



BBA

Semester VI

Calicut University

Business Environment

Course Code: BBA6FV110 • Module SYLLABUS Notes

Course Syllabus

Course Code: BBA6FV110 | **Course Title:** Business Environment | **Semester:** VI

Module I: Business and Its Environment

- Unit 1: Concept, Scope, Nature, Objectives of Business (Economic, Social, Human, National).
- Unit 2: Business Environment – Meaning, Significance, Characteristics.
- Unit 3: Environmental Structure – Micro (Task) vs Macro (General) Environment.
- Unit 4: Environmental Scanning Frameworks – PESTLE & SWOT Analysis.

Module II: Economic & Political Environment

- Unit 5: Economic Environment – Mixed Economy Model, Economic Factors.
- Unit 6: Macroeconomic Indicators – Inflation, Interest Rates, Balance of Payments (BOP).
- Unit 7: Political Environment – Organs of State (Legislature, Executive, Judiciary).
- Unit 8: Fiscal Policy, Monetary Policy, EXIM Policy, 1991 LPG Reforms.

Module III: Technological & Socio-Cultural Environment

- Unit 9: Technological Environment – Technology Policy, AI, Industry 4.0 Impact.
- Unit 10: Technology Transfer, Research & Development (R&D) Strategies.
- Unit 11: Corporate Governance Mechanisms & SEBI LODR Regulations.

- Unit 12: Socio-Cultural Environment – Hofstede 6 Cultural Dimensions & Business Ethics.

Module IV: Sustainable Business Environment

- Unit 13: Indian Environmental Laws – EPA 1986, Air/Water Acts.
- Unit 14: Green Auditing, Carbon Accounting (Scope 1, 2, 3 Emissions).
- Unit 15: UN 17 Sustainable Development Goals (SDGs), ISO 14001, ESG Standards.
- Unit 16: Green Supply Chain Management & Circular Economy Models.

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