

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Bachelor of Business Administration (BBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Course Code: BBA 106

Course Name: Business Environment

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Credits – 4

Objective: To familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions and how the Indian Economy is influencing the business environment in India context.

Course Outcomes:

CO1: Explore the Business Environment and its relevance

CO2: Comprehend the structure of Indian Economy

CO3: Analyse the planning system and economic development in India

CO4: Examine the concept of Macro Economics and determination of National Income

CO5: Explore the Macro Economic framework