

Programme: PGDM Trimester: IV Period: July'19 – Sept'19

Course Code: PGDM-01-E-C01

Name of the subject: Business Environment

Maximum marks: 100 (60+40) No. of Sessions:10 (3 hrs each)

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Program Outcomes (PO)

- **1.**Understand the Dynamics of Business Environment
- 2. Influencers on Business
- **3.** Effect of statutory body, decisions on business

Course Outcomes (CO)

- **1.**Importance and understand the various nuances of Business environment
- **2.**Appreciate the role of socio-cultural factors on development of economy and business
- **3.**Understand the implications of politicolegal system on conduct of business in the country,
- **4.**Realise the importance of micro and macro environment on business decisions
- **5.**Enabling firms to determine threats as well as business opportunities
- **6.**Identification of growth areas
- 7. Creating a better brand image
- **8.**Staying in sync with the competition

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.** Goverment 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
- **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.



A. Plan:

Session No.	PI. Date	<u>Topic</u>	Ref. Study Material	Course Outcomes
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
2		Environmental scanning, forces and monitoring	Business Environment by F Cherunelum, K Aswathappa	How environment interacts
3		Values and Ethics in Business	Corporate Governance Values and Ethics with Case Studies, by Neeru Vasishth (Author), Namita Rajput	Morals and Values
4		Economic Planning, five year plans, achievement, Niti Aayog, Subsidies Internal Test	Survey of Indian Industry - The Hindu, Economic Survey - by Government of India	Govt. support
5		Public and Private sector, Disinvestment	Disinvestment in India: Policies, Procedures, Practices by Sudhir Naib, SAGE Publications Pvt. Ltd;	Govt. Promoted and Private Initiatives
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
7		Globalization, Import and Export	Sundaram & Black:	Global environ.

8	Indian Financial System, Foreign Institutional Investment, Foreign Portfolio Investment, Foreign Direct Investment, in India	International Business Environment Text and Cases Indian Financial Systems and Markets, by Siddhartha Saha, McGraw Hill Education.	Int'l companies, and Investment in India
		Sundaram & Black: International Business Environment Text and Cases	
9	Trade Policy, WTO	Sundaram & Black: International Business Environment Text and Cases	Trading policies and global guidelines
10	Presentations, Internal Test	Reference books, Notes	Connecting with audience, Managing Time, Speaking authoritatively – Subject Knowledge, Confidence building

B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study (current affairs)	All Topics as per above plan	Listed in the plan	Industry
2	Academic Projects	Assignme nts - Periodical ly	Subject matter understand ing, Awareness raising	Relevant topics to syllabus
3	Group Discussion	Values/Et hics/Glob alization	Interchang e of views- Debates, Awareness raising	Lecture and Questions in the class
4	Role Play			
5	Industry Visit			

6	Business Quiz / Business News sharing	
7	Videos / Simulation	
8	Use of Software and Labs	
9	Any other activity	

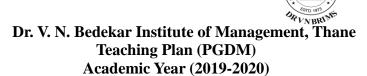
C. Innovative pedagogy adopted:

Interchange of views, Group projects. Evaluation throughout, suggesting improvements, making students think and express their views, challenge own assumptions, make own choices and contribute with their own thinking to the task, making changes to the preassumed framework.

Prepared by: Faculty	Reviewed by: Specialisation	Approved by: ADC
Date:	Date:	Date:

A. Execution:

Session No.	Actual Date	Topic Covered	Attendance <u>%</u>	Evaluation Method	Case Study Ref.	Quiz Ref.	CR Sign



B. Evaluation:

Component	Details	Marks
Presentations & Viva	Mandatory	5+5
Class Test (2 for PGDM)	Mandatory (MCQ, Descriptive,. Etc)	20
Assignments / Others	Mandatory	5
Participation/Attendance	Mandatory	5
Final Exam	Mandatory	60

C. Student Performance Analysis:

Avg. Attendance	Avg. Internal Marks	% Failed in Internals	Avg. Final Marks	% Failed in Final	No. of best students > 80%	No. of students needs improvement

D. Attainment:

	CO1	CO2	CO3	
PO1				
PO1 PO2 PO3				
PO3				

Comments / Suggestions / Recommendations:

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

Signature of Faculty

Signature of the Co-ordinator / ADC