



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 as per the NEP 2020 with effect from July – 2026

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

Course Type	Course Code	Course Title	Teaching-Learning Scheme	Total Notional Hours	Course Credits
			L-P-T		
DSC	P2B01NCCOM03	Business Environment and Policy Framework	3-0-1	120	04

- Course Learning Outcomes (CLOs)**

On completion of this course, students will be able to:

- CLO1:** Apply environmental forecasting techniques and stages of environmental analysis to strategic business decision-making.
- CLO2:** Evaluate the legal and financial frameworks governing industrial licensing, intellectual property rights, and Industrial Sickness.
- CLO3:** Appraise the role of the RBI and Government through monetary and fiscal policies and the importance of privatization and globalization
- CLO4:** Apply the mechanisms for consumer protection and Social Responsibility and Social Audit

Unit	Course Content	Learning Pedagogies*	CLO(s)
I	Basic Overview of Business Environment Environmental Analysis and Forecasting: Stages of Environmental Analysis-Approaches to Environmental Analysis; Steps In/Approaches to Environmental Analysis; Techniques for Environmental Forecasting- Types of Environmental Forecasting; Techniques for Environmental Forecasting; Benefits/Importance of Environmental Analysis; Limitations of Environmental Forecasting.	Classroom Lecture, Case-Based Learning, Problem-Based Learning & Self Direct Learning (Guided Readings)	CLO1, CLO2
II	Regulatory Business Environment IDRA and Industrial Licensing: The Industries (Development and Regulation) Act (IDR Act) 1951- Industrial Licensing. Patents And Trade Marks- Patents; Patent protection in India, Trademarks; The Trade Marks Act, 1999- Industrial Sickness: Definition, causes of sickness, preventive and curative measures, sick industrial companies Act.	Classroom Lecture (CL), Self-Directed Learning (SDL), Industrial Visit/Field Visit	CLO3
III	Macro-Economic Policies The Current Monetary Policy of RBI: Nature of Monetary Policy-Extent of Money -Expansion of Money-	Classroom Lecture (CL), Seminars (Student-led and	CLO4

	Contraction of Money-Instruments of Monetary Policy-General (Quantitative) and Selective (Quantitative). • The Fiscal Policy of The Government: Meaning-The Union Budget-Structure of the Budget-State Budget. • Privatization -Meaning of Privatization, Objectives of Privatization, Various Forms of Privatizing the Public Sector Enterprises, Merits and Demerits of Privatization, Disinvestment in India. • Globalization: Meaning of Globalization-Features of Current Globalization, Essential Conditions for Globalization, The Foreign Market Entry Strategies/Strategies of Globalization.	Faculty-moderated), ICT-Enabled Learning	
IV	Business and Society • Consumer Rights, Consumerism and Business: Consumer Rights, Exploitation of Consumers, Consumerism, The Consumer Protection Act, 2019. • Social Responsibility of Business (SRB)- Classical and Contemporary Views, Social Orientations of Business, The Factors Affecting Social Orientations, SRB Towards Different Sections- (Shareholders, Employees, Consumers, Society/Community). Social Audit-Nature/Meaning/Feature of Social Audit, Evolution of Social Audit, Objectives and Benefits of Social Audit, Methods of Social Audit, Obstacles to Social Audit, Organization for Social Audit, Audit Programs, Social Audit in India	Case-Based Learning (CBL), Simulation and Role-Play, Problem-Based Learning (PBL)	CLO4

- **Assessment Methodologies**

(A) **Internal Formative Assessment:** Assignment, Seminars, Presentation, Case Study, Self-Learning, Group Discussion, Book Lessons, Quizzes, MCQs (30%)

(B) **Internal Summative Assessment:** Mid-term Written Examination: (20%)

Total Internal Assessment: Total: 50 % (50 Marks)

- **End of term Examination (University): 50% (50 Marks)**

(B) Weightage of Learning Efforts for External Assessment

Unit	Aligned CLOs	Total Learning Hours	Approximate weightage (Marks) to Learning levels (BT)			Total Marks
			Remember (R)	Understanding (U)	Application/ Analyse & above (A)	
I	CLO1, CLO2	30	3	4	6	13
II	CLO3	32	3	3	6	12
III	CLO4	28	2	4	7	13
IV	CLO4	30	2	4	6	12
		120	10	15	25	50

- **Assessment and Evaluation**

Sr. No.	Assessment/Evaluation	Component	Weightage (%)
1	Continuous Internal Evaluation	Seminars, CSDS, Assignments, MCQ Tests, Case Study, Quizzes, Class Regularity, Presentations, Viva	50 (50 Marks)
2	End-Semester Examination	Written Exam	50 (50 Marks)

(C) CLOs – PLOs Matrix

Values: 3 (Strong), 2 (Moderate), 1 (Low), - (No correlation)

CLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
CLO1	3	2	1	2	1	1	1	2	-	2
CLO2	1	3	2	1	1	-	1	3	1	1
CLO3	2	3	2	1	-	-	-	1	-	1
CLO4	3	1	2	3	2	1	2	2	1	3

- **Suggested Learning Materials Books:**

Sr. No.	Title	Author(s)	Edition/Year	Publisher
1	Business Environment: Text and Cases	Cherunilam Francis.	32nd Revised Edition, 2025	Himalaya Publishing House Private Limited.
2	Essentials of Business Environment	Ashwathappa K.	10th Revised Enlarged Edition, 2008	Himalaya Publishing House Private Limited.
3	Indian Economy	Datt and Sundaram updated/revised by Gaurav Datt & Biswajit Nag)	73rd Edition (2024)	S. Chand

- **Online Resources (Open Source)**

Sr. No.	Description of Resource(s)	Weblink
1	Unit 1: Introduction & Analysis – SWAYAM/CEC modules on the Concept and Significance of Business Environment, including internal and external factors and environmental scanning techniques.	https://ugcmooocs.inflibnet.ac.in/index.php/courses/view_pg/389
2	Unit 2: Industrial Policy & Finance – NPTEL Video Lectures on "Understanding the Financial Environment," covering financial instruments, intermediaries, and debt markets.	https://nptel.ac.in/courses/130104711
3	Unit 2: Legal Framework – Controller General of Patents, Designs & Trademarks (Official Site) for the latest updates on the Trade Marks Act, 1999 and Patent filing procedures in India.	https://ipindia.gov.in/
4	Unit 3: Policy Framework – RBI Database on Monetary Policy: Provides access to current policy rates, instruments, and official reports on the Indian banking system.	https://www.rbi.org.in/scripts/BS_ViewMonetaryPolicyStatements.aspx
5	Unit 3: Social Responsibility – e-GyanKosh (IGNOU) Block on Socio-Political Environment: Detailed study materials on Business Ethics and the Social Responsibility of Business.	https://www.egyankosh.ac.in/handle/123456789/3157

6	Unit 4: Global Trends – OECD iLibrary on Industry and Services: Global reports on privatization trends, SME policies, and international business strategies.	https://www.oecd-ilibrary.org/industry-and-services
7	Unit 4: Consumer Protection – Department of Consumer Affairs (Jagrit Grahak): Access to the Consumer Protection Act, 2019, and resources regarding consumer rights in India.	https://consumeraffairs.nic.in/
8	General Reference – NITI Aayog Reports: Essential for understanding the Union Budget impact, disinvestment policies, and strategic national development goals.	https://www.niti.gov.in/reports-niti-aayog