

BBA Syllabus – IV Semester
71415 Business Environment

1. Business Environment

- 1.1 Introduction
- 1.2 Environment – Meaning
Nature & Scope
- 1.3 Internal Environment (Micro)
- 1.4 Task Environment
- 1.5 External Environment (Macro)
- 1.6 Characteristics of Environment
- 1.7 Factors Affecting Internal Environment
- 1.8 Factors Affecting External Environment
- 1.9 Questions

2. Problems of Growth

- 2.1 Growth: Introduction
Features
Indicators
Growth Strategy
- 2.2 Unemployment
- 2.3 Poverty
- 2.4 Regional Imbalance
- 2.5 Money Supply and Inflation
- 2.6 Parallel Economy
- 2.7 Industrial Sickness
- 2.8 Social Injustice
- 2.9 Questions

3. Role of Government

- 3.1 Privatization:
Meaning: Objectives, Methods
Advantages, Disadvantages, Problems
- 3.2 Liberalization:
Meaning, New Policy of Liberalization
- 3.3 Import Export Policy.
- 3.4 Foreign Direct Investment (FDI)
- 3.5 Questions

4. International Environment

- 4.1 Introduction
- 4.2 International Monetary Fund (IMF)
- 4.3 The world Bank
- 4.4 General Agreement on tariff & trade (GATT)
- 4.5 World Trade Organization (WTO)
- 4.6 South Asian Association for Regional
- 4.7 Co – Operation (SAARC)
- 4.8 International Development Association (IDA)
- 4.9 Questions

5. Environmental Factors Affecting Business

- 5.1 Physical: Topography, Climate, Minerals and Water Resources
- 5.2 Cultural: Infrastructure, Technology, Communication Traditions, Social Set up, Educational

6. Natural Resources

- 6.1 Renewable & Non Renewable Resources
- 6.2 Limitations of Non Renewable Resources
- 6.3 Need of Renewable Resources.
- 6.4 Strategy for Conservation of Natural Resources.

7. Environmental Issues Related to Business

- 7.1 Global Warning, Kyoto Protocol, Oil Crisis & its impact on Business Problems
- 7.2 Industries & Pollution – Air, Water, Noise