

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: V
Syllabus with effect from : JUNE 2013

Paper Code: UM05CBBA03	Total Credit: 3
Title Of Paper: Indian Business Environment	

Unit	Description in detail	Weighting (%)
1	Introduction to Business Environment Meaning, Types and components of Business environment Interaction of Economic environment with non-economic environment Scanning -meaning, approaches, sources of information SWOT Analysis as a method of environmental scanning	25 %
2	Non Economic Environment Demographic transition theory of population Compositional characteristics of Indian population and economic development Population policy of India Interaction between Government and Business Socio-cultural fabric, Lifestyles and business Women empowerment	25 %
3	Macro Economic Variables National Income by Industrial origin and occupational structure Savings, investment and capital output ratio Foreign Trade: Main trends in imports and exports India's Balance of payments and currency convertibility	25 %
4	Economic policies Economic survey Current Union Budget - Highlights Export - Import policy Privatization and EXIT Policy Credit Policy '	25 %

Basic Text & Reference Books

- Adhikary M. Economic Environment of Business Agrawal A.N. Indian Economy
- Aswathappa K. Essentials of Business Environment
- Cherunilam F. Business and Government
- Cherunilam F. - Business Environment.
- Data And Sundurum - Indian Economy.
- Jain And Jain - Business Environment

