

# UNIVERSITY OF MADRAS

B.COM. DEGREE PROGRAMME IN CORPORATE SECRETARYSHIP  
SYLLABUS WITH EFFECT FROM 2023-2024

## FIRST YEAR – SEMESTER – II

### ELECTIVE– II: BUSINESS ENVIRONMENT

| Subject Code  | L  | T | P | S | Credits | Inst. Hours | Marks |           |              |
|---|--|---|---|---|---------|-------------|-------|-----------|--------------|
|   |  |   |   |   |         |             | CIA   | External  | Total        |
| 118E2B  | 4  |   |   |   | 3       | 4           | 25    | 75        | 100          |
| <b>Learning Objectives</b>                                    |  |   |   |   |         |             |       |           |              |
| LO1   | To understand the nexus between environment and business.  |   |   |   |         |             |       |           |              |
| LO2   | To know the Political Environment in which the businesses operate.   |   |   |   |         |             |       |           |              |
| LO3   | To gain an insight into Social and Cultural Environment.   |   |   |   |         |             |       |           |              |
| LO4   | To familiarize the concepts of an Economic Environment.  |   |   |   |         |             |       |           |              |
| LO5   | To learn the trends in Global Environment / Technological Environment  |   |   |   |         |             |       |           |              |
| <b>Prerequisites: Should have studied Commerce in XII Std</b> |  |   |   |   |         |             |       |           |              |
| Unit  | Contents   |   |   |   |         |             |       |           | No. of Hours |
| I   | <b>An Introduction</b><br>The Concept of Business Environment - Its Nature and Significance –Elements of Environment- Brief Overview of Political – Cultural – Legal – Economic and Social Environments and their Impact on Business and Strategic Decisions.  |   |   |   |         |             |       |           | 12           |
| II  | <b>Political Environment</b><br>Political Environment – Government and Business Relationship in India – Provisions of Indian Constitution Pertaining to Business.  |   |   |   |         |             |       |           | 12           |
| III   | <b>Social and Cultural Environment</b><br>Social and Cultural Environment – Impact of Foreign Culture on Business – Cultural Heritage - Social Groups - Linguistic and Religious Groups – Types of Social Organization – Relationship between Society and Business - Social Responsibilities of Business.                              |   |   |   |         |             |       |           | 12           |
| IV  | <b>Economic Environment</b><br>Economic Environment – Significance and Elements of Economic Environment - Economic Systems and their Impact of Business – Macro Economic Parameters like GDP - Growth Rate of Population – Urbanization - Fiscal Deficit – Plan Investment – Per Capita Income and their Impact on Business Decisions. |   |   |   |         |             |       |           | 12           |
| V   | <b>Technological Environment</b><br>Technological Environment – Concept - Meaning - Features of Technology-Sources of Technology Dynamics - Transfer of Technology- Impact of Technology on Business - Status of Technology in India- Determinants of Technological Environment.   |   |   |   |         |             |       |           | 12           |
| <b>TOTAL</b>  |  |   |   |   |         |             |       | <b>60</b> |              |

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| <b>Course Outcomes</b>                               |  |
|--|--|
| <b>CO1</b>   | Remember the nexus between environment and business.   |
| <b>CO2</b>   | Apply the knowledge of Political Environment in which the businesses operate.                        |
| <b>CO3</b>   | Analyze the various aspects of Social and Cultural Environment.                                      |
| <b>CO4</b>   | Evaluate the parameters in Economic Environment.   |
| <b>CO5</b>   | Create a conducive Technological Environment for business to operate globally.                       |
| <b>Textbooks</b>                                     |  |
| 1  | C. B. Gupta, Business Environment, Sultan Chand & Sons, New Delhi                                    |
| 2  | Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai                          |
| 3.   | Dr. V.C. Sinha, Business Environment, SBPD Publishing House, UP.                                     |
| 4.   | Aswathappa.K, Essentials Of Business Environment, Himalaya Publishing House, Mumbai                  |
| 5.   | Rosy Joshi, Sangam Kapoor & Priya Mahajan, Business Environment, Kalyani Publications, New Delhi     |
| <b>Reference Books</b>                               |  |
| 1.   | Veenakeshavpailwar, Business Environment, PHI Learning Pvt Ltd, New Delhi                            |
| 2.   | Shaikhsaleem, Business Environment, Pearson, New Delhi   |
| 3.   | S. Sankaran, Business Environment, Margham Publications, Chennai                                     |
| 4.   | Namitha Gopal, Business Environment, Vijay Nicole Imprints Ltd., Chennai                             |
| 5.   | Ian Worthington, Chris Britton, Ed Thompson, The Business Environment, F T Prentice Hall, New Jersey |
| <b>NOTE: Latest Edition of Textbooks May be Used</b> |  |
| <b>Web Resources</b>                                 |  |
| 1  | <a href="http://www.mbaofficial.com">www.mbaofficial.com</a>   |
| 2  | <a href="http://www.yourarticlelibrary.com">www.yourarticlelibrary.com</a>                           |
| 3  | <a href="http://www.businesscasestudies.co.uk">www.businesscasestudies.co.uk</a>                     |

### MAPPING WITH PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

|                | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| <b>CO1</b>     | 3   | 2   | 3   | 3   | 3   | 2   | 2   | 3   | 2    | 3    | 3    |
| <b>CO2</b>     | 3   | 2   | 2   | 3   | 3   | 2   | 3   | 3   | 2    | 3    | 3    |
| <b>CO3</b>     | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 2    | 3    | 3    |
| <b>CO4</b>     | 3   | 2   | 3   | 3   | 3   | 2   | 2   | 3   | 2    | 3    | 3    |
| <b>CO5</b>     | 3   | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 3    | 3    | 3    |
| <b>TOTAL</b>   | 15  | 10  | 14  | 15  | 15  | 10  | 13  | 15  | 11   | 15   | 15   |
| <b>AVERAGE</b> | 3   | 2   | 2.8 | 3   | 3   | 2   | 2.6 | 3   | 2.2  | 3    | 3    |

**3 – Strong, 2- Medium, 1- Low**