

Semester Lecture Plan						
Name of the College: Government College of Arts, Science & Commerce, Sanquelim, Goa						
Name of Faculty: Mr. Conrad D'Souza		Subject: Business Environment				
Paper code: CCA211		Program: S.Y.B.Com			Division: Costing (Combined)	
Academic year: 2025-26		Semester: III			Total Lectures: 30 (Paper Shared)	
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.						
Course Learning Outcome: After completion of this course, the learners will be able to: - CO 1: Define & discuss different basic concepts in Business Environment. - CO 2: Describe various areas of business Environment. - CO 3: Analyse the changes taking place in the conduct of business. - CO 4: Apply the knowledge gain wherever necessary.						
Student Learning Outcome: Upon completion of the course, students will learn to: - Define & discuss different basic concepts in Business Environment. - Describe various areas of business Environment. - Analyse the changes taking place in the conduct of business. - Apply the knowledge gain wherever necessary.						
Month	Lecture From To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
June & July			Unit I			

	23 rd June 2025 to 31 st July 2025	20	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 Micro environment- Customers, Organisations, Market, Intermediaries, Competitors and Suppliers. 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.	Assignment on PESTLE framework.	Power point presentation, Smartboard and WhatsApp group.	1. 1. Agarwal, P.N. (2001). A Comprehensive History of Business India. Tata McGraw-Hill Publisher Company Limited, New Delhi. 2. 2. Ashwathappa, K. (2011). Business Environment. Himalaya Publishing House.
August & September	1 st August 2025 to 25 th September 2025	15	Unit II Economic Environment of Business Economic Environment- Meaning and Concept- Components of economic environment- 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	Case Study.	Power point presentation, Smartboard and WhatsApp group.	3. 3. Cherunillam, F. (2019). Business Environment. Himalaya Publishing House. 4. Fernandos Business Environment, Pearson

			trade policy and Exim Policy). 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.			
September & October	1 st to 16 th October 2025	5	Revision	Revision, test, quiz and case study	Power point presentation, Smartboard and WhatsApp group.	

*** Assessment Rubrics**

Component	Max Marks
ISA 1	10
ISA 2	10
ISA 3	10
Practical	
Project	

Semester End Exam	80
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