

Lecture Plan		
Name of the college: Government College of Arts, Science & Commerce, Sanquelim, Goa		
Name of Faculty: Prof. (Dr.) Namdev Gawas	Subject: Business Environment	
Paper code: CCA-211	Program: S.Y.B.Com	Division:
Academic year: 2025-26	Semester: III	Total Lectures: 60
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:		
1. Define & discuss different basic concepts in the Business Environment.		
2. Describe various areas of the Business Environment.		
3. Analyse the changes taking place in the conduct of business		
4. Apply the knowledge gained wherever necessary.		

Student Learning Outcome:

After completion of this course, the learners will be able to:

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

Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
June 2026 July 2026	19/06/26	20/06/26	20	Unit I Introduction to Business Environment Meaning, Definition, Scope and Nature of Business,		Power point presentation/ E-board	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.
	22/06/2026	27/06/2026		Goals of Business (Economic goals, social goals, Human goals, organic goals and National goals),			
	29/06/2026	04/07/2026		Features of modern Business, Business Environment- meaning, Micro-environment and Macro environment- meaning-		Power point presentation/ E-board	
	06/07/2026	11/07/2026		Internal Environment & External Environment – Meaning. Components of Micro environment- Customers, Organisations, Market, Intermediaries, Competitors and Suppliers.		Power point presentation/ E-board	

July - August 2026	13/07/2026	18/07/2026	15	Components of Macro-Environment-Demographic, Economic, Political, Legal, Socio-Cultural, Technological, Physical and global environment.		Power point presentation/ E-board	
	20/07/2026	25/07/2026		Components of Internal Environment-Value System, Vision, Mission, objectives, Nature and structure of the Management, internal power relations and company Image.			
	27/07/2026	01/08/2026		Unit II Economic Environment of Business Economic Environment- Meaning and Concept- Components of economic environment-		Power point presentation/ E-board	3. Cherunillam, F. (2019). Business

							Environment. Himalaya Publishing House.
	03/08/2026	08/08/2026		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).		Power point presentation/ E-board	Fernandos Business Environment, Pearson
	10/08/2026	15/08/2026		Economic Factors- Meaning and Concept (economic growth, percentage of unemployment, inflation, interest and exchange rates, and commodity)		Power point presentation/ E-board	

August - September 2026	17/08/2026	22/08/2026		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.		Power point presentation/ E-board	
	24/08/2026	29/08/2026	10	Unit 3: International Environment International Environment- meaning, Globalisation- meaning and significance of globalisation- Pros and Cons of globalisation. Globalisation and India-Economic globalisation in India (Economic reforms & liberalisation, foreign direct investments, MNC's and trade policies, Information technology and outsourcing),		Power point presentation/ E-board	Ashwathappa, K. (2011). Business Environment.
	31/08/2026	05/09/2026		India's role in International Organisations. Cultural Impact and Identity- Cultural diffusion and hybridization, language, religion and cultural diversity, hanging social norms due to globalisation Migration and Indian Diaspora-Antiglobalisation sentiments in India-		Power point presentation/ E-board	Ashwathappa, K. (2011). Business Environ ment. Himalaya Publishing House.
	07/09/2026	12/09/2026		Globalisation and environmental challenges in India- sustainable development and adaptation strategies due to climate change in Indian context.		Power point presentation/ E-board	Jain, R.K., & Varma, S. (2015). Business Environment. Sahitya Bhavan, Agra.
					Casee study on Environmenta l protests againts busienss in		Jain, R.K., & Varma, S. (2015). Business Environment.

September-October 2026	21/09/2026	26/09/2026	15	Unit 4: Business Environment in Goa Introduction of Industrialization in Goa- Current status of Goan Economy-Goa's Current performance on important economic and socio-economic indicators-	India	Power point presentation/ E-board	Sahitya Bhavan, Agra. Ashwathappa, K. (2011). Business Environ ment. Himalaya Publishing House.
	28/09/2026	03/10/2026		Industrial policy in Goa- introduction, objectives and thrust areas-Industrial Estates In Goa- Industry Associationsmeaning and need-Goa Chamber of Commerce and Industry (GCCI) and Goa State Industries Association (GSIC) Objectives, functions and major activities		Power point presentation/ Blackboard	
	05/10/2026	10/10/2026		-Environmental issues and Goan Industry. Local Self-government in Goa- meaning, objectives, functions, activities of Panchayat/Municipality and their role in development of business in Goa.		Power point presentation/ E-board	
	12/10/2026	14/10/2026		Environmental movements in Goa- meaning of environmental movement- their objectives and activities and its impact.		Power point presentation/ E-board	Jain, R.K., & Varma, S. (2015). Busi Envt Sahitya Bhavan,

*** Assessment**

Rubrics

Component	Max Marks
ISA 1	10
ISA 2	10

Practical	
Project	
Semester End Exam	80