

LESSON PLAN HOURLY WISE

Subject Name: Business Environment

Lecture hours: 60

Objective: To provide an overview of the internal & external factors effecting Business

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/Inst ructional techniques	Evaluation/ learning confirmation
UNIT I	An Overview of Business Environment	10		
1.	Meaning & Definition of Business Environment, Objectives, Significance & Use of study of business environment	3	Lectures/PPT	Question and Answer
2.	Environmental Analysis – Meaning, Significance, Process, Analysis & Limitations	5	Lectures/PPT	Question and Answer
3.	Environmental Factors – Micro & Macro affecting the business	2	Lectures/PPT	Question and Answer
UNIT II	Economic Environment	12		
1	Overview of Economic environment, Characteristics of Indian Economy, Factors affecting economy	3	Lectures/PPT	Question and Answer
2	Indian economic Liberalisation, Privatisation, Globalisation of Indian business & its impact	3	Lectures/PPT	Question and Answer
3	Monetary policy – Meaning & Objectives, Fiscal Policy – Meaning & Objectives, Budgets & its importance	3	Lectures/PPT	Question and Answer
4	Exim Policy – Meaning & Objectives, Industrial Policy – Meaning, Objectives & latest measures	3	Lectures/PPT	Question and Answer
UNIT III	Global Environment	8		
1	Meaning & Nature of Globalisation, Essential conditions for Globalisation, Effects & Benefits	4	Lectures/PPT	Question and Answer

2	Strategies, Challenges of Globalisation, WTO & its implication in International business, GATT	4	Lectures/PPT	Question and Answer
UNIT IV	Political Environment	10		
1	Indian Constitution & Business, The Preamble – The fundamental Rights	3	Lectures/PPT	Question and Answer
2	Political Institutions – Legislature, Executive & Judiciary, State Intervention in Business – rationale & Extent	4	Lectures/PPT	Question and Answer
3	Responsibilities of Government towards Business & Responsibilities of Business towards Government	3	Lectures/PPT	Question and Answer
UNITV	Technological, Natural & Social Environment	12		
1.	Technological Environment – Meaning & Features, Impact of Technology, Technology & Society, Management of Technology, Limitations & Current Trend	5	Lectures/PPT	Question and Answer
2.	Social & Cultural Environment – Meaning & Definition of society, Culture – Elements of culture, business & its culture	4	Lectures/PPT	Question and Answer
3.	Natural Environment – Meaning, Impact, Limitations towards business	3	Lectures/PPT	Question and Answer
UNITVI	Legal Environment	8		
1.	Committee on Competition Law & Policy 2000, Competition Commission of India, Competition Act 2000 – Comparison with MRTP act	5	Lectures/PPT	Question and Answer
2.	Information Technology Act 2000, Cyber regulations Appellate Tribunal & Cyber offences	3	Lectures/PPT	Question and Answer

Prepared By:

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Approved By: