

# Gujarat Technological University

## Five Year Integrated Program

### Master in Applied Management (MAM)

#### Business Environment (4120505)

**1. Objectives:** The objective of this course is to sensitize towards the overall business environment within which organization has to function and to provide insight to students of its implication for decision making in business organization.

**2. Course Duration:** The course duration is of 36 sessions of 60 minutes each i.e. 36 hours.

**3. Course Contents:**

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<b>An Overview of Business Environment</b>  <b>Business Environment: Introduction and Features</b> <b>Types of Environment:</b> <ul style="list-style-type: none"> <li>• <b>Internal to Enterprise:</b> Value System, Management Structure and Nature, Human Resources, Company Image and Brand Value, Physical Assets</li> <li>• <b>External to the Enterprise:</b></li> <li>• <b>Micro :</b> Suppliers, Customers, Market Intermediaries.</li> <li>• <b>Macro:</b> Demography, Natural, Legal system, Political ideology, Level of Technology, Economic Policy, Competition, Social and Cultural Factors, Business Environment with reference to global integration.</li> </ul>	8	18
II	<b>Economic Environment</b> <ul style="list-style-type: none"> <li>• Concepts and significance of economic environment; classification of economics; national income;</li> <li>• Economic systems: capitalism, socialism; mixed economy, mixed economy of India;</li> <li>• Economic reforms in India; industrial ;policy; states' industrial policy;</li> </ul>	7	17
III	<b>Global Business Environment</b> <ul style="list-style-type: none"> <li>• Growing relevance/importance of International Business</li> </ul>	8	18

	<ul style="list-style-type: none"> <li>• Exim policy of India [ Recent ]</li> <li>• International Business Environment Problems</li> <li>• WTO and its impact in Indian Business Environment</li> <li>• Globalization and its impact on Indian business.</li> <li>• Concepts of EOUs and EPZS, SEZ</li> <li>• Foreign investment; foreign investment in India; foreign investment by Indian companies; Impact of FDI on overall Indian economy</li> </ul>		
IV	<b>Social Environment</b> <ul style="list-style-type: none"> <li>• Concept and significance of social environment,</li> <li>• Business and Society, Changing Concepts and objectives of Business Interdependence of business and society</li> <li>• Consumer protection &amp; consumers' rights;</li> <li>• Sustainable Environment and Business Protection</li> </ul>	7	17
V	Students are required to study the business environment and Make a presentation on present business environment of any existing or new product/service/ industry/sector.	6	Internal Evaluation (20 marks of CEC)

#### 4. Teaching Method:

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

- (1) Lectures and Discussions
- (2) Assignments and Presentations
- (3) Case Analysis

#### 5. Evaluation:

A	Projects/Assignments/Quiz/Class Participation, etc.	Weightage (50%) (Internal Assessment)
B	Mid-Semester Examination	Weightage (30%) (Internal Assessment)
C	End-Semester Examination (Min. 30% Theory and Mon. 70% Practical)	Weightage (70%) (External Assessment)

#### 6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	A C. Fernando	Business Environment	Pearson Publication (latest edition)	Latest Edition
T2	K. Aswathappa	Essentials in Business Environment	Himalaya Publications, Mumbai	Latest Edition

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

### 7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
<b>R1</b>	Francis Cherunilam	Business Environment	Himalaya Publications, Mumbai	Latest Edition
<b>R2</b>	Mathew	Business Environment	M RBSA, Jaipur	Latest Edition
<b>R3</b>	Vivek Mittal	Business Environment	Excel Books, Delhi	Latest Edition
<b>R4</b>	Raj Aggarwal	Business Environment	Excel Books, Delhi	Latest Edition

### 8. List of Journals/Periodicals/Magazines/Newspapers, etc.

The Students will have to refer to past issues of the following journals in order to get relevant topic/ information pertaining to the subject.

### 9. Session Plan:

Session Nos.	Topics to be covered
<b>1-4</b>	<b>An Overview of Business Environment:</b> <b>Business Environment: Introduction and Features</b> <b>Types of Environment: Internal to Enterprise:</b> Value System, Management Structure and Nature, Human Resources, Company Image and Brand Value, Physical Assets;
<b>5-8</b>	<b>External to the Enterprise: Micro :</b> Suppliers, Customers, Market Intermediaries., <b>Macro:</b> Demography, Natural, Legal system, Political ideology, Level of Technology, Economic Policy, Competition, Social and Cultural Factors, Business Environment with reference to global integration
<b>9-10</b>	<b>Economic Environment:</b> Concepts and significance of economic environment; classification of economics; national income;

<b>13-15</b>	Economic reforms in India; industrial ;policy; states' industrial policy;
<b>16-17</b>	<b>Global Business Environment:</b> Growing relevance/importance of International Business
<b>18-19</b>	Globalization and its impact on Indian business; WTO and its impact in Indian Business Environment.
<b>20-21</b>	Concepts of EOUs and EPZS, SEZ
<b>22-24</b>	Foreign investment; foreign investment in India; foreign investment by Indian companies; Impact of FDI on overall Indian economy
<b>25-26</b>	<b>Social Environment :</b> Concept and significance of social environment, Business and Society, Changing Concepts and objectives of Business Interdependence of business and society
<b>27</b>	Consumer protection & consumers' rights;
<b>28-29</b>	Sustainable Environment and Business Protection
<b>30-36</b>	Students are required to study the business environment and Make a presentation on present business environment of any existing or new product/service/industry/sector.