

## Semester II

### Business Environment

- 1. Business Environment:** Concept and Importance , Nature & Scope, Types of environment: Natural, Economic, Social, Cultural, Technical, Demographical, Political, Global, Cross-Cultural etc.
- 2. Natural Environment:** Natural factors effecting the Business: Topography, Climate, Minerals and Water resources- Natural Resources and Sustainability, Renewable and Non-renewable resources- Limitations of Non- renewable Resources – Needs for Renewable Resources – Oil crisis and its impacts on Business – Strategy for conservation of Natural Resources – Industries and pollution – Global Warming.
- 3. Economic & Financial Environment:** Economic System and its impact on Business- Macroeconomic parameters like GDP, Unemployment, Poverty, Regional imbalances, Social injustice, Industrial Sickness, Inflation, Parallel Economy, Urbanisation, Planned investment, Infrastructure – Supportive role of Govt. of India – Financial System & RBI, Commercial Banks, Financial Institutions, Stock Exchange.
- 4. Legal Environment:** MRTP Act., Foreign Exchange Management Act., Security Exchange Board of India Act., Consumer Protection Act., Patent Act., Goods & Service Tax ACT.,
- 5. Technological Environment:** Defining of Technology – Technology and Growth of Business – Technology and Competitive advantage – Govt. role of creating environment to promote Technology.
- 6. Social and Cultural Environment:** Concept and importance of Socio- Cultural Environment of Business – Social and Educational Set-up, Cultural tradition, Social attitude, Castes and Communities, Linguistics and Religious Groups – Foreign Culture – Social responsibility of Business.
- 7. Political Environment:** Government and Business relationship in India. Political System and its influence on Business.