Gyanmanjari
Innovative University

Subject: Business Environment and Policy – BBA1XX12308

Type of course: Multidisciplinary

Prerequisite: Students must have basic understanding of human behavior, workplace interactions, and interest in personal development.

Rationale: This course enables students to build positive mindsets, resilience, emotional intelligence, and strengths-based managerial approaches. It helps them apply positive psychology principles to enhance workplace well-being, productivity, leadership, and team engagement.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks		Total Marks
CI	T	P	C	SEE	CCE	
4	0	0	4	100	100	200

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; LWA - Lab Work Assessment; V – Viva voce; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

Course Content:

Sr. No	Course Content	Hrs.	% Weightage
1	**Theory Topics** • Meaning, Nature and Scope of Business Environment • Importance of studying Business Environment • Types of Environment: Internal & External • Micro and Macro Environment • Environmental Scanning: Need and Techniques • Impact of Business Environment on Business Decision-Making **Practical 1: Environmental Scanning of a Local Business** Students will research a local business and identify two internal factors and two external factors influencing its operations. They will explain	05 T 07 P	20
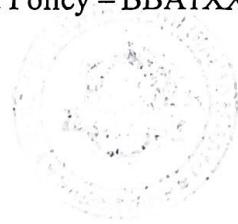
how each factor affects decision-making and overall business performance.

Practical 2: Micro vs. Macro Environment Comparison
Students will select any industry (e.g., retail, telecom, banking) and prepare a comparison table listing three micro-environment elements and three macro-environment elements. They will briefly explain the impact of each element on business activities.

Examination Style:

Sr. No	Evaluation Methods	SEE	CCE
1	**ALA 1: Create a Business Environment Profile for a New Product** Students will choose a new product idea (e.g., smart bottle, organic snack, eco-bag) and prepare a brief profile identifying two internal and two external environment elements that will influence the product launch. PDF should be uploaded in GMIU Web Portal.		10
2	**ALA 2: Business Environment News** Students will take any recent business news item and write a short interpretation explaining its impact on the concerned industry or company. Students will upload the PDF in GMIU Web Portal.		10
3	**Business Environment Mapping** Students will be assigned a name of small local business by the faculty and students will identify the five components of its business environment (economic, political, social, technological, legal).	10	
4	**PESTLE Observation Report** Students will be given an industry by the faculty and the student will prepare a PESTLE observation by identifying at least one factor from each category influencing businesses in that area.	10	
	Total	20	20

2	**Theory Topics** • Economic Systems: Capitalist, Socialist, Mixed • Economic Policies: Industrial Policy, Monetary Policy, Fiscal Policy • Economic Reforms in India: Liberalization, Privatization, Globalization (LPG) • Role of RBI, SEBI, and other regulatory bodies • Inflation, Unemployment, GDP trends and their impact on business	05 T 07 P	20

Practical 1: Analysis of Current Economic Indicators
Students will collect the latest data on GDP, inflation rate, unemployment rate, and exchange rate from reliable sources. They will write a short note interpreting how these indicators influence business planning and growth.

Practical 2: Policy Impact Evaluation (Monetary or Fiscal Policy)
 Students will choose any one recent RBI monetary policy update or a government fiscal announcement. They will explain its expected impact on businesses in India with simple examples (e.g., loan availability, interest rates, cost of operations).

Examination Style:

Sr. No	Evaluation Methods	SEE	CCE
1	**ALA 3: Impact of Interest Rate Change on a Household Budget** Students will calculate how an increase or decrease in interest rate affects the EMI of a sample home/vehicle loan and explain the impact on family spending. PDF should be uploaded in GMIU Web Portal.		10
2	**ALA 4: Sectoral Impact of Economic Slowdown** Students will select one sector (automobile, real estate, retail, etc.) and explain three ways an economic slowdown affects its operations or revenue. Students will upload the PDF in GMIU Web Portal.		10
3	**Inflation Analysis Using Local Market Prices** Students will be assigned 30 essential items by the faculty and students will compare the current prices of those 30 essential items with their prices from one year ago.	10	
4	**GDP Trend Visualization** Students will collect India's GDP data of the last 5 years from RBI website. The faculty will assign a data interpretation task regarding the same.	10	
	Total	20	20

| 3 | **Theory Topics** Political System in India and its impact on business Government policies toward business and industry Role of political stability in business growth Legal Environment: Overview of major business laws | 05 T 07 P | 20 |

- o Companies Act (basic overview)
- o Consumer Protection Act
- o Competition Act
- o Environmental Protection Act
- Public-Private Partnership (PPP) policy

Practical 1: Study of a Business Law
Students will select any one business-related law (e.g., Consumer Protection Act, Competition Act, Environmental Protection Act) and prepare a short summary describing its purpose and one real-life example of its application in business.

Practical 2: Government Policy Review
Students will select one current government policy affecting business (e.g., Make in India, Digital India, MSME schemes) and explain how it supports business development. They will highlight at least two advantages for companies.

Examination Style:

Sr. No	Evaluation Methods	SEE	CCE
1	**ALA 5: Political Party Manifesto Review:** Students will review any political party's manifesto and list three business-related policies or promises, explaining how they may affect industries or entrepreneurs. PDF should be uploaded in GMIU Web Portal.		10
2	**ALA 6: Legal Compliance Checklist for a New Business:** Students will prepare a checklist of five essential legal requirements (GST, Shop Act, labor rules, etc.) for starting a small business. Students will upload the PDF in GMIU Web Portal.		10
3	**Policy Impact Mini-Case** Students will be assigned any recent government policy (e.g., digital payments, startup policy, GST updates) and write a short case explaining its impact on one specific industry	10	
4	**Business Law Application Task** Students will be assigned one business law (e.g., Consumer Protection Act, Competition Act) and they will create a hypothetical scenario showing how that law would apply to a business situation.	10	
	Total	20	20

	Theory Topics		
4	- Social and cultural factors influencing business - Demographic profile of India - Corporate Social Responsibility (CSR)	05 T 07 P	20

- Business Ethics and ethical issues
- Technological environment: Importance of innovation
- Impact of digital technology, AI, automation, and e-commerce
- Government initiatives promoting technology: Digital India, Startup India, Make in India

Practical 1: CSR Initiative Review
Students will pick any company and review one of its CSR activities. They will explain how the activity contributes to social welfare and how it enhances the company's public image and stakeholder trust.

Practical 2: Technology Impact Study
Students will select any recent technology (e.g., AI, automation, digital payments, e-commerce) and write a brief explanation of how it has changed business operations in an industry of their choice.

Examination Style:

Sr. No	Evaluation Methods	SEE	CCE
1	**ALA 7: Study of Consumer Lifestyle Change** Students will interview one individual and identify three major lifestyle changes (work, shopping, health, etc.) and explain how these changes influence business offerings. PDF should be uploaded in GMIU Web Portal.		10
2	**Assignment 1: Technology Adoption Chart in an Industry** Students will select any industry and prepare a chart showing three technologies adopted in the last decade along with their purpose and benefits. Students will upload the PDF in GMIU Web Portal.		10
3	**Cultural Influence Study** Students will be assigned business and they will identify at least 10 ways in which local culture, values, or consumer behavior influence the business's operations, product display, or service design.	20	
	Total	20	20

5	**Theory Topics** - Globalization and its impact on Indian businesses - World Trade Organization (WTO): Structure and Functions - International trade policies and agreements - Foreign Direct Investment (FDI) policies - Foreign Trade Policy of India - Role of multinational corporations (MNCs) in developing economies	05 T 07 P	20

- National business policies and their implications

Practical 1: FDI Trend Analysis

Students will collect recent information on FDI inflows in India (any one sector). They will explain why foreign companies are investing in that sector and how this investment benefits the Indian economy.

Practical 2: WTO Case Study Review

Students will select any one case or issue related to WTO involving India or Indian companies. They will explain the core issue and how WTO policies affected international trade in that case.

Examination Style:

Sr. No	Evaluation Methods	SEE	CCE
1	**Assignment 2: Export Readiness Checklist for a Small Business** Students will create a 5-point checklist covering quality standards, documentation, pricing, packaging, and logistics for a small business planning to export. PDF should be uploaded in GMIU Web Portal.		10
2	**Assignment 3: Global Competition Mapping** Students will pick any Indian product (tea, spices, pharma, etc.) and identify three competing countries globally, explaining why they are strong competitors. Students will upload the PDF in GMIU Web Portal.		10
3	**Foreign Company Analysis** Students will be assigned a MNC operating in India (e.g., IKEA, Amazon, Hyundai, Nestlé) and students will prepare a detail note explaining how global competition, global supply chains, or global strategy influence the company's operations in India	10	
4	**International Trade Impact Comparison** Students will be given any two products (e.g., smartphones vs. Indian spices, electric vehicles vs. textiles) and they will compare how international trade affects their pricing, availability, or competition in the Indian market	10	
	Total	20	20

Suggested Specification table:

	Distribution of Marks (Revised Bloom's Taxonomy)					
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage %	20%	20%	20%	30%	10%	0%

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	Understand the key components of the business environment and evaluate their influence on organizational decisions
CO2	Apply major economic indicators and assess their impact on business performance and market conditions.
CO3	Examine political and legal frameworks and apply relevant policies and laws to real business situations.
CO4	Evaluate socio-cultural and technological factors and determine their implications for business strategies.
CO 5	Analyze global business forces and apply international business policies to understand their impact on domestic markets.

Instructional Method:

The course delivery method will depend upon the requirement of content and needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any 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 the Active Learning Assignment.

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

Reference Books:

[1] Cherunilam, F. (2020). Business environment (8th ed.). Himalaya Publishing House.

[2] Paul, J. (2022). Business environment: Text and cases (5th ed.). McGraw Hill Education.

[3] Shaikh, S., & Saleem, M. (2016). Business environment (2nd ed.). Pearson Education.

[4] Aswathappa, K. (2019). Essentials of business environment (14th ed.). Himalaya Publishing House.

[5] Fernando, A. C. (2011). Business environment (3rd ed.). Pearson Education.

Suggested Assessment Guidelines:

SEE	Topic	Criteria	Marks	Description
1	Business Environment Mapping	Clarity & Accuracy of Components	5	Measures correct identification and explanation of all environment components.
		Presentation & Logical Mapping	5	Checks quality of diagram, structure, and logical flow.
	PESTLE Observation Report	Depth of Observations	5	Evaluates relevance and clarity of each PESTLE factor.
		Real-World Applicability	5	Measures how well the student links field observations to actual business implications.
2	Inflation Analysis Using Local Market Prices	Data Collection Accuracy	5	Checks correctness and credibility of price data.
		Impact Analysis	5	Measures how well the student explains inflation's effect on consumers/businesses.
	GDP Trend Visualization	Correct Data & Graph Quality	5	Assesses accuracy, neatness, and correct visualization of GDP trend.

		Trend Interpretation	5	Measures clarity in explaining changes and economic reasons.
3	Policy Impact Mini-Case	Understanding of Policy	5	Evaluates clarity and accuracy of policy explanation.
		Impact Analysis on Selected Industry	5	Measures depth and logic of impact description.
	Business Law Application Task	Correct Explanation of Law	5	Measures accuracy and relevance of the law description.
		Quality of Scenario Application	5	Assesses creativity, realism, and correct legal application.
4	Cultural Influence Study	Identification of Cultural Factors	10	Checks clarity and relevance of cultural observations.
		Practical Business Linkage	10	Measures how well student explains the impact on business decisions.
5	Foreign Company Analysis	Understanding of Global Factors	5	Measures clarity in explaining global forces affecting the MNC.
		Quality of India-Specific Analysis	5	Assesses depth of local relevance and business understanding.
	International Trade Impact Comparison	Accuracy of Trade-Related Factors	5	Checks correctness of import/export, tariffs, global demand etc.
		Comparative Explanation Quality	5	Measures logical comparison and clarity of insights.