

B.COM. I
SEMESTER I
BUSINESS ENVIRONMENT
Computer Code - 140109
4 credits

ABOUT THE COURSE:

The course content aims to provide an overview to students about the business environment.

External Exam: 75 Marks

Internal Exam: 25 Marks

Unit	TOPIC	Weightage	No. of Hours	No. of Credits
1	<p>Business Environment - Objective: To acquaint the students with the constituents of business environment.</p> <p>Contents: Business Environment: Concept and Importance of business environment, Inter- relationship between Business and Environment Constituents of Business Environment: Internal and External Environment, Educational Environment and its impact, International Environment – Current Trends in the World, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.</p>	25	15	1
2	<p>Project Planning – Objective: To make the students understand the procedure for setting up a business unit.</p> <p>Contents: Project Planning: Business Planning Process, Steps in setting business objectives, Concept and importance of Project Planning, Feasibility Study, Project Report, Business size and location decisions, Factors to be considered for starting a new business. Business Promotion: Concept and Stages of Business Promotion, Role of Government in Business Promotion, Statutory Requirements - Licensing and Registration</p>			1

	procedure, Documents required, Legal provisions.			
3	<p>Tourism – Objective: To give students an overview of tourism industry and contemporary issues in tourism.</p> <p>Contents: Tourism: Meaning, Concept, Importance of Tourism - Geographical factors influencing Tourism, Types and forms of Tourism, International - Domestic, Medical tourism, Cultural tourism, Religious tourism, Adventure tourism, Business/Industrial tourism, Educational Tourism, Ecotourism. Trends and Contemporary Issues in Tourism - Tourist transportation - Travel agency and Tourism Business.</p>	25	15	1
4	<p>Entrepreneurship Objective: To make the students aware about entrepreneurial opportunities.</p> <p>Contents: Entrepreneurship: Concept and importance of entrepreneurship, factors contributing to the growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Development Programmes (EDP), Incentives to Entrepreneurs in India. Women Entrepreneurs: Problems and Promotion</p>	25	15	1

Sr. No.	Internal Assignment	Marks
1	Project/ Presentation/ Quiz/ Group discussion/ Case Studies/ Internal Test	25

References:

1. Cherunilam F., (2014), Business Environment, Text and Cases, Himalaya Publication House.
2. Cherunilam F., (2011), Business Environment and Sustainable Development, Himalaya Publishing House, New Delhi.
3. Aswathappa K., (2016), Essentials of Business Environment, (13th Edition), Himalaya Publishing House, New Delhi.