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| **BBA 302: Banking and Business Environment**  |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6MarksAttendance – 12 Marks |
|  Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives:

# The objective of the course is to provide conceptual understanding on Business environment and banking environment with special reference to Indian context and develop skills required for planning in financial sector.

# Course Outcomes:

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| CO1: | To get an idea of basic concept of business environment and economic environment.  |
| CO2: | To Understanding of political Environment and social Environment |
| CO3: | To Knowledge of MNCs, Foreign Collaborations and globalization |
| CO4: | Explain and discuss why people hold money |
| CO5: | Understand the working of the monetary policy and the role and functioning of RBI |
| CO6: | Describe the working of commercial banks |

**Course Content –**

**Unit - 1**

Concept, Significance and Nature of Environment of Business, Elements of Environment- Internal and External, meaning and techniques of Environmental Scanning and Monitoring.Economic Environment: Significance and elements of economic environment.

**Unit - 2**

Critical Elements of Political Environment, Government and Business. Government Policies – Industrial Policy, Fiscal and Monetary Policy, Exim Policy.

Critical Elements oflegal Environment in India: Competition Act, FEMA, and Consumer Protection Act.

Critical Elements of Social Environment: Meaning and scope. Social responsibility of business- CSR.

Technological Environment in India: Policy on R& D, Technology transfer.

**Unit – 3**

Multinational corporations: Definitions and Meaning, MNCs in India, Foreign Collaborations and Indian Business, Merger and Acquisitions, Global Competitiveness.

**Unit – 4**

Money: Meaning and Functions, Classification and Importance of Money. Types of Monetary Standards. E Banking: Introduction, objectives and types. Value of Money and Its Determination.

**Unit – 5**

Monetary Policy: Objectives, targets, Indicator, Instruments of monetary policy; monetarypolicy during depression; monetary policy during inflation; role of monetary policy indeveloping countries; current monetary policy of Reserve Bank of India

Reserve Bank of India: establishment of RBI; Organizational structure of RBI; objectives of RBI; functions of RBI, Monetary Policy of RBI; achievements of RBI, failures of RBI.

**Unit - 6**

Indian Banking System: Development of Banking since independence; increase ineffectiveness of Reserve Bank of India; shortcomings of Indian Banking System; BankingSector Reforms;Commercial Banks: classification, functions, organization, structure and credit creation;progress of commercial banks and failures of commercial banks in India.

**Text and Reference Books-**

1. Economic Environment of Business, Mishra SK &PuriVK,Himalaya PublishingHouse,3rd Edition.
2. Business Environment Text and cases,Paul Justin Tata Mc Graw Hill, latest edition.
3. Business environment, Shaikh &Saleem, Pearson, 1st Edition
4. Business Environment, Suresh Bedi , Excel Books, 1st edition
5. Business Environment : Text and cases,FrancisCherunilam,Himalaya Publishing House,8thEdition.
6. Money, Banking, Trade and Finance, KPM Sundaram; Sultan Chand & Sons, 2006
7. Banking and Foreign Exchange*,* ML Seth; Money, Sultan Chand & Sons, eighth edition, 2008