

Master of Business Administration
MBA Semester I
Core Course

104: Business Environment

Marks: 100

Duration: 60 Hrs.

CREDITS: 4

Objective: To develop an understanding among students about the different aspects of environment in which business operates

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: Analyze the environment and examine different aspects of business environment.

CO2: Evaluate state and markets and assess the impact of liberalization, privatization and globalization.

CO3: Critically evaluate economic, industrial, fiscal and monetary policies of India.

CO4: Explore the relationship between Business and Politics in India and identify the business problems thereof.

CO5: Examine the ecological environment and develop sustainable development strategies.

Contents:

UNIT	Content	Hours
I	System Approach to Management, Open Systems Approach, Strategic Planning, Need for Environmental Scanning, Different Aspects of Business Environment. History of Indian Business, Medieval and Modern Era, Contemporary Business Scene in India.	11
II	State and Markets, Changing Government – Business Relationship, Liberalization and Globalization. Changes in Company, Anti-Trust Foreign Investment and Labour Laws.	10
III	Economic Policy, Industrial, Fiscal and Monetary Policies, Business Support Systems and Financial Structure of Indian Economy. Social Change in India, Urbanization, Middle Class Revolution, Caste and Communal Tensions, Indian Psyche Gender and Social Inequalities, Indian Cultural Ethos and Global Culture, Westernization and Sanskritisation.	11
IV	Business and Politics in India, Centre-State Relationships and other Constitutional Problems related to Business, Fundamental Rights and Directive Principles. Technological Environment, Patenting Laws-National and International R. & D. Scene, Technology Transfer from Lab. To Industry and Internationally. Information Technology Environment.	10
V	Multinational Corporations, Public Sector and Privatization, Attracting Foreign Investment, MNC's and Nation States, WTO. Future outlook for society, Polity and Economy Business in 21st Century, ecology and Sustainable Development.	10
	Small group learning exercise involving discussion, case studies role-play, presentations by students	8

	TOTAL	60 Hours
--	-------	-------------

Readings (Unit Wise)

Unit-I

1. Francis Cherunilam (2017) Business Environment Text and Cases Himalaya Publishing.
2. Amit Kumar (2021) Business Environment, Sahitya Bhawan Publications

Unit-II

1. Francis Cherunilam (2017) Business Environment Text and Cases Himalaya Publishing.
2. Business Environment by Prof. Pramod Sharma

Unit-III

1. Francis Cherunilam (2017) Business Environment Text and Cases Himalaya Publishing.
2. Business Environment by Prof. Pramod Sharma

Unit-IV

1. Francis Cherunilam (2017) Business Environment Text and Cases Himalaya Publishing.
3. Business Environment by Prof. Pramod Sharma

Unit-V

1. Francis Cherunilam (2017) Business Environment Text and Cases Himalaya Publishing.

Additional Readings

- 1 Veena Keshav Pailwar, Economic Environment of Business, Phi Learning Pvt. Ltd, New Delhi, 2010
- 2 Business Environment by Prof. Pramod Sharma
- 3 Business Environment-Shaikh Saleem-2 nd edition (Pearson)
- 4 Essentials of Business Environment-K. Aswathappa (Himalaya Publishing House)
- 5 Elements of Business Environment-F. Cherunilam (Himalaya Publishing House)
- 6 Business Environment-P.K. Ghosh (Sultan Chand)

Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive classroom discussions
- Flipped classroom

Teaching Plan:

At the beginning of each semester faculty teaching the course will provide (i) Teaching Plan, (ii) updated reading list, and (iii) the list of case studies for uploading on Department website.

Facilitating the achievement of Course Learning Outcomes

Unit No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks
I	Ability to learn the concept of business environment and factors influencing the environment	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test

II	Ability to understand the nature and scope of business and its latest trends.	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test
III	Ability to understand the economic policy fiscal and monetary policy.	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test
IV	Ability to learn about the politics of state and centre and its impact on business environment	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test
V	Ability to understand the MNCs, PSUs and future outlook of society	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ test