives of this course are to apprise commerce students to different aspects of environment. It also aims at making students aware of how different factors in the environment can affect business. The course is also designed to make students aware of business environment in

Goa. It also focuses on important changes in economic environment after liberalization.

Unit 1: Business and its Environment (25 marks -19 lectures)

Definition, scope, nature and objectives of business;

Characteristics of modern business

Business environment – meaning, importance & features; Components of environment - Internal and external, micro and macro environment (brief explanation of each component)

Social responsibilities of business

Unit 2: Socio-Cultural and Demographic Environment (25 marks -19 lectures)

Culture—meaning, elements - Family, religion, language and their impact on business

Social groups such as caste, class & nouveau riche - their impact on business

Customs, traditions and values and their impact on business

Demographic environment - meaning and composition; Impact of demographic environment on business

Migration - meaning, reasons for migration, impact of migration (positive and negative)

Unit 3: Natural and Technological Environment (25 marks -19 lectures)

Natural environment - meaning and composition; impact of natural environment on business

Technological environment – meaning; main features of technology; management of technology; Impact of technology on business; Status of technology in India

Impact of Information Technology on business, e-business in India

Unit 4: Political Environment (25 marks -18 lectures)

Meaning

Role of government (regulatory, entrepreneurial, planning and promotional)

Components of political environment - political systems (such as Democracy and dictatorship), political stability, international relations, government bureaucracy, special interest groups and their impact on business

(25 marks 12-13 lectures)

Books for Study and Reference:

1. Misra, S.K. & Puri, V.K. (2007) Economic environment of Business, Himalaya Publishing House, Delhi
2. Menon, Lydia & Mallya, Prita, Business Environment
3. Cherunillam, Francis Business Environment, Himalaya Publishing House
4. Ashwathappa, K, Business Environment, Himalaya Publishing House
5. Dutt & Sundaram, Indian Economy, S. Chand & Company