Programme..Master of Commerce (MCom)

MCM5003   BUSINESSENVIRONMENT

Course Code	MCM5003	Semester	I
Course Title	*BUSINESS ENVIRONMENT*		
Credits	3	Type	ELECTIVE

This course shall have 3 lecture hours, 2 practicals, 1 tutorial.

This is a Skill based, employability based, and entrepreneurship skill based course.

Course Objective

Thebasicobjectiveofthecourseistodevelopunderstandingandprovideknowledgeabout   business environment to the management students toanalyze the overall business environment and evaluate its various components in business decisionmaking and provides an analysis and examination of significant contemporary ethical issues and challenges existing throughout the professional businessarena.

Learning Objectives
- To acquire in-depth knowledge about different environment in the businessclimate.
- To sensitize students to current issues affectingbusiness.
- To develop knowledge about the legislations in thecountry.
- To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment onBusiness.
- The provide knowledge about the Indian and International businessenvironment.

Course Structure

UNIT I:
Business Environment: Dynamic factors of environment – Importance of scanning the environment – Fundamental issues captured in PESTLE– Political, Economic, Socio-cultural, Technological, Legal and Ecological environment- OpportunitiesandThreatsasenvironmentalissuestoaddressbyBusinesses-Policy Environment: Liberalization, Privatization and Globalization (LPG) - Efficiency and Competition-LPG vis-à-vis Strengths,Weaknesses, Opportunities and Threats.
Relevant One or Two Case Studies

UNIT II:
Political Environment: Government and Business – Political Systems, Political Stability and Political Maturity as conditions of business growth- Role of Government in Business: Entrepreneurial, Catalytic, Competitive, Supportive, Regulative and Control functions- Government and Economic planning: Industrial policies and promotion schemes – Government policy and MSME – Interface between Government and Public sector- Good Governance and Great Environment- Sustainable Industrialization - Political Institutions- Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.
Relevant One or Two Case Studies

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UNIT III:

Economic Environment: Phase of Economic Development and its impact- GDP Trend and distribution and Business opportunities- Monetary System and Business capital: Quantum, Types, Risk and Cost-Role of Banks; Role of Financial Institutions- Role of Central Bank- Fiscal System: Government Budget and Taxation Measures-Fiscal Deficits and Inflation-FDI and Foreign collaboration–Foreign Capital tapping by businesses- Export-Import policy – Foreign Exchange and Business Development- Relevant One or Two Case Studies

UNIT IV:

Social and Technological Environment: Societal Structure and Features- Entrepreneurial Society and its implications for business – Social and cultural factors and their implications for business – ESG Criteria– Gender sensitive business environment-Technology Development Phase in the Economy as conditioner of Business opportunity- Technology Policy- Technology Trade and transfer-Technology Trends in India-Role of Information Technology – Clean Technology- Cultural Environment: Nature, Impact of foreign culture, Business, Traditional Values and its Impact Social Audit – Meaning and Importance. Challenges faced by International Business and Investment Opportunities for Indian Industry.
Relevant One or Two Case Studies.

Practicals

- Prepare an analysis on scanning the environment through PESTLE in any of the 2 reputed domestic companies of construction sector.
- Prepare an index evaluating the significance of environment scanning in building profitability of beverages sector.
- Conduct a SWOT Analysis of nationalized banks.

Skills

- Critical understanding of various components of environmental scanning – PESTLE
- Develop proficiency in evaluating an organization through SWOT Analysis.
- Develop an understanding of Social and cultural factors and their implications for business
- To understand the importance of Political Stability and Political Maturity conditions for business growth.

Learning/Course Outcomes

- Understand the nature of business environment and its components.
- Students can update themselves with the issues that affect the business world today.
- Gain interest in International Business.
- Outline how an entity operates in a business environment.
- Examine how different factors and trends in the external environment are likely to impact upon a proposed business venture

Books for Reference

1. A C Fernando: Business Environment:Pearson

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2. Adhikary M, Economic Environment of Business, Sultan Chand &Sons.
3. Amarchand D, Government and Business,TMH.
4. Business and society – Lokanathan and Lakshmi Rajan, EmeraldPublishers
5. C.B.Gupta, Business Environment, S.Chand andCo
6. Economic Environment of Business – M. Adhikary, Sultan Chand &Sons.
7. Francis Cherunilam (2015), International Business Environment, Himalaya Publishing House.
8. George Steiner& John Steiner (2008), Business, Government and Society: A Managerial Perspective,McGraw-Hill
9. Maheswari& Gupta, Government, Business andSociety.
10. Mohinder Kumar Sharma, Business Environment in India, South AsiaBooks.
11. Sameer Kochhar (2011), (ED.), Growth & Finance, AcademicFoundation
12. Strategic Planning for Corporate Ramaswamy V McMillan, NewDelhi
13. Sundaram K Anant, Black Stewart: The International Business Environment:Pearson.