

LESSON PLAN HOURLY WISE

SUBJECT NAME: BUSINESS ENVIRONMENT (M115MC201)

OBJECTIVE: To familiarize the student regarding business environment, impact of economic policies on decisions of any organization.

NO.OF LECTURE HOURS: 60

SL.NO	UNIT AND OBJECTIVES	NO.OF LECTURE HOURS	METHODOLOGY/ INSTRUCTIONAL TECHNIQUES	EVALUATION/ LEARNING CONFIRMATION
	Part A: Economic environment	10		
Unit 1	Overview of business environment			
1.	Meaning, definition, objectives, importance and uses of study of business environment	5	Lecture	Question and answer; problems to be solved
2.	Environmental analysis : meaning, stages and limitations of environmental analysis	4	Lecture	Question and answer; problems to be solved
3.	The micro and macro environment of business	1	Lecture	Question and answer; problems to be solved
Unit 2	Economic environment	12		
1.	Meaning , characteristics of Indian economy , features affecting economy	2	Lecture	Question and answer
2.	Impact of liberalization, privatization and globalization of Indian business	2	Lecture	Question and answer
3.	Meaning and objectives of: i)monetary policy ii)fiscal policy iii)EXIM policy iv)industrial policy	8	Lecture and illustrations	Question and answer;
	CIA 1	1	MCQ'S AND Presentations	
Unit 3	Global environment	8		
1.	Meaning , nature and causes of globalization	2	Lecture	Question and answer
2.	Strategies of globalization and challenges of globalization	2	Lecture	Question and answer
3.	GATT and WTO and its implications on Indian economy	4	Lecture and illustrations	Question and answer
Unit 4	Political environment	10		
1.	Meaning and types of political institutions	2	Lecture	Question and answer;

2.	The constitution of India, preamble and the fundamental rights	3	Lecture and illustrations	Question and answer;
3.	Relationship between business and government	3	Lecture	Question and answer
4.	Extent of state intervention in business	2	Lecture	Question and answer
	CIA 2	1	Definitions and short essays	
Unit 5	Technological, social and natural environment	12		
1.	Meaning, components, features and impact of technological environment , limitations and current trends in technological environment	4	Lecture and videos	Question and answer
2.	Meaning, components, features and impact of social and cultural environment , elements of culture and business	4	Lecture and videos	Question and answer;
3.	Meaning, components, features and impact of natural environment	4		
Unit 6	Legal environment	8		
1.	Competition law 2000, competition commission and competition act 2000	4	Lecture and case studies	Question and answer;
2.	MRTP act , IT act 2000, and cyber regulations tribunal and cyber offences	4	Lecture and case studies	Question and answer;

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