

Lecture Plan

Name of the college: Government College of Arts, Science & Commerce, Sanquelim, Goa

Name of Faculty: Ms. Pritam S. Naik

Subject: Business Environment

Paper code:CCA-211

Program: S.Y.B.Com

Division: COST ACCOUNTING

Academic year: 2024-25

Semester: III

Total Lectures: 30

Course Objectives:

1. To acquaint learners with basics of business Environment
2. To impart knowledge of various areas of business environment
3. To familiarize learners with changes taking place in the conduct of business.
4. To acquaint learners about business environment in Goa

Expected Course Outcome: the learners will be able to:

1. Define & discuss different basic concepts in Business Environment.
2. Describe various areas of business Environment.
3. Analyse the changes taking place in the conduct of business
4. Apply the knowledge gain where ever necessary.

Student Learning Outcome: the learners will be able to:

1. Define & discuss different basic concepts in Business Environment.
2. Describe various areas of business Environment.
3. Analyse the changes taking place in the conduct of business.
4. Apply the knowledge gain where ever necessary.

Month	Lecture From To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
June	29/06/2024 and 30/06/2024	Nil	Nil	Nil	Nil	Nil
July	1/07/2024 to 31/07/2024	13	Unit 1: Introduction to Business Environment Meaning, Definition, Scope and Nature of Business, Goals of Business (Economic goals, social goals, Human goals, organic goals and National goals), Features of modern Business, Business Environment-meaning, Micro-environment and Macro environment- meaning- Internal Environment & External Environment – Meaning. Components of Microenvironment- Customers, Organisations, Market, Intermediaries, Competitors and Suppliers.			<ol style="list-style-type: none"> Agarwal, P.N. (2001). A Comprehensive History of Business India. Tata McGraw-Hill Publisher Company Limited, New Delhi. Ashwathappa, K. (2011). Business Environment. Himalaya Publishing House. Cherunillam, F. (2019). Business Environment. Himalaya Publishing Hous
August	1/08/2024 to 31/08/2024	7	Components of Macro-Environment-Demographic, Economic, Political, Legal, Socio-Cultural, Technological, Physical and global environment. Components of Internal Environment- Value System, Vision, Mission, objectives, Nature and structure of the Management, internal power relations and company Image.			

August	26/08/2024 to 31/08/2025	2	Unit 2: Economic Environment of Business Economic Environment- Meaning and Concept- Components of economic environment			1. Ashwathappa, K. (2011). Business Environment. Himalaya Publishing House.
September	1/09/2024 to 31/09/2024	7	Economic System-meaning and concept (Capitalist, Economic and Mixed Economy), Economic policies - Meaning and Concept (Industrial policy, Trade policy, Monetary policy, Fiscal Policy, Agricultural policy, international trade policy and Exim Policy).			2. Menon, L., & Mallya, P. (1997). Business Environment. Shet Publication.
October	1/10/2024 to 22/10/2024	6	Economic Factors- Meaning and Concept (economic growth, percentage of unemployment, inflation, interest and exchange rates, and commodity) Economic Planning- meaning- Economic planning in India Objectives of planning. NITI Ayog- Objectives, Features and five Parameters of NITI Ayog- Make in India policy and Business			3. Ashwathappa, K. (2011). Business Environment. Himalaya Publishing House 4. Menon, L., & Mallya, P. (1997). Business Environment. Shet Publication.

*** Assessment Rubrics**

Component	Max Marks
ISA 1	10
ISA 2	10
Practical	
Project	
Semester End Exam	80

Ms. Pritam S. Naik
Assistant Professor in Commerce