



**Gyanmanjari**  
Innovative University

Course Syllabus  
Gyanmanjari Institute of Commerce  
Semester-I(M.Com)

**Subject:** Business Environment -MCOXX11504

**Type of course:** Major

**Prerequisite:**

A strong grasp of the Theoretical Framework of Business Environment, Economic System, and Government Business Relationship is crucial. These topics provide the foundation for understanding the business landscape, economic policies, and the intricate interplay between government and businesses in India.

**Rationale:**

The business environment course encompasses a comprehensive exploration of the theoretical framework, covering topics like the nature of the business environment, economic aspects, government-business relationships, and industrial issues in order to provide students with a holistic understanding of the subject.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
CI	T	P		C	Theory Marks		Practical Marks	
			ESE		MSE	V	ALA	
04	00	00	04	60	30	10	50	150

*Legends: CI-ClassRoom Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.*



**Continuous Assessment:**

(For each activity maximum-minimum range is 5 to 10 marks)

<b>Sr. No</b>	<b>Active Learning Activities</b>	<b>Marks</b>
01	<b>Group Discussions:</b> Faculty will divide the class into small groups and assign each group a specific topic from the module, such as "Social responsibilities of Business" or "Emerging rural sector in India." Each group will discuss the key concepts, significance, and implications of their assigned topic and upload it on Moodle.	10
02	<b>Current Events Analysis:</b> Faculty will assign students to find recent news articles or reports related to economic planning and business environment in India. In pairs or small groups, they analyze the articles and write how the economic policies or reforms mentioned in the news are influencing the business environment in the country and upload it on Moodle.	10
03	<b>Analyzing Policy Documents:</b> Faculty will provide students with real policy documents from organizations like SEBI (Securities and Exchange Board of India) related to the guidelines for fresh issue of shares, debentures, and bonus shares. Ask them to analyze and interpret the content, identifying key points and implications and upload it on Moodle.	10
04	<b>Assignment:</b> Faculty will provide topics and student will write assignment and upload it on Moodle.	10
05	<b>Student choice activity:</b> In this activity student can choose any activity on the basis on their own choice which relevant to subject and upload it on Moodle.	10
<b>Total</b>		<b>50</b>



**Course Content:**

Sr. No	Course content	Hrs	% Weightage
1	❖ <b>Theoretical Framework of Business Environment:</b> Concept, Significance and nature of business environment; Elements of environments internal and external; Changing dimensions of business environment, Techniques of environmental scanning and monitoring. Emerging rural sector in India; Social responsibilities of Business; Consumerism in India; Consumer Protection Act.	15	25
2	❖ <b>Economic System and Business Environment:</b> Economic Planning in India-Types of Economic Plan: Prerequisites of Successful economic planning; Latest Five-Year Plan; Economic Reforms in India; industrial Policy-policy of pre and post liberalization era; Industries (Development and Regulation) Act; Competition Policy and Competition Acts	15	25
3	❖ <b>Public Sector-Objectives. pattern of growth:</b> Changing role of public sector, Privatization and Disinvestments of public enterprises; Pricing policies in public enterprises; Fiscal policy. Monetary policy, Problem of NPA in the Banking sector; objectives; SEBI guidelines for fresh issue of shares, debentures and bonus shares	15	25
4	❖ <b>Government Business Relationship:</b> Roles of government in business, Economic Implications of Indian Constitution- Preamble, Directive Principles of State Policy, Fundamental Rights, Centre state relationship; Small Scale Industries-Importance, Problems and Policies; Industrial Sickness-problem, Magnitude and remedies.	15	25



**Suggested Specification table with Marks (Theory):60**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	35%	40%	25%	-	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

**Course Outcome:**

After learning the course the students should be able to:	
CO1	Develop a comprehensive understanding of the business environment, including emerging rural sectors, social responsibilities, and consumer protection in India.
CO2	Understand India's economic planning, reforms, industrial policy, and competition laws for business.
CO3	Understand public sector growth, privatization, pricing, fiscal & monetary policies, NPA issues, and SEBI guidelines.
CO4	Understand the government-business relations, economic implications of Indian Constitution, and industrial issues and policies.

**Instructional Method:**

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.



**Reference Books:**

- [1] BUSINESS ENVIRONMENT by VEENA KESHAV PAILWAR, PHI Learning, 2014
- [2] Business Environment by Saleem, Shaikh, Pearson Education India, 2011
- [3] Business Environment by A.C. Fernando, Pearson, 2011

