



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

Programme Name: PGDM

Trimester: IV

Name of the subject: Business Environment

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Deepak Agnihotri

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Weblink:

Learning Objectives:

Businesses operate in an environment which is dynamic, competitive, uncertain and frequently hostile. They need to constantly adapt to changes in their internal and external environments in order to be successful. Students will develop an understanding of how and why businesses operate in the way they do, gathering a know how about the environment in which they operate. The knowledge, skills and understanding gained by completing this course is fundamental to being effective, whether one owns or works in business.

Reference Books:

1. Essential of Business Environment: Text,Cases & Exercises, XIth edition by Aswathappa, Himalaya Publishing House
2. Business Environment by F Cherunelum IXth edition by K Aswathappa,Himalaya Publishing House
3. The Economic & Social Environment, Xth edition by Bibek Debroy, Global Business Press
4. Government and Business – by N.K. Sengupta, Vikas
5. Survey of Indian Industry, The Hindu
6. Indian Financial System, by B V Pathak IIIrd edition – Pearson
7. Case in Business Environment, by David W Conklin, Sage South Asia edition
8. Business Environment, by Seikh Saleem, Pearson
9. Indian Economy, by Rudra Datt & Sundram, S. Chand



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10. Economic Survey, by Government of India
11. Corporate Governance Values and Ethics with Case Studies, by Neeru Vasishth (Author), Namita Rajput
12. Paul, J. (2008). Business Environment. 3rd Edition. Tata McGraw-Hill Publication.
13. Goyal, Dr. A. (2010). Environment For Managers. 1st edition. V.K (India) Enterprises.
14. Business Environment. : Neelamegam, V; Vrinda Publication.
15. Sundaram & Black: International Business Environment Text and Cases
16. Macroeconomic Policy: Demystifying Monetary and Fiscal Policy by Farrokh Langdana
17. Indian Financial Systems and Markets, by Siddhartha Saha, McGraw Hill Education.

Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	An Overview of Business Environment Meaning and Definition Objectives, Importance and Uses of Study of business environment. Meaning, Environmental Analysis, Limitations, environmental factors – The Micro and the macro environment of business.	Essential of Business Environment: by Aswathappa Paul, J. (2008). Business Environment. 3rd Edition. Tata McGraw-Hill Publication.	Basic understanding	MCQs, Quiz, Short Test
2	Environmental scanning, forces and monitoring	Business Environment by F Cherunelum, K Aswathappa	How environment interacts	MCQs, Quiz, Short Test
3	Values and Ethics in Business	Corporate Governance Values and Ethics with Case Studies, by Neeru Vasishth (Author), Namita Rajput	Morals and Values	MCQs, Quiz, Short Test
4	Economic Planning, five year plans, achievement, Niti Aayog, Subsidies	Survey of Indian Industry - The Hindu, Economic Survey - by Government of India	Govt. support	MCQs, Quiz, Short Test



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5	Public and Private sector, Disinvestment	Disinvestment in India: Policies, Procedures, Practices by Sudhir Naib, SAGE Publications Pvt. Ltd;	Govt. Promoted and Private Initiatives	MCQs, Quiz, Short Test
6	Fiscal and Monetary Policy	Macroeconomic Policy: Demystifying Monetary and Fiscal Policy by Farrokh Langdana, (Springer Texts in Business and Economics)	Policies in the country	MCQs, Quiz, Short Test
7	Globalization, Import and Export	Sundaram & Black: International Business Environment Text and Cases	Global environ.	MCQs, Quiz, Short Test
8	Indian Financial System, Foreign Institutional Investment, Foreign Portfolio Investment, Foreign Direct Investment, in India	Indian Financial Systems and Markets, by Siddhartha Saha, McGraw Hill Education. Sundaram & Black: International Business Environment Text and Cases	Int'l companies, and Investment in India	MCQs, Quiz, Short Test
9	Trade Policy, WTO	Sundaram & Black: International Business Environment Text and Cases	Trading policies and global guidelines	MCQs, Quiz, Short Test
10	Presentations, Tests	Reference books, Notes		MCQs, Quiz, Short Test
11				
12				

Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			



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2	Industry Visit			
3	Academic Projects	Assignments - Periodically	Subject matter understanding, Awareness raising	
4	Book Review			
5	Group Discussion	Values/Ethics/Globalization	Interchange of views- Debates, Awareness raising	
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity			



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Evaluation:

Internal:

Component	Details	Marks
Class Test	MCQs	20
Presentation	Assignments, Group Projects	10
Case Study		
Participation	Attendance	5
Others – Overall conduct	Behaviour, and Response in the classroom	5

Signature of Faculty

Signature of the Co-ordinator