

MBA-I
SEMESTER-II
Environment for Business (EFB)

1. Course Objectives:

The objective of the course is to bring about understanding of Social, Economic, Technological, International, Political-Legal and Natural Environment influencing business and industry and to acquaint the students with emerging trends in business environment.

2. Course Duration:

The course duration is of 40 sessions of 75 minutes each.

3. Course Contents:

Module No.	Modules/ Sub modules	Sessions	Marks (20% of 70)
I	Economic Environment Concepts and significance of economic environment – at national and international level, Economic System: Laissez faire, capitalism, socialism and mixed economy, National Income, Monetary and Fiscal Policy (finance commission), Industrial Policy, Latest five year plan, State Industrial Policy, Union Budget	8	14
II	Social Environment Concept and significance of social environment, Interdependence of business and society, Culture and organization, Technological Development and social Change, Social Responsibility of Business and Trusteeship management, Business Ethics, Management education in India, Population and Census, Consumer Rights, Consumerism and Business, Corporate Governance	8	14
III	Technological Environment Impact of technology on Organization, Process of Technological Adaptation and Development, Patents, Technological Collaborations, Government Guidelines, Technology Assessment at government level, ISO Standards and Bureau of Indian Standards	8	14
IV	International Business Environment International Business: An Overview, types of International Business, Balance of Payments and Macroeconomic Management, Theories and Institutions: Trade and Investment, Government Influence on Trade and Investment, EXIM Policy, Foreign Exchange Management Act (FEMA), Bilateral and Commodity Agreements, Tariff and non-tariff barriers, WTO, Regional Blocks, EPZs, EOUs, TPs and SEZs	8	14
V	Natural Environment Economic Development and Pollution, Increased Pollution Levels, Changing role of Government, Regulations and its impact on business & industry, Green Marketing, Environmental Technology, Ecological implications of technology, Sustainable Development	8	14

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures
- (2) Case Discussion and Presentations
- (3) Field Visits and Assignments

5. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

A	Assignments / Présentations/ Quizzes / Class Participation / etc.	10% (Internal Assessment)
B	Mid-Semester Examination	20% (Internal Assessment)
C	End-Semester Examination	70% (External Assessment)

6. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
T1	Paul, Justine	Business Environment: Text & Cases	Tata McGraw-Hill Publishing Company,	2 nd edition or later edition
T2	Cherunilam, Francis	Business Environment: Text & Cases	Himalaya Publishing House	Latest edition.
T3	Shaikh Saleem	Business Environment	Pearson	Latest edition
T4	Vivek Mital	Business Environment	Excel Books	Latest Edition

7. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R1	Cherunilam Francis	International Business Environment	Himalaya Publishing House, Mumbai,	2006
R2	Mithani D.M.	International Economics	Tata McGraw Hill.	2005 or Latest edition.
R3	Shaikh Saleem	Business Environment	Pearson	Latest edition
R4	Vivek Mital	Business Environment	Excel Books	Latest Edition
R5	David Kreps	Microeconomics for managers	Norton, W. W. & Company, Inc.	2007
R6	Bedi Suresh	Business Environment	Excel Books	2005

R7	Rabindra N. Bhattacharya (ed)	Environmental Economics	Oxford	2008
R8	Ian Worthington, Chris Britton	The business environment	Financial Times Prentice Hall	2006 or Latest Edition

8. List of Journals/Periodicals/ Magazines/ Newspapers: Economic & Political Weekly, Intellectual Property Rights, Corporate Governance, Business India / Business World , Banking & Finance, Industrial Economist, Fortune, Global Business Review, Economic Survey, GOI, India Development Report (Latest Edition), World Development Report, RBI Annual Report, etc.

9. Session Plan:

Environment for Business (EFB)

Sessions Topics

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| 1 | Concepts and significance of economic environment – at national and international level |
| 2-3 | Economic System: Lassiez faire, capitalism, socialism and mixed economy, |
| 4 | National Income, Monetary and Fiscal Policy (finance commission) |
| 5-6 | Industrial Policy |
| 7 | Latest five year plan |
| 8 | State Industrial Policy, Union Budget |
| 9-10 | Concept and significance of social environment, Interdependence of business and society, Culture and Organization, Technological Development and social Change |
| 11-12 | Social responsibility of business and trusteeship management, Business Ethics |
| 13 | Population and Census |
| 14 | Management education in India |
| 15-16 | Population and Census, Consumer Rights, Consumerism and Business, Corporate Governance |
| 17-18 | Impact of technology on organization |
| 19-20 | Process of technological adaptation and development, Patents, Technological Collaborations, Government guidelines, |
| 21-22 | Technology assessment at government level |
| 23-24 | ISO standards and Bureau of Indian Standards |
| 25 | International Business: An Overview, types of International Business |
| 26 | Balance of Payments and Macroeconomic Management |
| 27-28 | Theories and Institutions: Trade and Investment, Government Influence on Trade and Investment, EXIM Policy, Foreign Exchange Management Act (FEMA), Bilateral and Commodity Agreements, Tariff and non-tariff barriers, |
| 29-30 | WTO, Regional blocks, |
| 31-32 | EPZs, EOUs, TPs and SEZs |
| 33-34 | Economic Development and Pollution, Increased Pollution Levels |
| 35-36 | Changing role of Government |
| 37-38 | Regulations and its impact on business & industry |
| 39-40 | Green Marketing, Environmental Technology, Ecological implications of technology |

The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from the Text(s) and references in items 6 and 7 mentioned above.