



Victoria University  
of Bangladesh

COURSE PROFILE

SUMMER SEMESTER-2017

(BUS 328) BUSINESS ENVIRONMENT

Level of Knowledge: Basic knowledge.

Course Assessment:

Item/Activity	Marks
Work Sheet (Including Class Attendance & 4 Class Test)	20%
Assignment & Presentation (two)	15%
Mid-term test	25%
Final examination	40%
<b>Total</b>	<b>100%</b>

Grading and Point System:

Marks obtained (out of 100)	Letter Grade		Grade Point (4 point scale)
80% and above	A+	(A plus)	4.0
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.50
65% to less than 70%	B+	(B plus)	3.25
60% to less than 65%	B	(B regular)	3.0
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C plus)	2.50
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.0
less than 40%	F	(Fail)	0.0

Note: I (Incomplete) may also be used under the provision of VUB regulations.

DETAILED CONTENTS:

Lecture no.1	Business and its environment
Lecture no. 2	Meaning and rationale for globalization
Lecture no. 3	Strategies for going global
Lecture no. 4	From domestic market to global market
Lecture no. 5	Technological environment. Political environment
Lecture no. 6	Rational and extent of state intervention. End of government in business
Lecture no. 7	Economic environment
Lecture no. 8	Industrial policy. Industrial licensing
Lecture no. 9	The monopolies and restrictive trade practices act, 1969. The company act, 1956
Lecture no. 10	Public sector enterprises
Lecture no. 11	Privatizations
Lecture no. 12	Small scale industries
Lecture no. 13	<b>Presentation</b>
<b>MID TERM EXAM</b>	
Lecture no. 14	Industrial labor
Lecture no. 15	Industrial sickness
Lecture no. 16	Exit policy. Infrastructure.
Lecture no. 17	Development banks
Lecture no. 18	Stock exchanges
Lecture no. 19	Monetary and fiscal policy
Lecture no. 20	Agriculture. Balanced regional development.
Lecture no. 21	Price and distribution controls
Lecture no. 22	External sector
Lecture no. 23	Business and society
Lecture no. 24	<b>Presentation</b>

**Text Book:**

Essentials of Business Environment – K. Aswathappa

**Course Instructor:** Md. Ashikul Islam

**Email Id:** ashikul@vub.edu.bd