



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)

Knowledge is Supreme

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

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

Tel. : (022) 6153 5455
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|------------------------------|--|-----------|------------|-----------|--------------|-----------|
| Name of the Programme | Bachelor of Commerce (Accounting and Finance) | | | | | |
| Name of the Course | Major: Business Environment | | | | | |
| Semester | I | | | | | |
| Number of Credits | 02 | | | | | |
| Number of Lectures | 30 | | | | | |
| Lecture Duration | 60 Minutes | | | | | |
| Total Marks: | CE | 20 | SEE | 30 | Total | 50 |

Learning Objectives of the Course

| Sr. No. | Objectives |
|----------------|--|
| 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

| Sr. No. | Outcomes |
|----------------|--|
| 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. |

| Module. No | Details | No. of Lectures |
|-------------------|---|------------------------|
| 1 | Introduction to Business Environment | 10 |
| | <ul style="list-style-type: none">• Business: Meaning, Definition, Nature & Scope• Business Environment: Meaning, Characteristics, Scope and Significance.• Environmental Analysis: Importance, Factors, PESTEL Analysis, SWOT Analysis | |



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| 2 | Internal and External Environment | 10 |
|---|--|----|
| | <ul style="list-style-type: none">Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity.External Environment: Definition, Introduction, Micro and Macro Environment.Micro Components: Competitors, Customers, Suppliers, Distributors, Marketing Intermediaries, General PublicMacro Components: Demographic, Natural, Political, Social, Cultural, Economic, Technological, International and Legal | |
| 3 | International Environment | 10 |
| | <ul style="list-style-type: none">Globalization: Meaning, Nature and Stages of Globalization, Features of Globalization, Foreign Market entry strategies.MNCs: Definition, Meaning, merits, demerits, MNCs in IndiaFDI: Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations in India, Challenges faced by International Business and Investment Opportunities for Indian Industry. | |

Reference Books:

- 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: 1hour**

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

| Question Number | Particular | Marks |
|-----------------|--|-------|
| Q-1 | Attempt any TWO of the following:(Module 01) a. Full Length Question (5 marks) b. Full Length Question (5 marks) c. Full Length Question (5 marks) | 10 |
| Q-2 | Attempt any TWO of the following: (Module 02) a. Full Length Question (5 marks) b. Full Length Question (5 marks) c. Full Length Question (5 marks) | 10 |
| Q-3 | Attempt any TWO of the following: (Module 03) a. Full Length Question (5 marks) b. Full Length Question (5 marks) c. Full Length Question (5 marks) | 10 |