

LESSON/SESSION PLAN 2017-2018

ST. JOSEPH'S COLLEGE OF
COMMERCE,
(Autonomous)BANGALORE

Subject - **BUSINESS ENVIRONMENT**

Course : 1BBA(C)

Semester : II SEM

Faculty - Dr. Shubhra

Module	Hours	Topic	Pre-class	Pedagogy (in class)	Out of class assignment/assessment
1	10hrs	An Overview of Business Environment Meaning and Definition Objectives, Importance and Uses of Study of business environment. Meaning, Process of Environmental Analysis, Limitations, environmental factors - The Micro environment of business and the macro environment of business.		LECTURES, DISCUSSIONS & CASE STUDY	CASE STUDY

2	12hrs	<p>Meaning - Characteristics of Indian Economy</p> <p>Features affecting Economy</p> <p>Impact of Liberalization Privatization & Globalization of Indian Business.</p> <p>Monetary policy - Meaning, objectives Fiscal policy - Meaning, objectives, budget and its importance</p> <p>EXIM policy - Meaning, objectives</p>		Blended learning, LECTURES & CASE STUDY	Q&A
3	8hrs	<p>Global environment.</p> <p>Meaning, nature of globalisation</p> <p>causes of globalization</p> <p>strategies for globalization</p> <p>Challenges of International Business, GATT and WTO and its implications on Indian economy.</p>		FLIP CLASS, Blended Learning, LECTURES & CASE STUDY	Q&A, Short research oriented assignments, case studies.
4	10hrs	<p>Political environment</p> <p>Meaning, Political institutions, The Constitution of India, The Preamble, The fundamental rights.</p> <p>The relationship between business and government, Responsibilities of business towards government, Responsibilities of government towards business, Extent of state intervention in business.</p>		LECTURE.	Q&A

5	12hrs	Technological Environment - Meaning and definition, components of technology, features of technology, Impact of Technology, Limitations in technological development, Current trends in technological environment. Social and cultural Environment- Meaning and definition of society, Culture - elements of culture, business and culture. Natural Environment - Meaning of Natural Environment, Natural Environment and its impact on business.	Revise and get familiarized with different approaches	LECTURES & CASE STUDY	Case study , Quiz, debates, Q&A analysis.
6	8hrs	Legal environment Committee on Competition Law and Policy 2000 - Competition Commission of India - Competition Act 2000 - Comparison with MRTP Act - Information technology act 2000 - Cyber Regulations Appellate Tribunal - Cyber Offences.		LECTURES & CASE STUDY	Q&A

CIA Activities -

Short movie making/online assignments/case analysis/role plays/flip class/short research oriented activities/tests.