



**SILVER OAK UNIVERSITY**

**Silver Oak Law College (019)**

**Programme Name: Five Years Integrated B.B.A.LL.B Programme**

**Subject Name: Introduction to Business Environment**

**Subject Code: 1190345105**

**Semester: II**

**Prerequisite:**

1. Nil

**Objective:**

1. The main aim of this course is to extend our understanding of environmental basics and Changes that affect the earth and its human beings.
2. To provide the students with an understanding of the presentation and understanding of Environmental studies.
3. To Understand the concept of Business Environment, how it impacts a Business & Effects of Business Environment Directly or Indirectly.

**Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
4	0	0	4	4

**Content:**

Unit No.	Contents	Teaching Hours	Weightage %
1	INTRODUCTION TO BUSINESS ENVIRONMENT 1.1 What is Business 1.2 Characteristics, significance, and scanning of Business Environment 1.3 Types of Business Environment 1.4 Social Responsibilities towards Business Environment	18	25%
2	ECONOMIC SYSTEMS 2.1 Economic System 2.2 Capitalism 2.3 Socialism 2.4 Mixed Economy 2.5 Public and Private Sector	18	25%
3	INDUSTRIAL POLICY 3.1 Industrial Policy 3.2 Historical Perspective of Industrial Policy	18	25%

	3.3 Liberalization, Privatization, Globalization 3.4 Socio-Economic Implications of Liberalization, Privatization, Globalization		
4	POLICIES ON BUSINESS 4.1 Role of Government in Regulation and Development of Business 4.2 Monetary Policy 4.3 Fiscal Policy 4.4 EXIM(Export & Import) Policy 4.5 FEMA(Foreign Exchange and Management Act)	18	25%

**Course Outcome:**

Sr. No.	CO statement	Unit No
CO-1	The course will create awareness of the economic, social, and Political environment facing business organizations in India	I
CO-2	The course will create awareness about what kinds of economy exists in Business	II
CO-3	The course will create awareness on what kind of Policies are being applied, and different kinds of International applications	III
CO-4	The course will create awareness on what kind of Policies are being applied and laws in relating to these Policies.	IV

**Teaching & Learning Methodology: -**

The various methods or tools follows by the faculties to teach the above subject are:

1. Black Board
2. Presentations
3. Role Plays
4. Case Study Analysis
5. Practical /Current Scenario Discussion

**Books Recommended: - (minimum 3 books)**

1. K. Aswathapa Business Environment Himalaya Publication. Latest edition
2. Francis Cherunilum Business Environment Himalaya Publication. Latest edition
3. Paul Justice, Business Environment- Text and Cases, TATA McGraw Hill Publishing, 2013.