



# SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Section	Date of commencement of Semester
24MB1T06	BUSINESS ENVIRONMENT	I	MBA	5	-	16/09/2024

### COURSE OUTCOMES

1	Understand the important components of business environment.[k1]
2	Apply the impact of Foreign culture on business and Social responsibilities of business.[k3]
3	Acquires knowledge on economic environment of business along with economic policies.[k2]
4	Practice the knowledge on relationship between government and with that of Business in India. [k3]
5	Achieves knowledge on factors that impact the technological environment and also ways to prevent environmental pollution.[k4]

UNIT	Outcomes /Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
<b>1.INTRODUCTION</b>						
<b>I</b>	CO1: Understand the important components of business environment.[k1]	1.1	The Concept of Business Environment	T1,R2	2	PPT, Video
		1.2	Nature of Business Environment	T1,R2	2	
		1.3	Significance of Business Environment	T1	1	
		1.4	Components of Business Environment	T1,T2	2	
		1.5	Impact of environment on business	T1, R1	1	



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		1.6	Impact of environment on strategic decisions.	T1, T2	2	
<b>Total</b>					<b>10</b>	
<b>2. SOCIAL AND CULTURAL ENVIRONMENT</b>						
<b>II</b>	CO2: Apply the impact of Foreign culture on business and Social responsibilities of business. [k3]	2.1	Introduction	T1, T3	1	Chalk & Talk PPT
		2.2	Social environment	T1, T3	2	
		2.3	Cultural environment	T1, R1	1	
		2.4	Impact of Foreign Culture on Business	T1, R1	2	
		2.5	Types of Social Organization	T1, R1	2	
		2.6	Social Responsibilities of Business	T1, R1	2	
<b>TOTAL</b>					<b>10</b>	
<b>3. ECONOMIC ENVIRONMENT</b>						
<b>III</b>	CO3: Acquires knowledge on economic environment of business along with economic policies. [k2]	3.1	Introduction	T1, T3	1	PPT, Video, Flipped classroom
		3.2	Economic environment of Business	T1, R3	1	
		3.3	Economic systems	T3	1	
		3.4	Macroeconomic parameters	T3	1	
		3.5	Impact of business	T1, R3	1	
		3.6	Economic policies	T1, T3	1	
		3.7	Five Year Plans in India.	T1, T3	4	
<b>Total</b>					<b>10</b>	
<b>4. POLITICAL AND LEGAL ENVIRONMENT</b>						
<b>IV</b>	CO4: Practice the knowledge on on relationship between government and with that of Business in India. [k3]	4.1	Introduction	T1, R2	1	Chalk & Talk, PPT, Video
		4.2	Political environment	T2, R2	1	
		4.3	Relationship between Government and Business in India	T1, R3	1	
		4.4	Role of Government in Business	T2, R3	1	
		4.5	Constitutional provisions regarding regulation of business in India	T1, R3	1	
		4.6	Legal Environment	T2, R2	2	
		4.7	Implementations of Business	T2, R2	1	



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		4.8	Corporate Governance	T1, R2	2		
<b>Total</b>					<b>10</b>		
<b>V</b>	<b>CO5:</b> Achieves knowledge on factors that impact the technological environment and also ways to prevent environmental pollution. .[k4]	<b>5. TECHNOLOGICAL &amp; NATURAL ENVIRONMENT</b>					<b>PPT (Active Learning Activity)</b>
		5.1	Features of Technological Environment	T2, R2	1		
		5.2	Factors of Technological Environment	T2, R2	2		
		5.3	Impact of Technological Environment	T2, R2	2		
		5.4	Technological Environment in India	T2, R2	1		
		5.5	Elements of Natural Environment	T2, R2	2		
		5.6	Environmental Pollution	T2, R2	2		
		<b>Total</b>					
<b>CASE STUDY</b>					<b>5</b>		
<b>CUMULATIVE PROPOSED PERIODS</b>					<b>55</b>		
<b>Text Books:</b>							
<b>S.No.</b>	<b>AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION</b>						
T1	Aswathappa K: —Essentials of Business Environmentl, Himalaya Publishing House, New Delhi, 2011.						
T2	Vivek Mittal: —Business Environment Text and Casesl, Excel Books New Delhi, 2011.						
<b>Reference Books:</b>							
<b>S.No.</b>	<b>AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION</b>						
R1	Veena Keshav Pailwar: —Economic Environment of Businessl, PHI Learning, New Delhi,						
R2	Sundaram and Black: —International Business Environment Text and Casesl, PHI Private Limited, New Delhi.						
<b>Web Details</b>							
<a href="https://onlinecourses.swayam2.ac.in/cec21_mg06/preview">https://onlinecourses.swayam2.ac.in/cec21_mg06/preview</a>							







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<https://www.sultanchandandsons.com/book/211/business-environment>

[https://ebooks.lpude.in/commerce/mcom/term\\_1/DCOM105\\_DCOM402\\_DMGT105\\_DMGT401\\_BUSINESS\\_ENVIRONMENT.pdf](https://ebooks.lpude.in/commerce/mcom/term_1/DCOM105_DCOM402_DMGT105_DMGT401_BUSINESS_ENVIRONMENT.pdf)

		Name	Signature with Date
i.	Faculty	Mrs. D. Haleena	
ii.	Course Coordinator	Mrs. D. Haleena	
iii.	Module Coordinator	Dr. OVAM. Sridevi	
iv.	Programme Coordinator	Dr. G. Grace	

  
Principal