

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE  
(AUTONOMOUS)**



**BOARD OF STUDIES: COMMERCE & MANAGEMENT  
PROGRAMME: B.COM (DIGITAL BUSINESS)  
SEMESTER: II  
NOMENCLATURE OF THE COURSE: Business Environment  
NEP Vertical: Minor Course  
Credit: 2**

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



<b>Programme:</b>	<b>B.COM (DIGITAL BUSINESS)</b>
<b>Nomenclature of the Course</b>	<b>Business Environment</b>
<b>Total Marks</b>	<b>30</b>
<b>Semester:</b>	<b>II</b>
<b>Academic year</b>	<b>2025-26</b>

**LEARNING OBJECTIVES:**

- 1. To enable students to evaluate a business and its environment.**
- 2. To enable students to examine and evaluate business in the International Environment.**

**COURSE OUTCOMES:**

After completion of the course, learners would be able to:

1. CO1: Identify and describe various forms of Business entities and the role of various constituents of the Business Environment to evaluate the essence of environmental scanning.
2. CO2: Explore the components of the international environment, their functions, challenges, and opportunities to impact Indian Businesses.

**Modules at a glance**

Sr. No	Module	No of Lectures
1	Introduction to Business Environment	15
2	International Environment	15
	Total	30

Module	Course Content	Andragogy	No of Lectures
1	<p><b>Introduction to Business Environment</b></p> <ul style="list-style-type: none"> <li>●Business: Meaning, Definition, Nature &amp; Scope, Business Objectives, Types of Business Organizations</li> <li>●Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment</li> <li>●Micro and Macro Environment: Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.</li> <li>●Introduction to Micro-Environment:</li> <li>●Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity</li> <li>●External Environment: Firm, customers, suppliers, distributors, Competitors, Society</li> </ul>	<p>Theoretic Discussion, Presentations, Case Studies, Group Discussion</p>	15

	<ul style="list-style-type: none"> <li>●Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International, and Legal</li> <li>●Sunrise Sectors of the Indian Economy</li> </ul>		
2	<p><b>International Environment</b></p> <ul style="list-style-type: none"> <li>●International Environment–</li> <li>●GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO.</li> <li>●LPG – Liberalization, Privatization &amp; Globalization</li> <li>●Globalization: Meaning, Nature, and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model.</li> <li>●MNCs: Definition, meaning, merits, demerits, MNCs in India</li> <li>●FDI: Meaning, FDI concepts and functions, need for FDI in developing countries, Factors influencing FDI, FDI operations in India.</li> <li>●Challenges faced by International Business &amp; Investment Opportunities for Indian Industry.</li> </ul>	<p>Theoretic Discussion, Presentations, Case Studies, Group Discussion</p>	15
	Total		30

**SUGGESTED READINGS / REFERENCE BOOKS:**

- Morrison J, The International Business Environment, Palgrave
- Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi
- K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
- MISHRA AND PURI, Indian Economy, Himalaya Publishing House, New Delhi
- Business Environment Raj Aggarwal Excel Books, Delhi
- Strategic Planning for Corporate: Ramaswamy V McMillan, New Delhi
- Business and society- Lokanathan and Lakshmi Rajan, Emerald Publishers.
- Economic Environment of Business - M. Adhikary, Sultan Chand & Sons

## QUESTION PAPER PATTERN

### RUBRICS FOR CONTINUOUS EVALUATION

Internal Assessment (40% of 20 marks) - 8 Marks

#### A) Continuous Internal Evaluation (CIE):

Sr. No.	Particular	Marks
1	2 Presentation/Project/Assignment/Case Study of 10 marks each	20

## QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION

Question No	Particular	Marks
Q 1	Two questions to be asked: A or B Any One to be attempted From Module-I	15 Marks
Q 2	Two questions to be asked: A or B Any One to be attempted From Module-II	15 Marks