

FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

FACULTY OF COMMERCE COURSE CURRICULUM

PART-A : Introduction		
Program : Bachelor in Commerce (Certificate/Diploma/Degree/Honors)	Semester-II	Session : 2024-25
1	Course Code	COSC-06
2	Course Title	Business Environment
3	Course Type	Discipline Specific Course (COSC)
4	Pre-requisite (if any)	As per program
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> Understand relationship between environment and business. Demonstrate and develop conceptual frame work of business environment and generate interest in international business. Identify the nature of local business environment and its component. Demonstrate govt. policies and different roles for the emergence, upliftment and smooth functioning of business organization. Extend knowledge of Industrial Policy and NITI AAYOG
6	Credit Value	4 Credits Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100 Minimum Passing Marks : 40
PART –B: Content of the Course		
Total No. of Teaching-learning Periods (01 Hr. per period)-60 Periods (60 Hours)		
Unit	Topics (Course Contents)	No. of Period
I	Business Environment: Type of Environment-internal, external, micro and macro environment. Competitive structure of industry, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.	15
II	Economic Problem of Growth: Inflation, Parallel Economy, Industrial Sickness . Economic Factors of Growth: Foreign Direct Investment (FDI), Foreign Portfolio Investment (FPI), Micro, Small and Medium Enterprises (MSMEs)	15
III	Govt. Policies: Export-Import Policy, Monetary & Fiscal Policy, Privatization, Liberalization, Globalization, Demonetization, Disinvestment. A brief Introduction of Indian Economic Planning: NITI AAYOG. Industrial Policy of Chhattisgarh.	15
IV	International Environment: Trends in World Trade & The Problems of Developing Countries, Foreign Trade & Economic Growth, International Economic Groups: GATT, WTO, UNCTAD, World Bank, IMF, TRIPS, TRIMS Regional Trade Agreements: European Union (EU), ASEAN, SAARC,NAFTA	15
Key Words	Business Environment, Economic Problem of Growth, Economic Factor of Growth, Govt. Policies, Economic Planning, Industrial Policy, International Environment, International Economic Group, Agreement of Regional Trade	

Signature of Convener & Members (CBoS):

PART-C: Learning Resources		
Text Books, Reference Books and Others		
Text Books Recommended:-		
1. Sinha V.C., Business Environment, SBPD Publications Agra, (Hindi & English) 2. Dr. J.P. Mishra, Sahitya Bhawan Publication, Agra (Hindi Medium) 3. Singh Ranjeet, Business Environment, Kalyani Publishers New Delhi. 4. Upadhyay Sharma Dayal, Business Environment (Hindi), Ramesh Book Depot Jaipur. 5. Singh, Dr. S.K., Business Environment (Hindi), Sahitya Bhawan Publication Agra 6. Jain Dr. S.C., Business Environment (Hindi), Kailash Pustak Sadan, Bhopal. 7. Joshi Rosy, Kapoor Sangam, Business Environment (Hindi), Kalyani Publishers New Delhi.		
Note: Learners are advised to use latest edition of text books.		
Reference Books:		
1. Sheikh Saleem, Business Environment, Pearson. 2. Francis, Cherunilan, Business Environment, Himalaya Publishing House. 3. Gupta C.B., Business Environment Sultan Chand & Sons. 4. Paliwar Veena Keshav, Business Environment, PHI Learning Private Limited, Delhi.		
On line Resources : * e-Resources/e-books and e-learning portals:		
https://onlinecourses.swayam2.ac.in/imb24_mg33/preview https://egyankosh.ac.in/handle/123456789/3142 https://www.youtube.com/watch?v=Q1yw7Tchsc8 https://www.youtube.com/watch?v=9jUHXPGEbEM https://www.youtube.com/playlist?list=PLJtjv03aaWe2oQxrJov7CfDFDC3aebx1		
PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods: Maximum Marks		100 Marks
Continuous Internal Assessment (CIA) :		30 Marks
End Semester Exam. (ESE) :		70 Marks
Continuous Internal Assessment : (CIA)- (By Course Teacher)	Internal Test/Quiz : 20 & 20 (Assignment/Seminar): 10 Total Marks- 30	Better marks out of the two test/quiz+ obtained marks in Assessment shall be considered against 30 Marks
End Semester Exam. (ESE):	Two Section :- A & B Section A : Q.1-Objective -10x1=10 Marks; Q.2-Short Answer type-5x4=20Marks Section B : Descriptive answer type qts. 1 out of 2 from each unit-4x10=40 Marks	

Name and Signature of Convener & Members of (CBoS) :

Convener: 10/06/24
 Members: 10/6/24, 10/6/24, 10/6/24, 10/6/24, 10/6/24, 10/6/24