

Name of Institute: Indus Institute of Management Studies

Name of Faculty: Dr. Neelam Kshatriya

Course code: BB0205

Course name: Introduction to Business Environment

Pre-requisites: Management Concepts

Credit points: 3

Offered Semester: II

Course Lecturer (weeks 1 - 15)

Full Name: Dr. Neelam Kshatriya

Department with siting location: Management, Staff Office, 4th floor, Bhanvar Building

Telephone: 9825070369

Email: neelamkshatriya.mba@indusuni.ac.in

Consultation times: 2.00 pm to 4.00 pm(prior appointment)

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

The course will create awareness of how the economic, social, political and regulatory environment is relevant with business organizations in India. It will throw light on the existing economic environment of business in India. It will also help students to understand the merits and demerits of various economic systems.

Course Outcomes (CO)

CO 1: Gain a clear understanding of key Business Environment concepts .

CO 2: Identify and demonstrate the dynamic nature of the environment in which Business Environment decisions are taken.

CO 3: Appreciate the implications of dynamism on Business strategies and their implementation.

CO 4: Develop students' skills in applying the analytic perspectives; decision tools the field of Business Environment.

CO 5: Develop an understanding of the underlying concepts, strategies and the issues involved in Business Environment.

CO 6: Develop strong Business Environment plans and persuasively communicate your recommendations .

CO- PO Mapping :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	3	3	2	3	2
CO 2	2	3	2	2	2	2	2
CO 3	2	2	2	2	3	3	2
CO 4	2	3	2	2	3	2	3
CO 5	3	3	3	2	2	2	2

Course Outline

Course Content:

Module-I (25% Weightage)	Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business
Module-II (25% Weightage)	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector
Module-III (25% Weightage)	Industrial Policy –Its historical perspective (In brief);Socio-economic implications of Liberalization, Privatization, Globalization.
Module-IV (25% Weightage)	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA

Method of delivery

(Face to face lectures, self-study material, Active Learning Techniques)

Study time

(Three Hours per Week)

CO-PO Mapping (PO: Program Outcomes)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	3	3	2	3	2
CO 2	2	3	2	2	2	2	2
CO 3	2	2	2	2	3	3	2
CO 4	2	3	2	2	3	2	3
CO 5	3	3	3	2	2	2	2

Blooms Taxonomy and Knowledge retention (For reference)

(Blooms taxonomy has been given for reference)

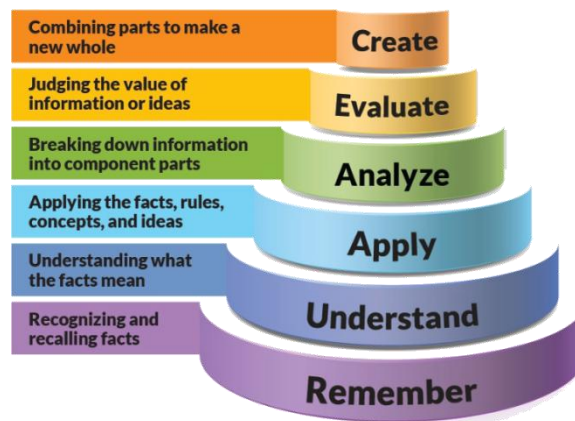


Figure 1: Blooms Taxonomy

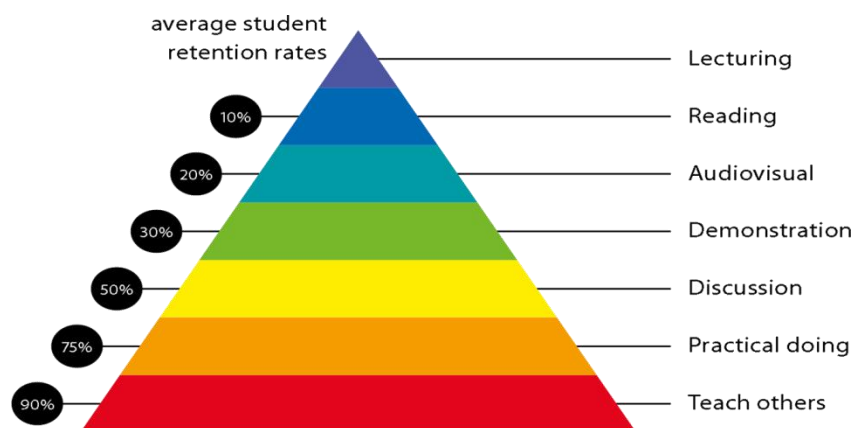


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of Management Graduate Capabilities
Informed Disciplinary Knowledge Knowledge related to the social, economic and political factors which affect business affairs. Government's role in business affairs. Knowledge on Industrial policy	Professional knowledge, grounding & awareness
Independent learners Metacognition Planning • Evaluating	Information literacy, gathering & processing
Thinking • critical • creative • practical	Problem solving skills
Effective Managers Ability to take decisions considering the prevailing business environment Awareness on social, economic and political factors	Decision Making
	Strategy formulation
	Leadership
Responsible Learning • capacity for life-long learning • flexibility • adaptability	Sustainability, societal & environmental impact

Practical work:

Students shall be given assignments

Lecture/tutorial times

Lecture	SEC A	SEC B	SEC C
SEC A	Tuesday- 10:50 am-11:45 am	Monday-10:50 am-11:45 am	Monday-9:55am-10:50 am
	Thursday-10:50 am-11:45 am	Wednesday-10:50 am-11:45 am	Tuesday-11:45 am to 12:40 pm
	Friday-11:45 am to 12:40 pm	Friday-9:55am-10:50 am	Wednesday-9:55am-10:50 am

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

Text Book:

K.Aswathapa- Business Environment Himalaya Publication

Reference Book:

Francis Cherunilum- Business Environment Himalaya Publication

Additional Materials

Times of India, Economics Times, Business Standard and other business magazines and Journals

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Assignment 1	5 Marks		
Assignment 2	5 Marks		
Assignment 3	5 Marks		
Attendance	5 Marks		
Mid semester	40 Marks		
Final exam (closed book)	40 Marks		
Bloom's Category Marks (out of 40) (Internal Evaluation)	Test (30)	Assignments (5)	External Participation in Curricular/Co-Curricular Activities (5)
Remember			
Understand		05	
Apply	10		5
Analyze	10		
Evaluate	10		
Create		05	

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Course schedule (subject to change)

(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Week 1	Introduction to Business environment	CO1	Lecture
Week 2	Concept, Significance	CO2	Lecture
Week 3	Components of Business environment	CO2	Lecture

Week 4	Factor affecting Business Environment	CO2	Lecture
Week 5	Social Responsibilities of Business	CO3	Lecture /Case study
Week 6	Economic Systems: Capitalism	CO4	Lecture /Case study
Week 7	Socialism ,Communism	CO4	Lecture /Case study
Week 8	Mixed Economy	CO3	Lecture /Case study
Week 9	Industrial Policy –Its historical perspective(In brief);	C03	Lecture
Week 10	Socio-economic implications in Business- Introduction	C03	Lecture
Week 11	Socio-economic implications of Liberalization,Socio-economic implications of Privatization	C04	Lecture
Week 12	Socio-economic implications of Globalization	C05	Lecture, Group Discussion
Week 13	Role of Government in Regulation and Development of Business	C05	Case study
Week 14	Monetary Policy,Fiscal Policy	C04	Lecture
Week 15	EXIM Policy, FEMA	C03	Lecture

