

Branch Name:	M.com
Program Code:	CM 201
Course Name:	Business Environment and Economic Policies
Course Code:	3CM2010102
Pre-requisite Course:	Understanding concepts of economics, micro and macro environment.

Course Objectives:

1. To provide knowledge of the policies and legal provisions of the creating business environment in India.
2. To provide basic knowledge regarding various aspects of Business Environment and economic policy.
3. To make the students aware about different macro environment in business environment.
4. To make the familiar of students with different policy like monetary, fiscal, industrial policy.
5. To understand the concepts of foreign direct investment (FDI). FEMA & FERA Act.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	--	--	4	50	50	--	--	100

Subject Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1	Business Environment: Concept - Nature and scope- types– internal environment and external environment- Factors influencing business environment- Economic – Social- Cultural -Political environment and technical environment; Environmental analysis – Environment scanning - Monitoring - Changing dimensions in business environment.	15	25%
2	Economic Environment: Concept – Nature and scope Structures of the economy -Economic policies and conditions- Economic planning - Industrial policy - Foreign investment -Foreign technology agreements - Merits and demerits of the policy – FEMA - Monetary and fiscal policies - New economic policy.	15	25%
3	Political and Legal Environment: Concept- Political institutions - Rationale and extent of state intervention - Reasons for state intervention - Types of intervention - Extent of interventions - Government Business interface – Legal environment.	15	25%
4	International Business Environment: Multinational Corporations (MNCs)- Benefits and Problems. Mergers and acquisitions-Meaning, Major Reasons, Benefits and limitations, World trade Organization (WTO)- Meaning – Functions and Role of WTO, Impact and implications of WTO on the Indian economy.	15	25%

Text Books:

1. Economics- Kumar Prakashan.
2. Business Environment Text Cases by Francis Cherunilam
3. Business Environment by Paul
4. Economics and Business Environment By Wim Hulleman ,Ad Marijs

Reference Books:

1. Chari, S.N. International Business, Wiley India.
2. Francis Cherunilam, Business environment – Text and cases, Himalaya Publishing House.
3. K. Aswathappa, Essentials of Business environment, Himalaya Publishing House. Pandey G.N. Environmental Management, Vikas publishing house.
4. Raj Agarwal, Business Environment, Excel publications.

5. Sundaram & Black. International Business Environment Text and cases, PHI.

List of Open-Source Software/learning website:

1. <https://www.youtube.com/watch?v=8F2E3D0g6no>
2. <https://www.youtube.com/watch?v=ClNjv69ws2o>
3. https://www.youtube.com/results?search_query=social+values+and+political+environment+
4. <https://www.youtube.com/watch?v=on9dv9Gz1GI>

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concept, components, and significance of the business environment in influencing organizational decisions.	1 Remembering 4 Analyzing
CLO2	Describe the impact of economic, political, legal, and socio-cultural factors on business operations.	2 Understanding
CLO3	Apply economic policies and regulatory frameworks to analyze business situations and decision-making.	2 Understanding
CLO4	Analyze the effects of government policies such as fiscal, monetary, and industrial policies on business performance.	1 Remembering 2 Understanding
CLO5	Evaluate contemporary issues in the business environment including globalization, liberalization, and economic reforms.	2 Understanding
CLO6	Develop strategic responses for businesses based on changes in the economic environment and policy framework.	4 Analyzing

Mapping of CLOs with Pos & PSOs: -

Course Learning Outcomes (CLOs)	Program Outcomes (POs)						Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CLO1	M		L			L	M	
CLO2				M				
CLO3	L		M			L	M	
CLO4		M		M				
CLO5					M		M	M
CLO6	M					L	L	

H: High, M: Medium, L: Low