

**St. Joseph's College of Commerce (Autonomous)**  
**#163, Brigade Road, Bangalore - 560 025**  
**LESSON PLAN - I BBA(Entrepreneurship) 2nd Semester**

**Ms. J Nancy Christina**  
**Subject Name: Business Environment**

**Lecture hours: 60**

**Objective: The course will help students to understand the business environment and the impact of the various macro factors in decision making.**

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
<b>UNIT I</b>	<b>AN OVERVIEW OF BUSINESS ENVIRONMENT</b>	<b>10 hours</b>		
1.	Meaning and definition of business environment	2	Lecture	Question and Answer
2.	Objectives, Importance and uses of study of business environment	2	Lecture	Question and Answer
3.	Meaning, process and limitations of Environmental Analysis	3	Lecture	MCQs
4.	The micro and macro environment of business	3	Lecture & Case Study	Case Analysis
<b>UNIT II</b>	<b>ECONOMIC ENVIRONMENT</b>	<b>12 hours</b>		
1	Meaning & characteristics of Indian economy and feature affecting economy	3	Lecture	Question and Answer
2	Impact of liberalization, privatization and globalization on Indian business	3	Lecture	Question and Answer
3	Meaning and objectives of monetary policy and fiscal policy	3	Lecture & Case Study	Case Analysis
4	Meaning and objectives of EXIM policy and Industrial policy	3	Lecture	Question and Answer
<b>UNIT III</b>	<b>GLOBAL ENVIRONMENT</b>	<b>8 hours</b>		
1	Meaning, nature and causes of globalization	2	Lecture	Question and Answer
2	Challenges of international business and Strategies for globalization.	4	Lecture & Case Study	Case Analysis
3	GATT,WTO and its implications on Indian economy	2	Lecture	MCQs
<b>UNIT IV</b>	<b>POLITICAL ENVIRONMENT</b>	<b>10 hours</b>		
1	Meaning of political environment, political institutions and the constitution of India.	3	Lecture	Question and Answer
2	Relationship between business and government and their responsibilities towards each other.	4	Lecture through PPT & case study	Case Analysis
3	Extent of state intervention in business	3	Lecture & case study	Case Analysis

<b>UNIT V</b>	<b>TECHNOLOGICAL, SOCIAL AND NATURAL ENVIRONMENT</b>	<b>12 hours</b>		
1	Technological Environment - components, impact, limitations and current trend	4	Lecture through PPT& Case study	Question and Answer
2	Social and Cultural Environment- elements of culture, society	4	Lecture through PPT& Case study	MCQs & Case Analysis
3	Natural Environment - meaning and impact on business environment	4	Lecture & Case study	Case Analysis
<b>UNIT VI</b>	<b>LEGAL ENVIRONMENT</b>	<b>8 hours</b>		
1	Competition commission of India-Competition Act 2000-law and policy	4	Lecture and case study	MCQs &Case analysis
2	MRTP Act, IT Act 2000, Cyber offences and regulations	4	Lecture and case study	Case analysis