

SRI VENKATESWARA UNIVERSITY, TIRUPATI

**Model Syllabus for 4-Year UG Honours in B.Com (Banking & Finance) as
Major in consonance with Curriculum framework w.e.f. AY 2025-26**

SINGLE MAJOR PROGRAMME - B.COM (B & F) COURSE STRUCTURE					
Year	Semester	Course	Title of the Course	No. of Hrs/Week	No. of Credits
I	I	1	Business Organization and Management	4	4
		2	Business Environment	4	4
	II	3	Financial Accounting - I	5	4
		4	Business Economics	4	4

B.COM (B & F) - SEMESTER-I

COURSE2: BUSINESS ENVIRONMENT

Theory

Credits: 4

4hrs/week

Course Objectives

1. To provide fundamental knowledge about business environment and its components.
2. To help students understand economic and financial systems influencing business decisions.
3. To familiarize students with political, legal, and regulatory frameworks affecting businesses.
4. To analyze socio-cultural and technological trends shaping modern business practices.
5. To enable students to understand global business influences and emerging issues in the digital era.

Course Outcomes

After successful completion of this course, students will be able to:

1. Explain the nature, scope, and components of the business environment.
2. Analyze economic indicators and financial institutions influencing business operations.
3. Understand legal, political, and regulatory frameworks required for business compliance.
4. Interpret socio-cultural changes and technological advancements affecting business decisions.
5. Evaluate globalization, role of MNCs, and emerging trends such as digital economy and AI.

UNIT – I: INTRODUCTION TO BUSINESS ENVIRONMENT - Meaning, definition, nature, and scope of Business Environment – Types of Business Environment – Internal and External - Micro and Macro Environment of Business - Features of Present Indian Economic System

UNIT – II: ECONOMIC AND FINANCIAL ENVIRONMENT – Meaning, Nature and Components of the Economic Environment, Factors affecting Economic Environment – Economic Policies – LPG - Financial system - RBI, SEBI, Commercial Banks - Impact of economic reforms and global trade on industry and services

UNIT – III: POLITICAL AND REGULATORY ENVIRONMENT - Role of Government in business – regulation and promotion - Key business laws: Companies Act and Consumer Protection Act - Corporate Governance, Ethics, and CSR - Ease of Doing Business reforms in India

UNIT – IV: SOCIO-CULTURAL AND TECHNOLOGICAL ENVIRONMENT –

Meaning and Components of Demographic Environment - Changing social trends - lifestyle, education, workforce participation - Impact of technology: Digitalization, E-commerce, Industry 4.0 - Business and sustainability and green practices

UNIT – V: GLOBAL ENVIRONMENT AND EMERGING ISSUES -

Globalization and role of MNCs in India - International economic institutions: WTO, IMF, World Bank - Emerging trends: Digital economy, AI, and Innovation

Activities

1. Identify internal and external environmental factors for any local business and present them in a table.
2. Prepare a short note comparing micro and macro environments using simple real-life examples.
3. Collect recent GDP, inflation, and unemployment data and interpret trends in a brief paragraph.
4. Compare the roles of RBI, SEBI, and commercial banks in regulating the financial system.
5. Write a one-page summary of any recent government policy affecting business and its impact.
6. Create a small presentation on how digitalization and e-commerce transformed traditional businesses.
7. Prepare a comparative chart of WTO, IMF, and World Bank stating their functions and influence on India.

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BUSINESS ENVIRONMENT

MODEL QUESTION PAPER

B.COM (B & F) - I SEMESTER

Time: 3 hrs

Section- A

Max Marks: 75

Answer any five of the following question

5 x 3 = 15

1.
 - a. Business Environment
 - b. Internal Environment
 - c. GDP
 - d. Economic Environment
 - e. CSR
 - f. Corporate Governance
 - g. E-commerce
 - h. SEBI
 - i. What is Globalization
 - j. Digital Economy

Section- B

Answer one question from each unit.

5 x12 = 60

UNIT – I

2. Explain the nature and scope of Business Environment.

(OR)

3. Distinguish between Micro and Macro environment with examples.

UNIT – II

4. Explain the key features of the Indian economy

(OR)

5. Discuss the concept of LPG reforms and their impact on the Indian economy.

UNIT – III

6. Explain the regulatory and promotional role of Government in business.

(OR)

7. Discuss the major provisions and importance of the Companies Act and Consumer Protection Act.

UNIT – IV

8. Explain the components of Demographic Environment

(OR)

9. Discuss the impact of digitalization and Industry 4.0 on business.

UNIT – V

10. Explain the role of MNCs in India and their impact on the economy.

(OR)

11. Describe the functions of WTO.