

**GUJARAT TECHNOLOGICAL UNIVERSITY****Syllabus for Bachelor of Vocation (B.Voc), 2<sup>nd</sup> Semester****Branch: Sales and Marketing****Subject Name: Business Environment****Subject Code: 1122203****With effective  
from academic  
year 2021-22****Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	P	OJT		Theory		Tutorial/ Practical		
			University exams (ESE)	Progressive Assessment (PA)	External Practical /viva Exam (ESE)	Internal evaluation Practical /viva Exam (PA)		
3	-	-	3	50	-	-	-	50

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

**Content:**

Sr. No.	Content	Hrs.
1	<b>Module-1</b> : Introduction of Business Environment, Factors affecting Business Environment, Micro Factors, Macro Factors, political ideology, Economic system	10
2	<b>Module-2</b> : Economic indicators like GDP, national income, per capita income etc. Foreign investment in India, Budget, NITI Aayog	10
3	<b>Module-3</b> : Scenario of Agriculture sector, Industrial sector, Service sector in India, Poverty, Unemployment	12
4	<b>Module-4</b> : Economic Policies : Monetary policy, Fiscal Policy, Industrial Policy , Money and Banking, RBI and its Functions	10
	<b>Total</b>	<b>42</b>

**Reference Books:**

- (1) Essentials of Business Environment, Aswathappa,K 10<sup>th</sup> revised Edition of Himalaya Publishing
- (2) Business Environment : Text and cases by Cherunilam, Fransis 18<sup>th</sup> revised Edition of Himalaya Publishing
- (3) Economics : Principles and applications by Mankiw,N,Gregory 1<sup>st</sup> Edition of Cengage Learning

**Course Outcomes:**

After learning the course the students should be able to:

1. Students will able to learn basic fundamentals of Business Environment.
2. As this curriculum covers core economic concepts like Economic policies, so students will able to get conceptual knowledge of it and how these policies are implemented and what is its impact on our economy.
3. Know current scenario of Agriculture sector, Industrial sector and service sector and to know current trends of Foreign Investment in India.