

**SARDAR PATEL UNIVERSITY**  
**M.COM. (BUSINESS STUDIES)**  
**SEMESTER-I (Effect from June, 2021-22)**

<b>Course Code</b>	<b>PB01CCOM52</b>	<b>Title Of The Course</b>	<b>Business Environment-I</b>
Total Credits Of The Course	4	Hours Per Week	15

<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>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.</li> <li>2. To Make the Students understand and analyze 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 (<b>STIP 2013</b>).</li> <li>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.</li> <li>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.</li> </ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<ul style="list-style-type: none"> <li>● <b>NATURE, SCOPE AND OBJECTIVES OF BUSINESS</b> Business System/Process, Classification of Business, Classification of Industries, Characteristics of Business and Goals of Business</li> <li>● <b>A GLIMPSE OF BUSINESS ENVIRONMENT</b> Meaning of Business Environment, Types of Environment , Internal and External Environment, Micro and Macro Environment, Competitive Structure of Industries</li> <li>● <b>ECONOMIC ENVIRONMENT</b> Nature of Economy, Structure of Economy, Economic Policies, Economic Conditions</li> <li>● <b>POLITICAL AND GOVERNMENT ENVIRONMENT</b> Classifications of Functions of State, Economic Roles of Government in India, Government and Legal Environment, the Constitutional</li> </ul>	<b>25%</b>

	<p>Environment</p> <ul style="list-style-type: none"> <li>• <b>NATURAL AND TECHNOLOGICAL ENVIRONMENT</b> 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</li> <li>• <b>DEMOGRAPHIC ENVIRONMENT</b> Importance of Demographic Environment, Population Size, Falling Birth Rate and Changing Age Structure, Migration and Ethnic Aspects</li> </ul>	
2.	<p><b>REVIEW OF SELECTED MACRO POLICIES OF INDIAN BUSINESS AND GOVERNMENT</b></p> <ul style="list-style-type: none"> <li>• Brief Review of Economic Planning in India ( With Special emphasis on latest five year plans</li> <li>• The Industrial Policy of 1991 of Government of India</li> <li>• The current Monetary Policy of RBI</li> <li>• The Fiscal and EXIM Policy of the Government</li> <li>• Science, Technology and Innovation Policy 2013 (<b>STIP 2013</b>)</li> </ul>	25%
3.	<p><b>MACRO STRATEGIES AND REGULATORY ACTS OF INDIAN BUSINESS AND GOVERNMENT</b></p> <ul style="list-style-type: none"> <li>• <b>LIBERALIZATION</b> Concepts, Issues and Implications on Indian Economy</li> <li>• <b>PRIVATIZATION</b> 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</li> <li>• <b>GLOBALIZATION</b> 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.</li> </ul>	25%
4.	<p><b>BUSINESS AND SOCIETY</b></p> <ul style="list-style-type: none"> <li>• <b>SOCIAL RESPONSIBILITY OF BUSINESS (SRB)</b> 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,</li> <li>• <b>SOCIAL AUDIT</b> Nature/Meaning/Feature of Social Audit, Evolution of Social Audit, Objectives and Benefits of Social Audit, Methods of Social Audit, Obstacles to Social Audit, Organization for Social Audit, Audit</li> </ul>	25%

	Programmes, Social Audit in India, <ul style="list-style-type: none"> <li>• <b>CONSUMER RIGHTS, CONSUMERISM AND BUSINESS</b>            Consumer Rights, Exploitation of Consumers, Consumerism, Consumer Protection, UN Guidelines for Consumer Protection, Consumer Protection and Consumerism in India, the Consumer Protection Act, 1986.</li> <li>• <b>BUSINESS ETHICS</b>            Nature of Ethics, Sources of Ethics, Why is Ethics Important? Are Business Ethical? Ethical Dilemmas, Managing Ethics.</li> </ul>	
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<b>Teaching-Learning Methodology</b>	Direct Lecture, Power Point Presentations, Seminars, Students Presentations and Questions-Answers during lectures.
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<b>Evaluation Pattern</b>		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	<b>20%</b>
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>10%</b>
3.	University Examination	<b>70%</b>

<b>Course Outcomes:</b> Having Completed this Course, the Learners will be able to Understand/Analyze/Learn and can Discuss	
1.	Concept of Business Environment, Types of Business Environment, it's importance and Analyzing 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).
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.

<b>Suggested References</b>	
<b>Sr. No</b>	<b>References</b>
<b>1.</b>	<b>Cherunilam Francis. (2013). "Business Environment: Text and Cases"</b> 22nd Revised Edition, 2013. Himalaya Publishing House Private Limited.
<b>2.</b>	<b>Ashwathappa K. (2008). "Essentials of Business Environment"</b> 10 <sup>th</sup> Revised Enlarged Edition, 2008. Himalaya Publishing House Private Limited.
<b>3.</b>	<b>Datt and Sundaram. "Indian Economy"</b> S. Chand Publishing.

<b>On-Line Resources available that can be used as Reference Material</b>
<b>On-Line Resources</b>
<p><b>The Students can make a Choice of this Course on UGC MOOCs a Vertical of SWAYAM Portal</b>  <b>SITE ADDRESS: <a href="https://ugcmoocs.inflibnet.ac.in/moocs_courses.php">https://ugcmoocs.inflibnet.ac.in/moocs_courses.php</a></b>  <a href="https://ugcmoocs.inflibnet.ac.in/view_module_pg.php/389">https://ugcmoocs.inflibnet.ac.in/view_module_pg.php/389</a>  <b>SUBJECT: COMMERCE</b>            Paper Number and Title: 5: Business Environment</p>