

MBG5105 BUSINESS ENVIRONMENT

Course Code	MBG5105	Semester	I
Course Title	BUSINESS ENVIRONMENT		
Credits	3	Type	Core

The course aimed to develop Socio-Economic, Technological and Analytical skills of Business

Course Description

This course seeks to sensitize the students to the broader socio-political and economic environment within which they will operate as managers. The course seeks to examine the interaction between the economy, polity and society in historical perspective and enable the students to be more effective managers.

Course Outcome

By the end of the course, students are expected to be able to:

Knowledge gained

- Familiarize the role of macro environmental factors on development of business
- To Understand the various components of environment and their interdependence
- Understand the minor and major factors affecting the business in various streams

Skill gained

- To effectively foresee the future
- Understand the likely impact of environmental changes on business

Competency gained

- Develop good business Decisions and policies
- Acquire in-depth knowledge about different environments in the business climate.

Course Structure

The following is a detailed syllabus.

Module I Business Environment: Concept, significance and factors - Environment influence on business - Environmental awareness and scanning for business planning.

Module II Social structure in India - Significance of growing middle class - social & cultural factor - Inter-face between society and management - social change and development - Role of Manager in the social context.

Module III Political Environment of Business : Nature of governance - Constitution - Structure and philosophy, Institutions - Centre - State relations - Business - government interface - public policy formulation - Implications for Business. Strategies followed by business influencing public policies.

Module IV Economic Environment & Business: an analysis of overall development strategy pursued since independence - structural changes in the economy - Agriculture, Industry, Service sectors - policy, structure and performance of various sectors - The growth and development of public sector enterprises - Globalisation - Privatisation –

Module V Technological Environment and its implications to business - New Technologies - Choice of Technologies - Appropriate technology, Trade scenario, - New areas of growth - Economic effects of technology - Social consequences of technological change - Management's responsibility for technological change.

Testing & Evaluation (if any)

- Assignments
- Case analysis/ Problems
- Seminar/Project
- Discussions/ Group activity
- Internal Assessment

References

1. Francis Cherunilam (2013), Business Environment – Text and Cases, Himalaya
2. Vivek Mittal (2011), Business Environment, Excel Books
3. R. Datt& KPM (2008). Sundaram Indian Economy, S. Chand & Sons
4. <https://www.slideshare.net/prashantmehta371/chapter-1-business-environment>
5. <https://www.icmrindia.org/short%20case%20studies/Short%20Case%20Studies.asp?cat=Business%20Environment>
6. <https://www.hbs.edu/faculty/topics/Pages/business-and-environment.aspx>