

KLE Society's Law College
BUSINESS ENVIRONMENT
 I semester B.Com LLB & I semester BBA LLB

Objective of the study: The course proposes to expose the students to the environs of the business and the process of decision making. It also gives an anatomical picture of business concerns with special reference to the Indian business structure, besides the business ethics. Apart from that responsibility of business organization and technological impact on the business is also taught.

Modules/ Units	Topic	No. of Hours	Method of Teaching	Prerequisites- Readings/ Assignments	Supplementary Reading	Unit Outcomes
UNIT – I	Business – Meaning, scope and objectives of Business, Business Environment- Micro and Macro Environment of Business, Environment analysis for business Decision Making.	12	Lecture with PPT & Case Study	Essentials of Business Environment (Text, cases and Exercises) K Aswathappa- Himalaya Publication- 2017	B S Raman - Business Studies www.businessmanagementideas.com/business-environment/environment...business-mi...	Students are able to understand the influence of external environmental factors on the business.
UNIT – II	Indian Business Environment: Socio – Cultural, Economic, Political, Natural and Legal Environment.	10	Lecture with PPT And seminars	Essentials of Business Environment (Text, cases and Exercises) K Aswathappa- Himalaya Publication- 2017	B S Raman - Business Studies https://study.com/academy/.../external-factors-of-a-business-definition-lesson-quiz.ht...	Students are able to understand the influence of external environmental factors on the business.


2018-19
B Section


UNIT – IV	Social responsibility of Business, Business ethics and the concept of corporate governance, factors influencing work ethics and work culture.	10	Lecture with PPT and Discussions	<ul style="list-style-type: none"> Essentials of Business Environment (Text, cases and Exercises) K Aswathappa- Himalaya Publication- 2017 	B S Raman - Business Studies https://bamantra.com/social-responsibility-business/	The students were thought the importance of social responsibility for an business organization.
UNIT – V	Consumerism and Consumer Protection Act 1986, - Consumer movement in India, Role of Voluntary organizations.	8	Lecture with PPT & Case Study	Business Environment (Text and Cases) - Francis Cherunilam - Himalaya Publication- 2016	Marketing Mgt - https://www.scribd.com/.../Role-of-Voluntary-Organisation-in-Consumer-Protection shodhganga.inflibnet.ac.in/bitstream/10603/93651/1/10_chapter%20three.pdf	Students will be aware of protection of consumer Interest and its importance.
UNIT – VI	Technology and Business- Features of technology, impact of technology, technology and society economic efforts of technology, business process outsourcing.	10	Lecture with PPT & Case Study	Essentials of Business Environment (Text, cases and Exercises) K Aswathappa- Himalaya Publication- 2017	B S Raman - Business Studies https://tweakyourbiz.com/technology/...:8-major-impacts-of-information-technology-...	The students will be knowing the importance of usage of technology in today's modern business world.
	Revision	5	Unit wise	Previous year question Papers	Discussion of QP	

No. of Teaching Hrs-	62	No. of Students Presentation-	6
No. of Library Hrs-	1	No. of Hand-Outs:	3
No. of Assessment Hrs-	3	No. of writing exercises:	3
No. of Hrs. for revision and Question Paper Solving-	10	No. of Case Studies:	5
No. of documentaries to be screened:	2		
Service Learning (if any)	1		
Guest Lectures (if any)	1		
Any Links:	Nil		
Course Outcome:			
Industry/Professional Skills:			
Human Values:			

Students will understand how the SWOT will be analysed in the business.
This subject teaches the importance of study of External environmental factors and how it need to be converted as an opportunities in terms of the growth of the business.
This subject also teaches the value of business ethics.


Course Teacher
[SHUBHA.V.S]


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