



**TEACHING PLAN: BUSINESS ENVIRONMENT**

<b>SCHOOL:ASOM</b>		<b>ACADEMIC SESSION: 2023–24</b>		<b>MBA, SEMESTER-II</b>	
		<b>FOR STUDENTS' BATCH: 2023-25</b>			
<b>1</b>	<b>Course code</b>	<b>MGTM-201</b>			
<b>2</b>	<b>Course Title</b>	<b>BUSINESS ENVIRONMENT</b>			
<b>3</b>	<b>Credits</b>	<b>4</b>			
<b>4</b>	<b>Learning Hours</b>	<b>Contact Hours (Class room and Tutorial)</b>		<b>60</b>	
		<b>Assessment</b>		<b>20</b>	
		<b>Guided Study</b>		<b>20</b>	
		<b>Total hours</b>		<b>100</b>	
<b>5</b>	<b>Course Objective</b>	<ul style="list-style-type: none"> <li>• To provide students with an understanding of the concept, significance, and nature of the business environment.</li> <li>• To familiarize students with the types and elements of the business environment, both internal and external.</li> <li>• To develop students' ability to analyze economic factors and their impact on business strategy.</li> <li>• To impart knowledge about financial systems, industrial policies, and their role in shaping the business environment.</li> <li>• To explore the global dimensions of business, focusing on globalization, international economic institutions, and regional economic groupings.</li> </ul>			
<b>6</b>	<b>Course Outcomes</b>	<p>After completing the course, the student shall be able to:</p> <p>CO1: Understand the Foundations of Business Environment</p> <p>CO2: Analyze Economic Factors Shaping Business Environment</p> <p>CO3: Evaluate Financial Systems and Industrial Policies</p> <p>CO4: Understand the transition from the Planning Commission to NITI Aayog.</p> <p>CO5: Evaluate the effects of globalization and economic reforms on the Indian business environment.</p>			
<b>7</b>	<b>Outline syllabus:</b>				
<b>7.01</b>	<b>Paper Code</b>	<b>Unit</b>	<b>Introduction</b>	<b>Reference number</b>	<b>Teaching methods</b>

7.02	Paper Code. Unit I MGTM-201	(a)	<p>Introduction to Business Environment</p> <p>Concept, Significance, and Nature of Business Environment</p> <p>Types and Elements of Business Environment</p> <p>Internal and External Environment</p> <p>Understanding the distinction between internal and external factors</p> <p>Importance of internal and external factors in business decision-making</p> <p><a href="https://www.youtube.com/watch?v=8F2E3D0g6no&amp;pp=ygUkSW50cm9kdWN0aW9uIHRvIEJ1c2luZXNzIEVudmlyb25tZW50">https://www.youtube.com/watch?v=8F2E3D0g6no&amp;pp=ygUkSW50cm9kdWN0aW9uIHRvIEJ1c2luZXNzIEVudmlyb25tZW50</a></p> <p><a href="https://youtu.be/1Qjf4hbdes?feature=shared">https://youtu.be/1Qjf4hbdes?feature=shared</a></p> <p><a href="https://youtu.be/xhxPMQOmD-U?feature=shared">https://youtu.be/xhxPMQOmD-U?feature=shared</a></p>	<p>T1: 1-4</p> <p>T2: I/1.3-1.8</p>	<p>Direct Lecture, White board, Group discussion, PPT</p>
		(b)	<p>Economic vs Non-economic Environment</p> <p>Differentiating between economic and non-economic factors</p> <p>The impact of economic and non-economic factors on businesses</p> <p>Dimensions of Business Environment</p> <p>Identifying and exploring the various dimensions of the business environment</p> <p>Case studies and real-world examples</p> <p><a href="https://youtu.be/on9dv9Gz1GI?feature=shared">https://youtu.be/on9dv9Gz1GI?feature=shared</a></p> <p><a href="https://youtu.be/bGLW114ssFE?feature=shared">https://youtu.be/bGLW114ssFE?feature=shared</a></p> <p><a href="https://youtu.be/pP9mb3Pxv-4?feature=shared">https://youtu.be/pP9mb3Pxv-4?feature=shared</a></p> <p><a href="https://youtu.be/2RNT3PSH4Lo?feature=shared">https://youtu.be/2RNT3PSH4Lo?feature=shared</a></p>	<p>T1: 4-6</p> <p>T2: I/1.10-1.22</p>	<p>Direct Lecture, White board, Group discussion,</p>

		(c)	<p>Environmental Scanning</p> <p>Factors and Significance of Environmental Scanning</p> <p>Sources, Steps, and Techniques of Environmental Scanning</p> <p><a href="https://youtu.be/uldJR0mSH8c?feature=shared">https://youtu.be/uldJR0mSH8c?feature=shared</a></p> <p><a href="https://youtu.be/4SrXe-ir4C0?feature=shared">https://youtu.be/4SrXe-ir4C0?feature=shared</a></p> <p><a href="https://youtu.be/aUqMCFsSaGYA?feature=shared">https://youtu.be/aUqMCFsSaGYA?feature=shared</a></p>	<p>T1: 10-20</p> <p>T2: I/2.1-2.18</p>	<p>Direct Lecture, White board, Group discussion</p>
7.03	<b>Paper Code.</b> <b>Unit II</b> <b>MGTM-201</b>	(a)	<p>Nature of Economic Environment</p> <p>Understanding the nature and scope of the economic environment</p> <p>Economic factors influencing business strategy</p> <p><a href="https://youtu.be/b_2ExhFEqs8?feature=shared">https://youtu.be/b_2ExhFEqs8?feature=shared</a></p> <p><a href="https://youtu.be/pC8UZcKKAEQ?feature=shared">https://youtu.be/pC8UZcKKAEQ?feature=shared</a></p>	<p>T1: 20-30</p> <p>T2: I/2.19-2.28</p>	<p>Direct Lecture, White board, Group discussion</p>
		(b)	<p>Economic Systems and Planning</p> <p>Basic Economic System and its implications</p> <p>Economic Planning and its role in business</p> <p>Political and Government Environment</p> <p>Analyzing the political and government environment</p> <p>Public Sector vs. Private Sector</p> <p><a href="https://youtu.be/kSQvYeTuxwM?feature=shared">https://youtu.be/kSQvYeTuxwM?feature=shared</a></p> <p><a href="https://youtu.be/uVbt1L5IWh0?feature=shared">https://youtu.be/uVbt1L5IWh0?feature=shared</a></p> <p><a href="https://youtu.be/IMexdN0AXxY?feature=shared">https://youtu.be/IMexdN0AXxY?feature=shared</a></p> <p><a href="https://youtu.be/PO2vuihannA?feature=shared">https://youtu.be/PO2vuihannA?feature=shared</a></p>	<p>T1: 30-32</p> <p>T2: I/2.1-2.7</p>	<p>Direct Lecture, White board, Group discussion, Q&amp;A Session</p>

			<a href="https://youtu.be/frwvrtb-QcE?feature=shared">https://youtu.be/frwvrtb-QcE?feature=shared</a>		
		(c)	<p>Balance of Payments (BOP) and Special Economic Zones (SEZs)</p> <p>Importance and components of BOP</p> <p>Understanding SEZs and their impact on business</p> <p>Micro, Small and Medium Enterprises (MSMEs)</p> <p>Role and significance of MSMEs</p> <p>Policies and support for MSMEs</p> <p><a href="https://youtu.be/Db3BP298S_Y?feature=shared">https://youtu.be/Db3BP298S_Y?feature=shared</a></p> <p><a href="https://youtu.be/vKL82UChmY8?feature=shared">https://youtu.be/vKL82UChmY8?feature=shared</a></p> <p><a href="https://youtu.be/xsSuWMHLHwk?feature=shared">https://youtu.be/xsSuWMHLHwk?feature=shared</a></p> <p><a href="https://youtu.be/lctNUyANVVI?feature=shared">https://youtu.be/lctNUyANVVI?feature=shared</a></p> <p><a href="https://youtu.be/nTvo54s5KZU?feature=shared">https://youtu.be/nTvo54s5KZU?feature=shared</a></p>	T1: 32-41 T2:I/2.5-2.8	Direct Lecture, White board, Group discussion
7.04	<b>Paper Code. Unit III MGTM-201</b>	(a)	<p>Monetary Policy and Fiscal Policy</p> <p>Instruments of Monetary Policy</p> <p>Fiscal Policy and its implications on businesses</p> <p>Finance Commission and Industrial Policies in India</p> <p>Role of Finance Commission</p> <p>Overview of Industrial Policies in India</p> <p><a href="https://youtu.be/aE6cIH8ey2Q?feature=shared">https://youtu.be/aE6cIH8ey2Q?feature=shared</a></p> <p><a href="https://youtu.be/E4vsuhrjyCo?feature=shared">https://youtu.be/E4vsuhrjyCo?feature=shared</a></p>	T1: 177-196 T2:II/6.1-6.3	Direct Lecture, White board, Group discussion, PPT

			<a href="https://youtu.be/4UKZtR5-E4Q?feature=shared">https://youtu.be/4UKZtR5-E4Q?feature=shared</a>  <a href="https://www.youtube.com/live/ob28RJ0F918?feature=shared">https://www.youtube.com/live/ob28RJ0F918?feature=shared</a>		
		(b)	<p>Regulatory Framework - IDRA, Competition Act 2002, SEBI, FERA, and FEMA</p> <p>Understanding regulatory bodies and their impact on business</p> <p>Historical context and evolution of regulations</p> <p><a href="https://youtu.be/H5SFsv8DwAI?feature=shared">https://youtu.be/H5SFsv8DwAI?feature=shared</a></p> <p><a href="https://youtu.be/q11YjU19Mbs?feature=shared">https://youtu.be/q11YjU19Mbs?feature=shared</a></p> <p><a href="https://youtu.be/H1XzCdo5I1A?feature=shared">https://youtu.be/H1XzCdo5I1A?feature=shared</a></p> <p><a href="https://www.youtube.com/live/UhMgtshjOU8?feature=shared">https://www.youtube.com/live/UhMgtshjOU8?feature=shared</a></p>	T1: 200-240 T2: II/6.14-51	Direct Lecture, White board, Group discussion, Q&A Session
		(c)	<p>Financial Market Structure and Money &amp; Capital Market</p> <p>Exploring financial markets</p> <p>Role of Money and Capital Markets in business</p> <p><a href="https://youtu.be/cQ5oeL92kxs?feature=shared">https://youtu.be/cQ5oeL92kxs?feature=shared</a></p> <p><a href="https://youtu.be/Q23nKqJr1h8?feature=shared">https://youtu.be/Q23nKqJr1h8?feature=shared</a></p> <p><a href="https://youtu.be/L_pCni3YIUw?feature=shared">https://youtu.be/L_pCni3YIUw?feature=shared</a></p>	T1: 241-247 T2: II/6.51-59	Direct Lecture, White board, Group discussion, Q&A Session

7.05	Paper Code. Unit IV MGTM-201	(a)	<p>Introduction to Economic Planning and Features</p> <p>Understanding the basics of economic planning</p> <p>Features of economic planning</p> <p>The Planning Commission and Five Year Plans</p> <p>Aims, Objectives, and Development Strategy of Five Year Plans</p> <p>Transition to NITI Aayog</p> <p><a href="https://youtu.be/IMexdN0AXxY?feature=shared">https://youtu.be/IMexdN0AXxY?feature=shared</a></p> <p><a href="https://youtu.be/AJjKWRC6Xlg?feature=shared">https://youtu.be/AJjKWRC6Xlg?feature=shared</a></p> <p><a href="https://youtu.be/nx50KWaXgDE?feature=shared">https://youtu.be/nx50KWaXgDE?feature=shared</a></p>	T1: 279-324 T2:IV/1.3-1.15	Direct Lecture, White board, Group discussion, Q&A Session
		(b)	<p>Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI)</p> <p>Understanding FDI and FPI</p> <p>The impact of foreign investments on the Indian economy</p> <p><a href="https://youtu.be/YqE7VfFX - I?feature=shared">https://youtu.be/YqE7VfFX - I?feature=shared</a></p> <p><a href="https://youtu.be/YkUUfvpvAUy?feature=shared">https://youtu.be/YkUUfvpvAUy?feature=shared</a></p> <p><a href="https://youtu.be/Jd0OG8T0gmc?feature=shared">https://youtu.be/Jd0OG8T0gmc?feature=shared</a></p>	T1: 326-355 T2:IV/1.16-1.42	Direct Lecture, White board, Group discussion, Q&A Session
		(c)	<p>Economic Reforms in India</p> <p>Analyzing the measures and effects of economic reforms</p> <p>Case studies on the impact of economic reforms</p> <p><a href="https://youtu.be/ak3Cv9W4GMM?feature=shared">https://youtu.be/ak3Cv9W4GMM?feature=shared</a></p> <p><a href="https://youtu.be/n3lIaQzlbWo?feature=shared">https://youtu.be/n3lIaQzlbWo?feature=shared</a></p> <p><a href="https://youtu.be/sK114uXuJMo?feature=shared">https://youtu.be/sK114uXuJMo?feature=shared</a></p>	T1: 367-411 T2:IV/4.1-4.33	Direct Lecture, White board, Group discussion, Q&A Session

7.06	Paper Code. Unit V MGTM- 201	(a)	<p>Globalization - Meaning and Significance</p> <p>Exploring the concept and impact of globalization</p> <p>Case studies on businesses in a globalized world</p> <p><a href="https://youtu.be/h6CiMdp1c-Q?feature=shared">https://youtu.be/h6CiMdp1c-Q?feature=shared</a></p> <p><a href="https://youtu.be/rq5pPJjvcgE?feature=shared">https://youtu.be/rq5pPJjvcgE?feature=shared</a></p>	<p>T1: 704-710</p> <p>T2: V/5.1-5.4</p>	Direct Lecture, White board, Group discussion, Q&A Session
		(b)	<p>International Economic Institutions - GATT, WTO, GATS, TRIPS, TRIMS, UNCTAD, World Bank, IMF</p> <p>Functions and objectives of international economic institutions</p> <p>The role of these institutions in shaping global business</p> <p><a href="https://youtu.be/v0PUQ5fazDQ?feature=shared">https://youtu.be/v0PUQ5fazDQ?feature=shared</a></p> <p><a href="https://youtu.be/nhZR6hS87fY?feature=shared">https://youtu.be/nhZR6hS87fY?feature=shared</a></p> <p><a href="https://youtu.be/uYU-jEUwYNc?feature=shared">https://youtu.be/uYU-jEUwYNc?feature=shared</a></p> <p><a href="https://youtu.be/v0PUQ5fazDQ?feature=shared">https://youtu.be/v0PUQ5fazDQ?feature=shared</a></p>	<p>T1: 711-755</p> <p>T2: V/5.5-5.21</p>	Direct Lecture, White board, Group discussion, Q&A Session
		(c)	<p>Regional Economic Blocs - EU, ASEAN, SAARC, NAFTA</p> <p>Understanding regional economic cooperation</p> <p>Impact of regional blocs on businesses</p> <p><a href="https://youtu.be/7b-P_MNWavY?feature=shared">https://youtu.be/7b-P_MNWavY?feature=shared</a></p> <p><a href="https://youtu.be/Zb7IeTdKNec?feature=shared">https://youtu.be/Zb7IeTdKNec?feature=shared</a></p>	<p>T1: 762-765</p> <p>T2: V/5.255.5.35</p>	Direct Lecture, White board, Group discussion, Q&A Session

<b>8</b>	<b>Course Evaluation</b>	
<b>8.10</b>	<b>CA: 40%</b>	
<b>8.1</b>	<b>Attendance</b>	5%
<b>8.12</b>	<b>Homework</b>	20%

8.13	Quizzes	15%
8.14	Projects	5%
8.15	Presentation	15%
8.16	Any other	--
8.2	MTE(IA)	20%
8.3	End-term examination: 60%	
9	Text Books & References	
9.1	Text books	<ul style="list-style-type: none"> <li>"Business Environment" by Francis Cherunilam</li> <li>Business Environment: Text and Cases" by Justin Paul and Aswathappa K.</li> </ul>
9.2	References	<ul style="list-style-type: none"> <li>Business Environment and Ethics: Concepts and Cases" by C.S.V. Murthy</li> <li>Business Policy and Strategic Management" by Azhar Kazmi</li> <li>Business Environment: Managing in a Strategic Context" by John Kew and John Stredwick</li> <li>Business Environment and Law" by K. Aswathappa</li> </ul>
9.3	Video References	<ul style="list-style-type: none"> <li><a href="https://www.youtube.com/watch?v=seoGnR8wuIo&amp;list=PLBd-6Jg4BqVMnjisSH6jGAaZmYTnGnoW5">https://www.youtube.com/watch?v=seoGnR8wuIo&amp;list=PLBd-6Jg4BqVMnjisSH6jGAaZmYTnGnoW5</a></li> <li><a href="https://www.youtube.com/watch?v=9jUHXPGEbEM&amp;list=PLJtJvO3aaWe2oQxrJov7CfDFDC3aebxi1">https://www.youtube.com/watch?v=9jUHXPGEbEM&amp;list=PLJtJvO3aaWe2oQxrJov7CfDFDC3aebxi1</a></li> <li><a href="https://www.youtube.com/watch?v=SgGx_vAULBY&amp;list=PLsOlZpO_j74ptKFOWGk157rXTZQCtPv-A">https://www.youtube.com/watch?v=SgGx_vAULBY&amp;list=PLsOlZpO_j74ptKFOWGk157rXTZQCtPv-A</a></li> <li><a href="https://www.youtube.com/watch?v=uldJR0mSH8c&amp;list=PLsh2FvSr3n7eihbd4O8NIW9LGTiIuHgMr">https://www.youtube.com/watch?v=uldJR0mSH8c&amp;list=PLsh2FvSr3n7eihbd4O8NIW9LGTiIuHgMr</a></li> <li><a href="https://www.youtube.com/watch?v=68JkXPj60l0&amp;list=PLU8BiSc9BrJNzUddM7gks1jNe95dOLm_k">https://www.youtube.com/watch?v=68JkXPj60l0&amp;list=PLU8BiSc9BrJNzUddM7gks1jNe95dOLm_k</a></li> </ul>

#### Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic ↓	1	2	3	4	5
Paper Code. Unit I (a)	✓				
Paper Code. Unit I (b)	✓				
Paper Code. Unit I (c)	✓				
Paper Code. Unit II (a)		✓			
Paper Code. Unit II (b)		✓			
Paper Code. Unit II (c)		✓			
Paper Code. Unit III (a)			✓		
Paper Code. Unit III (b)			✓		
Paper Code. Unit III (c)			✓		
Paper Code. Unit IV (a)				✓	
Paper Code. Unit IV (b)				✓	
Paper Code. Unit IV (c)				✓	
Paper Code. Unit V (a)					✓
Paper Code. Unit V (b)					✓
Paper Code. Unit V (c)					✓



---

## QUESTION BANK

---

### **Unit 1: An Overview of Business Environment**

1. Define the concept of Business Environment and explain its significance for businesses.
2. Differentiate between internal and external business environments. Provide examples of each.
3. Discuss the economic and non-economic elements of the business environment.
4. What are the dimensions of the business environment, and how do they impact business operations?
5. Explain the process and significance of environmental scanning in the business context.
6. List and describe the various techniques used for environmental scanning.
7. How does a business adapt to changes in its external environment? Provide examples.
8. Discuss the steps involved in environmental scanning and their relevance for strategic decision-making.
9. Analyze the role of technology in shaping the business environment.
10. Elaborate on the sources from which a business can gather information for environmental scanning.

### **Unit 2: Economic Environment**

11. Describe the nature of the economic environment and its impact on business strategies.
12. Explain the basic economic system and its relevance to business operations.
13. Discuss the components of the balance of payments (BOP) and their importance.
14. What are Special Economic Zones (SEZs), and how do they contribute to economic development?
15. Differentiate between the public and private sectors, highlighting their roles in the economy.
16. Discuss the significance of Micro, Small, and Medium Enterprises (MSMEs) in the economic landscape.
17. Analyze the role of political and government environments in shaping the economic scenario.
18. Explain the concept of economic planning and its features.
19. Outline the key instruments of monetary policy and their impact on the economy.
20. Discuss the objectives and functions of the Finance Commission.

### **Unit 3: Financial Systems and Industrial Policies**

21. Explain the concept of monetary policy and its role in influencing economic conditions.
22. Discuss the instruments used in implementing monetary policy and their effects on businesses.

23. Define fiscal policy and its significance in economic management.
24. Analyze the industrial policies in India, with a focus on the New Industrial Policy.
25. Explain the role and functions of IDRA (Industries Development and Regulation Act) in the industrial sector.
26. Discuss the provisions of the Competition Act 2002 and its implications for businesses.
27. Describe the structure of the financial market, distinguishing between money and capital markets.
28. Explain the functions and powers of SEBI (Securities and Exchange Board of India).
29. Differentiate between FERA (Foreign Exchange Regulation Act) and FEMA (Foreign Exchange Management Act).
30. Evaluate the impact of financial market structures on business operations.

#### **Unit 4: Economic Planning and Development**

31. Provide an introduction to economic planning and discuss its historical significance in India.
32. Explain the features of economic planning and how they contribute to developmental objectives.
33. Discuss the aims and objectives of the Planning Commission in the context of Five Year Plans.
34. Evaluate the role of NITI Aayog in shaping India's economic development.
35. Analyze the impact of foreign direct investment (FDI) and foreign portfolio investment (FPI) on the Indian economy.
36. Discuss the economic reforms implemented in India and their effects on various sectors.
37. Outline the measures taken to promote economic growth through planning and development.
38. Examine the challenges faced by India in the process of economic planning and development.
39. Discuss the significance of infrastructure development in the economic planning framework.
40. Evaluate the role of economic planning in addressing regional disparities in India.

#### **Unit 5: Global Environment**

41. Define globalization and discuss its implications for businesses.
42. Explain the functions and objectives of the World Trade Organization (WTO).
43. Discuss the significance of GATT (General Agreement on Tariffs and Trade) in the global business environment.
44. Explain the objectives and provisions of GATS (General Agreement on Trade in Services).
45. Discuss the impact of TRIPS (Trade-Related Aspects of Intellectual Property Rights) on global businesses.
46. Analyze the role and functions of UNCTAD (United Nations Conference on Trade and Development).
47. Explain the functions and structure of the World Bank and its role in global economic development.

48. Discuss the functions and objectives of the International Monetary Fund (IMF) in the global financial system.
49. Analyze the economic integration within the European Union (EU) and its implications for member countries.
50. Discuss the objectives and challenges faced by regional economic groups such as ASEAN, SAARC, and NAFTA.

### **PROJECT**

1. Explain the concept, significance, and nature of the business environment. How does understanding the business environment contribute to strategic decision-making?
2. Discuss the types and elements of the business environment. Provide examples of both internal and external factors that influence business operations.
3. What is environmental scanning, and why is it essential for businesses? Outline the steps involved in environmental scanning and discuss various techniques used for the same.
4. Analyze the economic factors that shape the business environment. How does the economic environment impact business strategy, and what role does planning play in adapting to economic changes?
5. Elaborate on the different economic systems and their significance. Discuss the role of the public and private sectors in the economic environment.
6. Explain the components and importance of the Balance of Payments (BOP). How do Special Economic Zones (SEZs) and Micro, Small, and Medium Enterprises (MSMEs) contribute to the economic environment?
7. Investigate the instruments of monetary policy and their impact on the financial system. How does fiscal policy complement monetary policy in shaping economic outcomes?
8. Discuss the evolution of industrial policies in India, focusing on the New Industrial Policy, IDRA (Industries Development and Regulation Act), and the Competition Act 2002. How have these policies influenced the business environment?
9. Explore the objectives and development strategies of the Planning Commission and NITI Aayog in the context of economic planning. Assess the impact of economic reforms on the Indian economy.
10. Analyze the concept of globalization, its means, and significance. Discuss the functions and objectives of international economic institutions such as GATT, WTO, GATS, TRIPS, TRIMS, UNCTAD, World Bank, and IMF. Evaluate the role of regional economic groupings

like the European Union, ASEAN, SAARC, and NAFTA in the global business environment.