

AC –
Item No. –

As Per NEP 2020

**Tolani College of
Commerce
(Autonomous)**



Knowledge is Supreme

Title of the Course: Business Environment

**Programme: Bachelor of Commerce (Management Studies)
Semester-II**

Syllabus for 2 credits

From the academic year 2024-2025

Name of the Course: Business Environment

Sr. No.	Heading	Particulars
1	Description the course:	Today's environment is very dynamic and it continuously throws challenges and opportunities to business firms. To fight against these challenges and to grab the opportunities one has to be aware about the environmental factors. This course helps the learners to understand these environmental factors.
2	Vertical:	Major
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives:	<ol style="list-style-type: none">1. To identify the definable aspects of business environment within which a business has to function.2. To develop an insight so as to adapt to the changing trends of business environment.
8	Course Outcomes:	<ol style="list-style-type: none">1. Learners will be able to familiarize with the nature of business environment and its components.2. Learners will be able to apply an understanding of the different modes of engagement with markets and explore the interconnectedness between these and the economic, legal, governmental, political, regulatory, cultural and other environments in which expanding companies operate.

Modules	
Module 1: Introduction to Business Environment (15 Hours)	
<ul style="list-style-type: none"> • Overview of Business: Meaning, Nature and Scope of Business. • Business Environment: Meaning, Characteristics, Need and Components of Business Environment. • Environmental Analysis: Micro and Macro Environment, PESTLE Analysis and SWOT Analysis. • Components of the business environment: Internal environment, External environment and macro components. 	
Module 2: International Environment (15 Hours)	
<ul style="list-style-type: none"> • Globalization: Meaning, Nature and Stages of Globalization. • Multinational Corporations (MNCs): Meaning, merits and demerits of MNCs. • Foreign Direct Investment (FDI): Meaning, FDI concepts and functions. • FDI Operations in India: Globalisation, Factors influencing FDI and Challenges faced by International Business. 	

10	References									
	<ul style="list-style-type: none"> • K. Aswathappa, Essentials of Business Environment, Text and Cases, Himalaya Publishing House, 12th Edition, 2014. • Dr. C.B. Gupta, Business Environment, Sultan Chand & Sons, 12th Edition, 2022. • Dr. Nikitha et al., International Business Environment, Himalaya Publishing House. 									
11	Internal Continuous Assessment: 40%	Semester End Examination : 60%								
12	Continuous Evaluation through:									
	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Sub-components</th> <th style="text-align: center;">Maximum Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1)Assignment/Case Studies/ Presentation/ /Project</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">2)MCQ Based Test</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">Total</td> <td style="text-align: center;">20</td> </tr> </tbody> </table>		Sub-components	Maximum Marks	1)Assignment/Case Studies/ Presentation/ /Project	10	2)MCQ Based Test	10	Total	20
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1)Assignment/Case Studies/ Presentation/ /Project	10									
2)MCQ Based Test	10									
Total	20									
	Note: Learner must be Present in all the two exam components of Continuous Evaluation.									

Format of Question Paper:

Question Paper Pattern for Semester End Examination (SEE)
Maximum Marks: 30 **Duration:1 Hour**

Question Number	Particular	Marks
Q-1	Attempt any ONE of the following:(Module 1) A. Full Length Question B. Full Length Question	10
Q-2	Attempt any ONE of the following: (Module 2) A. Full Length Question B. Full Length Question	10
Q-3	Short Notes attempt any TWO of the following: A. (Module 1) B. (Module 1) C. (Module 2) D. (Module 2)	10

Note: Any of the short notes of 5 Marks can be a case study.

Signatures of Team Members

Sr. No	Name	Signature
1.	Ms. Reshma Rajput	
2.	Ms. Shalini Clayton	
3.	Mr. Vedant Kajbaje	
4.		
5.		