

# Teaching Lesson Plan

Semester-VII

MJ 20: BUSINESS ENVIRONMENT

Lecture hours: 60

**OBJECTIVES:** To develop amongst the learners the ability to summarise, analyse and interpret quantitative information for business decision making.

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
<b>Unit-I</b>	<b>INTRODUCTION</b>	<b>10Hrs</b>		
	Nature and significance of environmental analysis for business decisions, Dimensions of Business Environment: Economics, Technological, Socio-cultural, Political, Legal-Regulatory and market Conditions.	10	PPT, Illustrations	Q & A, Assignments
<b>Unit-II</b>	<b>Economic Environment</b>	<b>10Hrs</b>		
	Unit - II - Economic Environment: Economic Policy - An Overview Changes in Government policies since 1991.	5	PPT, Illustrations	Q & A, Assignments
	Impact of liberalization, globalization, and structural reforms, Import policy and its domestic and international implications.	5	PPT, Illustrations	CIA
<b>Unit-III</b>	<b>Technological Environment</b>	<b>10Hrs</b>		
	Dynamics of technological environment; Challenge of technology upgradation, Impact of foreign investment and foreign collaboration.	10	PPT, Illustrations	Q & A, Assignments
<b>Unit-IV</b>	<b>Socio-Cultural Environment</b>	<b>10Hrs</b>		
	Demographic profile. Class structure and mobility. Rural-urban convergence. Changes in consumption habits and life styles. Social responsibilities of business.	10	PPT, Illustrations	Q & A, Assignments
<b>Unit-V</b>	<b>New Industrial Policy, Fiscal Policy, and Monetary Policy</b>	<b>10Hrs</b>		
	Meaning, Features and Objectives of New Industrial Policy. Introduction, Objectives, Instruments, and types of Fiscal Policy. Monetary Policy-Objectives, Tools, and Types of Monetary Policies.	10	PPT, Illustrations	Q & A, Assignments
<b>Unit-VI</b>	<b>Corporate Governance and Business Ethics</b>	<b>10Hrs</b>		
	Overview of Corporate governance, Importance, Issues and Obligation. Concept of Business Ethics and CSR. Theories and importance of Corporate Social Responsibility of Business Ethics	10	PPT, Illustrations	Q & A, Assignments

**Reference Books:**

1. Cherunilam, Francis, Business Environment, Himalaya Pub. House, 1996.
2. Ghosh, P.K. Business and Government, 1998 Sultan Chand, Delhi.
3. Devis, Keith, and Blomstrom, Robert L, Business and Society: Environment and Responsibility, 1975.
4. Ghosh, P.K. and Kapoor, G.K. Business Policy and Environment, 1998, Sultan Chand, Delhi.
5. Adhikary, M. Economics Environment of Business (latest ed.), Sultan Chand, Delhi.
6. Jalan, B., India's Economic Crises, 1991. Oxford Univ. Press, New Delhi.
7. Dhingra, I.C., The Indian Economy: Environment and Policy, 1998, Sultan Chand, Delhi.

**Prepared by: Dr. Fr. Roshan Baa, SJ**