



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2016-2017)**

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Programme Name:: PGDM – Common Subject

Term: IV

Name of the Course: Business Environment

Maximum marks: 100

No. of Sessions : 10

Name of the Faculty: Sunil Saxena

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**Learning Objectives:**

**The business environment in India has undergone a dynamic change with the liberalisation & privatisation in almost all major sectors of the economy. The nature and extent of roles of the state has encountered fundamental changes. With such changes its necessary for management students to understand how such changes affect business environment.**

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**Reference Books:**

1. Essentials of Business Environment By K. Aswathappa, Himalaya Publication House
  2. Business Environment Text and Cases By Francis Cherunilam, Himalaya Publication House
  3. Economic Environment of Business By Dr. H.L. Ahuja, S. Chand Publication.
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**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	Theoretical Framework of Business Environment Recent Developments in P,E,S Env. SWOT of Indian Economy Planning in India Techniques of Environmental Scanning and Monitoring	Ahuja Francis Cherunilam KFC Case Nike Case Cartoon Channels Case	Access the theoretical framework of business environment	MCQs Case Presentation
2	Industrial Policy and Regulatory Structure Industrial Policy Stock Exchanges Security and Exchange Board of India LPG Policy	K. Aswathappa	State objective of Industrial Policy Access Industrial Policy Know SEBI Explain concept of LPG	Self Assessment Questions
3	Economic Environment of Business Economic Trend Economic Issues and Problems National Income Inflation Political Environment Current Government Indian Political Systems Its characteristics	Ahuja Indian Brand Equity Foundation Website Make in India Case	A thorough understanding of Economic and Political in India and its impact on Business Env.	Quiz



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4	Monetary Policy Monetary Policy Basics Money Supply in India RBI	IBEF CRISIL Ahuja	Discuss Monetary Aggregates Define Liquidity Measures Discuss Factors affecting money supply in India Discuss RBI and its Money Management Techniques	Assignment to create a flow chart to depict the impact of money in the economy vis a vis monetary policy
5	Fiscal Policy Budgets , Revenue, Capital, etc Fiscal Policy and Economy Growth Foreign Trade Policy Direct Tax Indirect Tax	IBEF CRISIL Ahuja	Discuss the Monetary and Fiscal Policy Linkages Access the Foreign trade policy State concept of direct and indirect tax	Quick recap with cross questions
6	Social Cultural Environment Legal Environment	Ahuja K. Aswathappa	Understand diverse culture and its impact on Environment Discuss the Legal aspect like MRTP, IPR, RTI	Quick recap with cross questions
7	Foreign Exchange Management	Ahuja	Get a conceptual	Sector Presentations



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	FEMA , Capital Account and Current Account Transaction Foreign Trade FDI Rules, MNC's	K. Aswathappa	understanding and its impact on Environment	
8	EXIM Policy SEZ	Ahuja K. Aswathappa	Get a conceptual understanding and its impact on Environment	Sector Presentations
9	IMF World Bank WTO	Ahuja K. Aswathappa	Get a conceptual understanding and its impact on Environment	Country Analysis Presentation
10	Quick Recap of all the concept thought	-	-	Class Test

**2. Practical Approach : Other activities (Atleast 4 distinct activities)**

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case Studies		<b><u>Practice learning of concepts</u></b>	<b><u>IBEF, CRISIL, IBS, HRB</u></b>
2	Sector Presentations		<b><u>Practice learning of concepts</u></b>	<b><u>IBEF, CRISIL, IBS, HRB, CMIE</u></b>
3	Country Analysis		<b><u>Practice learning of concepts</u></b>	<b><u>IBEF, CRISIL, IBS, HRB, CMIE</u></b>



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**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test		10 marks
Presentation		10 marks
Case Study		10 marks
Participation		
Others	Attendance and class participation	10 marks

**Signature of Faculty**

**Signature of the Co-ordinator**