

Business Environment

Course Outcome:

1. Define the concept of business environment and explain its nature and significance using appropriate examples.
2. Analyze the impact of macroenvironmental factors on business decision-making processes.
3. Demonstrate the need for environmental analysis in a business context and discuss its key features.
4. Evaluate the competitive structure of an industry, including levels of competition and the factors influencing competition.
5. Apply various competitive analysis frameworks such as SWOT analysis, Porter's Five Forces, Strategic Group Analysis, Growth Share Matrix, and Perceptual Mapping to assess business competition effectively.
6. Discuss the role of Central and State governments in business operations and analyze the causes for state intervention in business with their benefits and limitations.
7. Explain the significance of the legal environment in business operations and discuss the objectives of Environmental Protection Act 1986 and Consumer Protection Act 2019.
8. Describe the rights of consumers under the Consumer Protection Act 2019 and the need for a National Competition Policy in India.
9. Define Intellectual Property Rights and identify different types of intellectual properties with their relevance in business.
10. Evaluate the economic environment and analyze the impact of economic policies such as Monetary Policy, Fiscal Policy, Exim Policy, and New Industrial Policy on businesses in India.
11. Assess the influence of the political environment on business operations and discuss the recent economic reforms in India.
12. Analyze the significance of the technological environment on business operations and evaluate the impact of technological changes on businesses.
13. Discuss the modes of acquiring technology, the IT revolution, and digital transformation in Indian business scenarios.
14. Explain the concept of the physical environment, including its nature and impact on business activities.
15. Examine the global business environment, its dimensions, and the essential conditions of globalization.
16. Evaluate different foreign market entry strategies and discuss the merits and demerits of globalization in the business context.
17. Analyze the impact of globalization on Indian businesses and differentiate various forms of global business operations such as MNCs and TNCs.