

**KU2DSCCOM101: “MODERN BUSINESS ENVIRONMENT”**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
2	DSC-Minor	100-199	KU2DSCCOM106	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

**Course Description:**

*This course introduces students to the fundamental concepts of business environment. It explores the internal and external forces that shape business decisions and strategies. Students will gain knowledge of the economic, political, legal, social, cultural, technological, and natural factors that influence business operations. Additionally, the course will equip students with analytical tools to scan the environment, identify opportunities and threats, and develop effective strategic responses.*

**Course Outcomes:**

Course Learning Outcomes: At the end of the Course, the Student will be able to -

Co No.	Expected outcome	Learning Domains
1	Define the terms ‘business’ and ‘business environment’	R
2	List the elements of internal and external environment	R
3	Explain environmental analysis	U
4	Describe PESTLE analysis	U
5	Compare internal and external a environmental factors	An
6	Evaluate the effectiveness of different strategic responses to environmental changes.	E
7	Compose a descriptive essay on strategic responses adopted by real world companies	C

**\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**



**Mapping of Course Outcomes to PSOs:**

	PO 1	PO 2	PO 3	PO 4	PSO
CO 1	✓			✓	01
CO 2	✓	✓			01
CO 3		✓	✓		01
CO 4	✓	✓	✓	✓	01

**COURSE CONTENTS****Contents for Classroom Transaction:**

MODULE	UNIT	DESCRIPTION	HOURS
<b>1</b>	<b>Introduction to Business Environment</b>		<b>10 hrs</b>
	1	Business- Meaning, Definition, features	3
	2	Business Environment - meaning, definition, Characteristics, Importance	4
	3	Relationship between business and it's environment (exchange of information, exchange of resources, exchange of influence and power)	3
<b>2</b>	<b>Types of business Environment</b>		<b>14 hrs.</b>
	1	Internal Environment-meaning and Elements (value system, organisation structure, mission and objectives, financial capacity)	6



	2	External environment- meaning and classification - Micro and Macro environment	2
	3	- Elements of micro environment (Suppliers, Customers, Competitors, Market Intermediaries, Public)	6
3	<b>Macro environment and Environmental scanning</b>		<b>14 hrs</b>
	1	Macro environment – meaning and elements; Economic, Political- legal, Socio- Cultural, Technological, Natural , Demographic , International/global environment ( meaning only)	8
	2	Environmental analysis -meaning and need	2
	2	PESTLE ANALYSIS-key factors only	4
4	<b>Strategic responses to environment</b>		<b>10 hrs</b>
	1	Strategic response to business – concept and classification (internal and holistic)	2
	2	Internal Strategic Response-Administrative, Competitive, collective	4
	2	Holistic Strategic Response-least resistance, proceed with caution, Dynamic response	4
5	<b>Teacher Specific Module</b>		<b>12 hrs</b>
	<i>Directions:</i> <ul style="list-style-type: none"> <li>• Encourage active participation through class discussions and group activities.</li> <li>• Utilize case studies and real-world examples to illustrate key concepts.</li> <li>• Integrate guest speakers from various industries to provide practical insights.</li> </ul>		



### Essential Readings

- Chandra, Prasanna. Business Environment. 10th ed., Tata McGraw-Hill Education, 2023.
- Khanka, S.S. Business Environment. 8th ed., S. Chand Publishing, 2022
- avid, Fred R. Strategic Management Concepts and Cases: Experience and Innovation, Comprehensive. 17th ed., Pearson Education Limited, 2023.
- Dessler, Gary. Strategic Management: Text and Cases. 16th ed., Pearson Education Limited, 2022.
- Pearce, John A., and Richard B. Robinson. Strategic Management: Formulation, Implementation, and Control. 14th ed., McGraw-Hill Education, 2021.

### Suggested readings

- Thompson Jr., Arthur A., John E. Gamble, and H. John Strickland. Crafting and Implementing Strategy: Concepts and Cases. 20th ed., Pearson Education Limited, 2023.
- Porter, Michael E. Competitive Strategy: Techniques for Analysing Industries and Competitors. W. W. Norton & Company, 1980.
- Mintzberg, Henry. The Five Ps of Strategy. Pearson Education Limited, 2003.

### Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	
b)	Test Paper-2	
c)	Assignment	
d)	Seminar	
e)	Book/ Article Review	
Total		100