

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022
Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Master of Commerce (MCOM)

Semester - I

Course Code	PG01CCOM02	Title of the Course	Business Environment-I
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To Make the Students understand Business and Business System , to help them in developing the ability to Understand, Scan Business Environment and to make them aware of the Recent Trends in Business and Business Environment.
	2. To Make the Students understand and analyse the Economic Planning System in India, the Reforms implemented under 1991 Industrial Policy and the functioning of Monetary Policy, Fiscal Policy, EXIM Policy and the Science, Technology and Innovation Policy 2013 (STIP 2013).
	3. To Make the Students define, understand, differentiate and discuss the Liberalization, Privatization and Globalization of Business and various Methods of Privatization and Globalization of Business.
	4. To Make the Students define, discuss, understand and evaluate the Responsibilities of Business towards society, Social Audit, Business Ethics and the Consumer Protection Act, 1986 to protect the Consumers from exploitation.

Course Content

Unit	Description	Weightage (%)
1.	<ul style="list-style-type: none">NATURE, SCOPE AND OBJECTIVES OF BUSINESS Business System/Process, Classification of Business, Classification of Industries, Characteristics of Business and Goals of BusinessA GLIMPSE OF BUSINESS ENVIRONMENT Meaning of Business Environment, Types of Environment , Internal and External Environment, Micro and Macro Environment, Competitive Structure of IndustriesECONOMIC ENVIRONMENT Nature of Economy, Structure of Economy, Economic Policies, Economic ConditionsPOLITICAL AND GOVERNMENT ENVIRONMENT Classifications of Functions of State, Economic Roles of Government in India, Government and Legal Environment, the Constitutional Environment	25 %

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

	<ul style="list-style-type: none">• NATURAL AND TECHNOLOGICAL ENVIRONMENT Natural Environment, Technological Environment, Innovation, Technological Leadership and Fellowship, Technology and Competitive Advantages, Sources of Technological Dynamics, Time Lags in Technology Introduction/Absorption, Appropriate Technology and Technology Adaption, , Impact of Technology on Globalization, ICT and Marketing, Transfer of Technology, E Commerce – Indian Condition of E Commerce• DEMOGRAPHIC ENVIRONMENT Importance of Demographic Environment, Population Size, Falling Birth Rate and Changing Age Structure, Migration and Ethnic Aspects	
2.	REVIEW OF SELECTED MACRO POLICIES OF INDIAN BUSINESS AND GOVERNMENT <ul style="list-style-type: none">• Brief Review of Economic Planning in India (With Special emphasis on latest five year plans• The Industrial Policy of 1991 of Government of India• The current Monetary Policy of RBI• The Fiscal and EXIM Policy of the Government• Science, Technology and Innovation Policy 2013 (STIP 2013)	25 %
3.	MACRO STRATEGIES AND REGULATORY ACTS OF INDIAN BUSINESS AND GOVERNMENT <ul style="list-style-type: none">• LIBERALIZATION Concepts, Issues and Implications on Indian Economy• PRIVATIZATION Meaning of Privatization, Nature, History and Objectives of Privatization, Various Forms of privatizing the Public Sector Enterprises, Merits and Demerits of Privatization, Disinvestment in India• GLOBALIZATION Globalization of Business: Meaning and Dimensions, Globalization of World Economy, Features of Current Globalization, Stages of Globalization, Essential Conditions for Globalization, The Foreign Market Entry Strategies/ Strategies of Globalization, The Pros and Cons of Globalization, Policy Options, globalization of Indian Business.	25%
4.	BUSINESS AND SOCIETY <ul style="list-style-type: none">• SOCIAL RESPONSIBILITY OF BUSINESS (SRB) Classical and Contemporary Views, Social Orientations of Business, The Factors affecting Social Orientations, SRB towards different Sections (Shareholders, Employees, Consumers, Society/Community), The Indian Situation, The Arguments for and against Social Involvement,• SOCIAL AUDIT Nature/Meaning/Feature of Social Audit, Evolution of Social Audit,	25 %

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Objectives and Benefits of Social Audit, Methods of Social Audit, Obstacles to Social Audit, Organization for Social Audit, Audit Programmes, Social Audit in India, • CONSUMER RIGHTS, CONSUMERISM AND BUSINESS Consumer Rights, Exploitation of Consumers, Consumerism, Consumer Protection, UN Guidelines for Consumer Protection, Consumer Protection and Consumerism in India, the Consumer Protection Act, 1986. • BUSINESS ETHICS Nature of Ethics, Sources of Ethics, Why is Ethics Important? Are Business Ethical? Ethical Dilemmas, Managing Ethics.	
---	--

Teaching-Learning Methodology	<ul style="list-style-type: none">• Direct Lecture• Power Point Presentations• Seminars• Students Presentations• Questions-Answers during lectures.
--------------------------------------	---

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	20%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Course Outcomes	
1.	Concept of Business Environment, Types of Business Environment, it's importance and Analysing the impact of these environments on Business.
2.	The Economic Planning System in India, why 1991 Industrial Policy was introduced, reforms implemented under the 1991 Industrial Policy, the functioning of Monetary Policy, Fiscal Policy, EXIM Policy and the Science, Technology and Innovation Policy of India 2013 (STIP 2013).

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

3.	The Concept of Liberalization, Assessing the impact of liberalization on Indian economy , and issues of liberalization, what is Privatization, different Forms/ Methods of Privatization, the Concept of Globalization, the Stages and Strategies of Globalization, its implications for India and Globalization of Indian Economy
4.	The Relationship between Society and Business, Rationale of Social Responsibility of Business, Social Audit, Consumerism, Consumer Rights and the Consumer Protection Act, 1986 and the Importance of Business Ethics and Ethical Dilemmas.

Suggested References	
Sr. No.	References
1	Cherunilam Francis. (2013). “Business Environment: Text and Cases” 22nd Revised Edition, 2013. Himalaya Publishing House Private Limited.
2	Ashwathappa K. (2008). “Essentials of Business Environment” 10th Revised Enlarged Edition, 2008. Himalaya Publishing House Private Limited.
3	Datt and Sundaram. “Indian Economy” S. Chand Publishing.
4	Adhikari M “Economic Environment of Business”, Sultan Chand & Sons
5	A N Agarwal, “ Indian Economy”, New Age International Publishers
6	Jain & Jain, “Business Environment”

On-line resources to be used if available as reference material

On-line Resources

The Students can make a Choice of this Course on UGC MOOCs a Vertical of SWAYAM Portal SITE ADDRESS:

https://ugcmoocs.inflibnet.ac.in/moocs_courses.php

https://ugcmoocs.inflibnet.ac.in/view_module_pg.php/389

SUBJECT: COMMERCE

Paper Number and Title: 5: Business Environment
