	IEN1011	Indian Business Environment	L	T	P	J	S	C	
			3					3	
	Course Owner	Dept. of Entrepreneurship	Syllabus version				1.0		
	Course Pre-requisite(s)	Business Economics	Contact hours				45		
	Course Co-requisite(s)	NA	Date Approved						
	Alternate Exposure	NA							

Every business operates in a particular environment, and each business unit has its environment. A change in environment presents an opportunity to some and a threat to others. Sometimes, in the same industry, a relevant change in environment can have a favorable or the opposite impact on different units of the same industry. The business environment in India is undergoing a dynamic change; Now, India is regarded as a potential economic power and emerged as one of the world's emerging nations. India's business world occupies a place in almost all major sectors of the world economy. 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.

Course Objectives:

This course intends the students to

1. To understand different Business Environmental concepts and their scope
2. To Know the different Industrial Policies and its impact on Indian Business Environment
3. To Analyze the monetary and fiscal policies in India and its impact on business.
4. To know the regulatory and actions of corporate governance

Unit I Business Environment

No of Hours - 9

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 Microenvironment.

Learning outcomes:

After completion of this unit, the student will be able to

- Describe the internal and external environment of a business L2
- Explain political, economic, social, and technological environments in India L1
- Recognise the legal aspects of the business environment in India. L2
- Distinguish between micro and macro environmental factors L4

Pedagogy Tools: Case study, Discussion, Self-reading, Polls, Student Presentations

Unit II Economic Planning and Industrial Policy

No of Hours- 9


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.

Learning Outcomes:

After completion of this unit, the student will be able to

- Explain economic planning and its impact on business environment L2
- Describe salient features of various industrial polices in India L1
- Describe the FERA and FEMA acts in role of ease of doing Business L2
- Analyze the Globalization impact on Indian Business Environment L4

Pedagogy Tools: Case study, Discussion, Self-reading, Polls, Student Presentations

	IEN1011	Indian Business Environment	L	T	P	J	S	C
			3					3
	Course Owner	Dept. of Entrepreneurship	Syllabus version				1.0	
	Course Pre-requisite(s)	Business Economics	Contact hours				45	
	Course Co-requisite(s)	NA	Date Approved					
Alternate Exposure	NA							

Unit III Monetary and Fiscal Policy

No of Hours - 9

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.

Learning Outcomes:

After completion of this unit, the student will be able to

- Recognize the objectives of Monetary and fiscal policies in India L1
- Discuss the impact of monetary and fiscal policies on Business L2
- Illustrate the different components in central and state budgets L3

Pedagogy Tools: Case study, Discussion, Self-reading, Polls, Student Presentations

Unit IV Business and Social Environment

No of Hours- 9

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.

Learning Outcomes:

After completion of this unit, the student will be able to

- Discuss the relationship between Business and Society L1
- Explain the importance of ethics in business L2
- Analyze the Social responsibility of business in various aspects L3
- Assess the social audit under the companies Act relates to CSR L5

Pedagogy Tools: Case study, Discussion, Self-reading, Polls, Student Presentations

Unit V Corporate Governance

No of Hours - 9


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.

Learning Outcomes:

After completion of this unit, the student will be able to

- Describe the importance of corporate governance L1
- Discuss and analyze the need of corporate governance in India L2&L4
- Describe and criticize recommendations of Birla Committee L2&L5

Pedagogy Tools: Case study, Discussion, Self-reading, Polls, Student Presentations

	IENT1011	Indian Business Environment	L	T	P	J	S	C	
			3					3	
	Course Owner	Dept. of Entrepreneurship	Syllabus version				1.0		
	Course Pre-requisite(s)	Business Economics	Contact hours				45		
	Course Co-requisite(s)	NA	Date Approved						
Alternate Exposure	NA								

Text Book:

1. Pual, Justin, Business Environment Text and Cases, Tata McGrawHill, New Delhi

Additional Readings:

1. Harvard Business Review
2. The Mint/ The Economic Times/Business Standard/Business Line Daily News Papers

References:

1. Cherunilam, Francis, "Business Environment, Text & Cases", Himalaya Publishing House, New Delhi, 2019
2. Aswathappa, K, "Essentials of Business Environment", Himalaya Publishing House, New Delhi.
3. Dutt, Ruddra and Sundaram, K.P.M., "Indian Economy", S. Chand & Co. Ltd., New Delhi.
4. Misra and Puri, Indian Economy, Himalaya Publishing House. New Delhi : 2019
5. Joshi & Kapoor, Business Environment, Kalyani Publishers, New Delhi, 2019
6. Worthington, Ian and Britton, Chris, "The Business Environment", Pearson Education Ltd, New Delhi, 2019
7. Fernando, A.C., Indian Economy, Pearson Education Ltd, New Delhi, 2019.

Journals:

Website:

	Programme Objectives (POs)												PSOs		
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
C01	3	2	0	0	0	0									
C02	2	2	2	1	0	0									
C03	0	2	2	2	2	1									
C04	0	1	2	2	1	2									

1-Low, 2-Medium and 3-High Correlation