



B. J. VANIJYA MAHAVIDYALAYA
(Autonomous)
(Grant-in-Aid)
(Affiliated to Sardar Patel University)
Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India
Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC
Syllabus with effect from June - 2024

Master of Commerce (M.Com.)
Semester - I

Course Code PB01CCOM52	Title of the Course Business Environment - I	Total Credit 04
Course Objectives:	<ol style="list-style-type: none"> 1) To make students understand basic aspects of Business & Business Environment. 2) To make students understand and analyze Industrial Policy, NITI Ayog and various economic policies of India. 3) To make students understand & differentiate between the concepts of Liberalization, Privatization and Globalization of Business. 4) To make students understand about the Responsibilities of Business towards Society, Social Audit, Business Ethics and Consumer Protection Act. 	

Course Description		
Unit	Description	Weightage
1	Introduction to Business Environment <ul style="list-style-type: none"> • Meaning, Definition, Nature & Scope of Business Environment • Types of Environment: Internal and External Environment, Micro and Macro Environment • Components of Business Environment • SWOT Analysis as a method of Environmental Scanning. 	25%
2	Highlights of Current Policies <ul style="list-style-type: none"> • NITI Ayog • Industrial Policy • Monetary Policy • Fiscal Policy • Foreign Trade Policy • Agricultural policy 	25%
3	Economic Reforms of Indian Economy <ul style="list-style-type: none"> • Liberalization: Concepts, Objectives and Methods • Privatization: Meaning, Objectives and Forms • Disinvestment in India • Globalization: Meaning, Dimensions, Strategies and Pros & Cons • Technology Transfers 	25%
4	Business and Society <ul style="list-style-type: none"> • Social Orientations of Business & the factors affecting them • Social Responsibilities towards different stakeholders • Meaning, Nature, Features, Methods, Objectives and Benefits of Social Audit • The Consumer Protection Act 2019 	25%



	<ul style="list-style-type: none"> • Conservation of Ecology • Nature of Ethics, Sources of Ethics, Ethical Dilemmas, Managing Ethics 	
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Teaching-Learning Methodology	Lecture, Group Discussion, Doubt Solving, PowerPoint Presentation, Case Study, Real Life Company Examples, & Seminar
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	20%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Students will have to minimum 40 % to pass the course.

Course Outcomes: Having completed this course, the students will be able to:	
1.	Understand basic aspects of Business and Business Environment
2.	Understand and analyze Industrial Policy 1991, NITI Ayog and various Economic Policies of India
3.	Define, Understand, Differentiate and Discuss the Liberalization, Privatization and Globalization of Business
4.	Define, Discuss & Understand the Responsibilities of Business towards Society, Social Audit, Business Ethics and Consumer Protection Act

Suggested References:	
Sr. No.	References
1.	Cherunilam Francis. (2013). “Business Environment: Text and Cases” 22nd Revised Edition, 2013. Himalaya Publishing House Private Limited.
2.	Ashwathappa K. (2008). “Essentials of Business Environment” 10 th Revised Enlarged Edition, 2008. Himalaya Publishing House Private Limited.
3.	Datt and Sundaram. “Indian Economy” S. Chand Publishing.
4.	Websites: <ul style="list-style-type: none"> • https://byjus.com/free-ias-prep/esg-framework-upsc-notes/ • https://www.distanceeducationju.in/pdf/Business%20Environment%20PDF%20FILE%202022%20B%20Com%20Semester%20IV.pdf
5.	On-Line Resources available that can be used as Reference Material
6.	MOOCs: <ul style="list-style-type: none"> • https://ugcmoocs.inflibnet.ac.in/moocs_courses.php • https://ugcmoocs.inflibnet.ac.in/view_module_pg.php/389