



# Tolani College of Commerce (Autonomous)

## तोलानी वाणिज्य महाविद्यालय (स्वायत्त)

(Sponsored and Managed by Tolani Education Society, Mumbai - 400 021)

(Recognised Linguistic (Sindhi) Minority Institution, Affiliated to University of Mumbai)

Re-Accredited (3<sup>rd</sup> Cycle) by N.A.A.C. with 'A' Grade (CGPA 3.03)

**Knowledge is Supreme**

150-151, SHER-E-PUNJAB SOCIETY,  
GURU GOBIND SINGH ROAD,  
ANDHERI (EAST), MUMBAI-400 093.

Tel. : (022) 6153 5455

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<b>Name of the Programme</b>	<b>Bachelor of Commerce (Financial Markets)</b>					
<b>Name of the Course</b>	<b>Major: Business Environment</b>					
<b>Semester</b>	<b>I</b>					
<b>Number of Credits</b>	<b>02</b>					
<b>Number of Lectures</b>	<b>30</b>					
<b>Lecture Duration</b>	<b>60 Minutes</b>					
<b>Total Marks:</b>	<b>CE</b>	<b>20</b>	<b>SEE</b>	<b>30</b>	<b>Total</b>	<b>50</b>

### Learning Objectives of the Course

<b>Sr. No.</b>	<b>Objectives</b>
LOC1	To give learners an overview of different Environments affecting Business.
LOC2	To familiarize learners with concept of PESTEL Analysis, SWOT Analysis.
LOC3	To familiarize learners with relationship between business and its environments

### Learning Outcomes of the Course

<b>Sr. No.</b>	<b>Outcomes</b>
CO1	Learners will be able to understand the basics of the business environment in the modern world.
CO2	Learners understand the challenges of operating Business and measures to overcome these challenges.
CO3	Learners will be able to understand the concept of business environment and various tools of environmental analysis.



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Module. No	Details	No. of Lectures
1	<b>Introduction to Business Environment</b>	10
	<ul style="list-style-type: none"><li>• Business: Meaning, Definition, Nature &amp; Scope.</li><li>• Business Environment: Meaning, Characteristics, Scope and Significance.</li><li>• Environmental Analysis: Importance, Factors, PESTEL Analysis, SWOT Analysis.</li></ul>	
2	<b>Internal and External Environment</b>	10
	<ul style="list-style-type: none"><li>• Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity.</li><li>• External Environment: Definition, Introduction, Micro and Macro Environment.</li><li>• Micro Components: Competitors, Customers, Suppliers, Distributors, Marketing Intermediaries, General Public</li><li>• Macro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal</li></ul>	
3	<b>International Environment</b>	10
	<ul style="list-style-type: none"><li>• Globalization: Meaning, Nature and Stages of Globalization, Features of Globalization, Foreign Market entry strategies.</li><li>• MNCs: Definition, Meaning, merits, demerits, MNCs in India</li><li>• FDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India.</li><li>• Challenges faced by International Business and Investment Opportunities for Indian Industry.</li></ul>	

### References

- Entrepreneurship by David H. Holt, PHI Learning Pvt. Ltd., New Delhi
- Management of Small-Scale Industries by Vasant Desai, Himalaya Publishing House, Mumbai
- Business and Government by Francis Cherunilam, Himalaya Publishing House, Mumbai
- Corporate Governance in India by Jayati Sarkar and Subrata Sarkar, Sage Publications.
- Business Environment Text and Cases by M.B. Shukla, Taxman Publications, New Delhi
- Global Economy and Business Environment by Francis Cherunilam, Himalaya PublicationHouse, Mumbai



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### Scheme of Evaluation Pattern

**Table 1A: Scheme of Continuous Evaluation (CE)**

### Scheme of Evaluation Pattern

Sub-components	Maximum Marks	Conditions for passing
1) Assignment/Case Studies/Project/Field Visit	05	a) A learner must be present for each of the sub-components. b) The subtotal of all the 3 sub-components must be minimum 08 marks
2) Presentation/Book Review/Research Paper Report	05	
3) MCQ Based Test	10	
Total	20	

**Table 1B: Scheme of Semester End Examination (SEE) Evaluation  
Question Paper Pattern for Semester End Examination (SEE)**

**Maximum Marks: 30      Minimum Marks to Pass: 12      Duration: 1 Hour**

Note: All questions are compulsory. Each question has an internal choice.

Question Number	Nature of Questions	Maximum Marks
1)	<b>Attempt any two of the following</b>	10
	a) Full Length Question (5 Marks)	
	b) Full Length Question (5 Marks)	
	c) Full Length Question (5 Marks)	
2)	<b>Attempt any two of the following</b>	10
	a) Full Length Question (5 Marks)	
	b) Full Length Question (5 Marks)	
	c) Full Length Question (5 Marks)	
3)	<b>Attempt any two of the following</b>	10
	a) Full Length Question (5 Marks)	
	b) Full Length Question (5 Marks)	
	c) Full Length Question (5 Marks)	