



**GITAM INSTITUTE OF MANAGEMENT (GIM)**  
**Gandhi Institute of Technology and Management (GITAM)**  
**(Declared as Deemed to be University u/s 3 of UGC Act. 1956)**  
**Visakhapatnam – 45.**

<b>Course Code: MBG109</b>	<b>Course Title: Indian Business Environment</b>	
<b>Semester: I</b>	<b>Course Type: Core</b>	<b>Credits: 3</b>
<b>Home Programme(s): BBA (BA)</b>		<b>Batch/Academic Year: 2019-20</b>
<b>Course Teacher: Dr.N.R. Mohan Prakash</b>		

#### **Course description and learning objectives**

The business environment in India is undergoing a dynamic change; what was looked upon as an under developed nation is now regarded as a potential economic power and emerged as one of the emerging nation of the world. With the eruption digitization and e-commerce its service industry is providing multinational companies with unparalleled opportunities. With liberalization, privatization and further on globalization India's business world is occupying a place in almost all major sectors of the world economy. In this context, the nature and extent of the role of the state is undergoing fundamental changes with digitization and financial inclusion. In this dynamic and changing external environment of such gigantic dimensions, this course is aimed at sensitizing the students to the value implications of environment on business, in general. The main drive of this course addresses structural changes, external environmental changes, planning and policies of the state ,economic trends, information technology and its impact .Knowing the major legal environment concepts and acts in addition to other environments is also to be discussed in this course. Though business is an economic activity, business ethics, social responsibilities of business and corporate governance is introduced in this course.

#### **Course Outcomes**

	<b>Course Outcomes</b>	<b>Assessment</b>
CO1	To make the students to understand different facets of Business Environment in Indian.	A1
CO2	To enhance students ability to understand economic planning and industrial policy in India.	A3
CO 3	To sensitize students about monetary and fiscal policy in India and its impact on business.	A3 & A2
CO 4	To enable the student to understand social responsibility of business.	A3 & A2
CO5	To create awareness among the students about corporate governance.	A2

#### **UNIT-I (8 sessions) (CO1,CO2, L1 and L2)**

**Business Environment :** Nature, scope and objectives of business-Environment of business description-internal environment and external environment- Political environment- Economic environment- Social Environment- Technological environment- Ecological & Legal environment-Macro environment and Micro environment.

#### **UNIT-II (9 sessions) (CO2, L2 and L3)**

**Economic Planning and Industrial Policy:** Economic Planning impact on business environment Meaning and Objectives of Industrial Policies -Need for Industrial Policies- Salient features of 1948, 1956, 1991 Industrial Policies- Closed economy and open economy- Liberalization, Privatization and Globalization-NITI AAYOG and its objectives- Ease of doing business- FERA- FEMA- Competition Act.

**UNIT-III (8 sessions (CO2, CO3, L1,L2,L3, and L4)**

**Monetary and Fiscal Policy:** Monetary Policy and its objectives - CRR and SLR-Money Supply-instruments of money supply- RBI’s Monetary Policy Measures- Fiscal Policy and its objectives- Techniques of Fiscal Policy- Impact of Monetary and Fiscal Policy on business environment- Central and States Budget- finances of the central and state budgets.

**UNIT-IV (7 sessions): (CO3,CO4, CO 5, L3, and L4)**

**Business and Social Environment :** Business and Society- objectives and importance of business- Professionalization of Business- Ethics in business-Impact of cultural factors in business- Social Responsibility of Business-giving back to the society-Social involvement, social audit-Companies Act 2013 and CSR.

**UNIT-V (8 sessions) (CO4,CO5, L3 and L4)**

**Corporate Governance:** Description of Corporate Governance-reasons for the growing demand for corporate governance-importance of corporate governance- prerequisites; regulatory and voluntary actions; recommendations of Birla Committee; legal environment of corporate governance in India.

Case Analysis (not exceeding 200 words)

Assessment methods				
	Task	Task type	Task mode	Weightage (%)
A1	Quiz	Individual		10
A2	Assignments / Lab Tasks / Written Test/Coursera Groups* or Individual	Individual / Group		20
A3	Record Work	Individual		10
A4	Lab Exam	Individual		60

**Mapping Cos – Blooms Levels – Assessment Tools**

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge	CO1 (A1, A2, A3, A4)	CO1 (A1, A2, A3, A4)	CO1 (A1, A2, A3, A4)			
Conceptual Knowledge				CO2,CO3&CO5 (A2, A3 A4)	CO2,CO4, CO5 (A2, A3, A4)	
Procedural Knowledge						CO3,CO4, CO5 (A2, A3, A4, A5)
Meta Cognitive Knowledge						

### Learning and teaching activities

Classroom Teaching, Power Point Presentation, Application in real life situation, Problem Solving, Project, Assignment etc.

### Teaching and learning resources

E-Resources, Cases, E-Books, Websites, E-Library, Handouts.

### CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).

0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping							
	PO1	PO2	PO3	PO4	PO5	PO6	Sum
CO1	3	1	1	2	0	1	8
CO2	1	3	1	1	1	1	8
CO3	2	2	3	1	1	0	9
CO4	1	1	1	3	2	1	9
CO5	1	2	1	1	3	1	9
Target Level Max.	8	9	7	10	7	4	43

### BBA(BA) - Programme Outcomes (Pos)

1	Understanding fundamentals of management theories and practices.
2	Integrating the functional areas to achieve organizational objectives.
3	Identify and acquire managerial skills to analyze business problems.
4	Interpret and apply managerial concepts with leadership skills to lead the teams to achieve the objectives.
5	Ability to understand and perform value based entrepreneurial skills.
6	Evaluate and adopt the changing business environment