



के रल के न्दय वयशयवयदयलय
CENTRAL UNIVERSITY OF KERALA

कवसरगोड / KASARAGOD

Department of Commerce and International Business

Proceedings of Board of Studies Meeting

Board of Studies meeting of the Department of Commerce and International Business, Central University of Kerala, Periyar, Kasaragod, was held on July 7th 2020, Tuesday, from 2 PM onwards through Google Meet. The internal members were present at the conference hall of Gangotri Block. The meeting was addressed by the honourable Vice Chancellor, Dr. G Gopakumar.

Members Present:

1. Prof Dr V Balachandran, Professor and Head, Department of Management Studies, Dean, School of Business Studies, Central University of Kerala.
2. Prof Dr N Ragavan, Department of Commerce, University of Madras, Chennai.
3. Prof Dr Mavoothu, Director, School of Management Studies, Cochin University of Science and Technology, Kochi.
4. Prof Dr B H Suresh, Department of Commerce, University of Mysore, Mysore.
5. Dr Antony Joseph, Manadan, XV/57, Nazareth Road, Aluva.
6. Mr K G Madhu, Managing Director, Ammini Group of Institutions, Papanamcode, Thiruvananthapuram.
7. Prof Dr E K Satheesh, Dean, Department of Commerce and Management, Calicut University, Kozhikode.
8. Prof Dr T Mallikarjunappa, Head (I/C), Department of Commerce and International Business.

Prof T Mallikarjunappa, HOD of the Department, welcomed the honourable Vice Chancellor and all the members who were present online for the BOS meeting. The honourable Vice Chancellor, Central University of Kerala, discussed the process that the CUK follows in revising the curriculum and urged all the members to contribute to make the best syllabus for the newly started Department of Commerce and International Business. This was followed by brief introduction of all the members. After the introduction of the members, the agenda for the meeting were taken up for discussion. The decisions of the different agenda are given below.

Agenda 1: Revision of the existing MCom curriculum.

Decision: The members had read the proposed syllabus and the regulations which were sent through mail and the discussion on the syllabus started with each member suggesting the changes to be made in the proposed syllabus. The proposed syllabus was presented for making the suggestions for revision. The HOD explained the revised syllabus and the need for the revision and invited members to contribute to enriching the course curriculum.

Agenda 2: Suggestion of the courses that could be continued and courses that can be added in the new syllabus.

Discussion: The following suggestions were put forward by the members:

Dr Antony Joseph suggested that International Business may be offered as Elective for MCom. More practical approaches like Registration Formalities to get I.C.C number from D.G.F.T, Modes of Entry into Global markets, F.T.P.Foreign Trade Policy, Incentives offered by Government, Institutional support by Government for Foreign trade, Payment Terms; L/C, D/P,D/A, Sale Terms – Quotations, FOB, CIF, Documentation , Insurance – Marine, Pre-shipment inspection, Quality Control, Processing of Export order should be incorporated in International Business, which would benefit the students in future. He has suggested a syllabus with 5 modules for the subject International Business.

Dr Antony Joseph suggested that the following topics may be included in the syllabus of:

1. Principles of Management – M.B.O, PERT, CPM, Major forms of business organizations.
2. Marketing Management – B2B Marketing, Industrial Marketing, Logistics & Supply Chain Management, Rural Marketing, Retail Marketing, Tele Marketing, Mobile Marketing, other digital forms and video platforms.

Dr B H Suresh suggested that syllabus should include the papers which are prescribed for NET. He also suggested eliminating elementary aspects from the subjects Advanced Management Accounting and QT for Decision Making.

Dr D Mavoothu offered the following suggestions:

1. Case studies to be discussed for the courses.

2. More inputs from Indian Epics (Mahabharatha and Ramayana) and value system can be used rather than the Western inputs in teaching the paper 'Corporate Governance and Business Ethics'.
3. The last two modules (IV AND V) in paper 'Corporate Governance and Business ETHICS' can be used for teaching Business Ethics and first three modules can be for Corporate Governance. He has suggested a detailed structure of IV and V module.

Dr. N Ragavan made suggestions for the following subjects;

1. International Financial Reporting Standards – He suggested that the disclosure and treatment matter should be given priority from learning perspective and all IFRS to be introduced.
2. Legal Framework for Business and Commerce – The legislative provisions of Competition Act , Insolvency and Bankruptcy Code, Prevention of Money Laundering Act, and Judicial Pronouncement to be included in the syllabus.
3. Principles and Practices of Auditing – To incorporate Standards on Auditing, Practical Audit situations, and Legislative provisions on auditing matters in the syllabus.

Decision: The board resolved to modify the course curriculum and the regulations and accept the same after incorporating the suggestions which the members could send after the meeting through email. The revised syllabus with the changes suggested by the members of the board could be sent to the university for further action.

Agenda 3: Addition of SWAYAM courses in the I, II and III semesters of MCom.

Decision: The board took note of the suggestions on the courses on SWAYAM that a student could opt. It was suggested that SWAYAM Courses to be offered at any time during the course duration but preferably in First, second and third semesters. The credits earned by the students in the SWAYAM should be incorporated into the grade sheet of the students.

Agenda 4: Any other matter of relevance.

The members made different suggestions on the way curriculum could be structured.

1. Number of units for the elective papers to be reduced to four.
2. In the subject Marketing Management, more practical aspects need to be incorporated.
3. Students should be made familiar with the online recruitment sites and profile creation in such sites, by including it under the subject Human Resource Management.

4. MSME website and its importance to be highlighted in the subject Entrepreneurship Development.
5. Dr B H Suresh made a suggestion connected with the regulations. He pointed that the rules relating to the failure of students in any exam and re-conduct of exam is not clear in the regulations. The HOD clarified that these are governed by the CBCS regulations of the CUK. Another point was that in his opinion the Vice Chancellor should have the power to modify the regulations or to solve a problem any time but not only up to three years. The suggestion is accepted and the relevant clause has been changed to incorporate this suggestion

It is resolved to revised the course curriculum and send it to the university for further action.

Sd/-

Prof Dr V Balachandran

Sd/-

Dr B H Suresh

Sd/-

Prof Dr N Ragavan

Sd/-

Dr Antony Joseph

Sd/-

Prof Dr E K Satheesh,

Sd/-

Mr,K G Madhu

Sd/-

Prof Dr Mavoothu

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Prof Dr T Mallikarjunappa,

(Chairman)

Programme..Master of Commerce (MCom)

MCM5003

BUSINESSENVIRONMENT

Course Code	MCM5003	Semester	I
Course Title	<i>BUSINESS ENVIRONMENT</i>		
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

The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students to analyze 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 business arena.

Learning Objectives

- To acquire in-depth knowledge about different environment in the business climate.
- To sensitize students to current issues affecting business.
- To develop knowledge about the legislations in the country.
- To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.
- To provide knowledge about the Indian and International business environment.

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- Opportunities and Threats as environmental issues to address by Businesses- 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

Programme..Master of Commerce (MCom)

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

Programme..Master of Commerce (MCom)

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, Emerald Publishers
5. C.B.Gupta, Business Environment, S.Chand and Co
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 and Society.
10. Mohinder Kumar Sharma, Business Environment in India, South Asia Books.
11. Sameer Kochhar (2011), (ED.), Growth & Finance, Academic Foundation
12. Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi
13. Sundaram K Anant, Black Stewart: The International Business Environment: Pearson.