

<b>FY B. Com (Accounting &amp; Finance)</b>		<b>Semester I</b>	
<b>Course Name: Business Environment</b>		<b>Course Code: VGVUVE105</b>	
<b>Lectures per week (1 Lecture is of 60 minutes)</b>		<b>2</b>	
<b>Number of Credits</b>		<b>2</b>	
<b>Evaluation System</b>	<b>Assessment</b>	<b>Hours</b>	<b>Marks</b>
	• <b>External Assessment</b>	<b>1</b>	<b>30</b>
	• <b>Internal Assessment</b>	<b>-</b>	<b>20</b>

### Course Objectives:

<b>1</b>	The students will learn basic concepts of Business and Business Environment.
<b>2</b>	Students will get knowledge on Business Ethics, and how to protection the consumers on ethical issues
<b>3</b>	The students of this course will be active learners & develop awareness of emerging trends in Internal Environment.

<b>Unit</b>	<b>Content</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Business and Its Environment:</b>	<b>10</b>
	a ..Business Objectives : Meaning, Importance, Hierarchy of Objectives, steps in formulating objectives.	
	b.Business Environmental: Meaning of Business Environment, Factors affecting Business Environment, Environmental Analysis	
<b>2</b>	<b>Business and Society</b>	<b>10</b>
	a.Business Ethics	
	b.Business Entrepreneurship	
	c.Consumerism and consumer protection	
<b>3</b>	<b>International Environment</b>	<b>10</b>
	a.International Environment - I (strategies for going Global)	
	b.International Environment – II (Foreign Trade in India)	
	c. International Environment - III (FDI Investment flows)	
	d. Contemporary issues in CSR and corporate governance.	
<b>Total</b>		<b>30</b>

### Course Outcomes:

<b>CO1</b>	The students will learn basic concepts of Business and Business Environment.
<b>CO2</b>	Students will get knowledge on Business Ethics, and how to protection the consumers on ethical issues
<b>CO3</b>	The students of this course will be active learners & develop awareness of emerging trends in Internal Environment.

### Recommended Resources

#### Reference Books -

- Business Environment Text and Cases by M.B. Shukla, Taxman Publications, New Delhi
  - Global Economy and Business Environment by Francis Cherunilam, Himalaya Publication House, Mumbai
  - Business Environment: Text and Cases by Francis Cherunilam, Himalaya Publication House, Mumbai
  - Indian Economy by Dutt and Sundaram, S. Chand and Company Pvt. Ltd., New Delhi
  - Essentials of Business Environment by K. Aswathappa, Himalaya Publication House, Mumbai
  - Business Environment by Justin Paul, Tata McGraw Hill Education Pvt. Ltd., New Delhi
  - Indian Economy by Misra and Puri, Himalaya Publishing House, Mumbai
  - Entrepreneurial Development by S.S. Khanka, S. Chand and Company Pvt. Ltd., New Delhi
  - Dynamics of Entrepreneurship by Vasanta Desai, Himalaya Publishing House, Mumbai
  - Entrepreneurship and Small Development Business Management by C.B. Gupta and S.S. Khanka, Sultan Chand and Sons, New Delhi
  - Entrepreneurship by David H. Holt, PHI Learning Pvt. Ltd., New Delhi
  - Management of Small-Scale Industries by Vasant Desai, Himalaya Publishing House, Mumbai
  - Business and Government by Francis Cherunilam, Himalaya Publishing House, Mumbai
  - Corporate Governance in India by Jayati Sarkar and Subrata Sarkar, Sage Publications, New Delhi
- Corporate Governance: Principles, Policies and Practices by A.C. Fernando, Pearson Education India, New Delhi

<b><u>E-Resources</u></b>	
<b>Webliography:</b>	

## EVALUATION PATTERN

### INTERNAL EVALUATION

- **For Major, Minor, Open Elective (OE), Vocational Skill (VSC) & Skill Enhancement (SEC) Courses**

Sr. No.	Description	Marks
<b>I</b>	Class Test	15
	<b>Q.1 Objectives. (1 Mark each)</b> (Fill in the blanks / True or False / Match the Following)	
	<b>Q.2 Answer Any Two of the Three. (05 Marks each)</b> (Unit based theory questions)	
<b>II</b>	Project / Assignment / Presentation	15
<b>III</b>	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	<b>TOTAL MARKS</b>	<b>40</b>

**Note:** For OE from science faculty, practical examination of 40 marks will be conducted for Internal Evaluation.

- **For Ability Enhancement (AEC), Value Education (VEC) & Indian Knowledge System (IKS) Courses**

Sr. No.	Description	Marks
<b>I</b>	Project / Assignment / Presentation	10
<b>II</b>	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	<b>TOTAL MARKS</b>	<b>20</b>

- **For Co - Curricular (CC) Courses**

Sr. No.	Description	Marks
<b>I</b>	Class Test	15
<b>II</b>	Activities	35
	<b>TOTAL MARKS</b>	<b>50</b>

## EXTERNAL EVALUATION

- For Major, Minor, Open Elective (OE), Vocational Skill (VSC) & Skill Enhancement (SEC) Courses**

- **Maximum Marks: 60**
- **Questions to be set: 04**
- **Duration: 2 Hours**
- **All Questions are compulsory carrying 15 marks each**

<b>Q. No.</b>	<b>Description</b>	<b>Marks</b>
<b>Q.1</b>	Full Length Question <b>OR</b> Full Length Question	<b>15</b>
<b>Q.2</b>	Full Length Question <b>OR</b> Full Length Question	<b>15</b>
<b>Q.3</b>	Full Length Question <b>OR</b> Full Length Question	<b>15</b>
<b>Q.4</b>	Full Length Question <b>OR</b> Full Length Question	<b>15</b>
	<b>TOTAL MARKS</b>	<b>60</b>

**Note:** Question of 15 marks can be further sub-divided into questions of 5/5/5, 8/7 or 10/5.

- For Ability Enhancement (AEC), Value Education (VEC) & Indian Knowledge System (IKS) Courses**

<b>Q. No.</b>	<b>Description</b>	<b>Marks</b>
<b>Q.1</b>	Attempt any two out three: (5 marks each)	<b>10</b>
<b>Q.2</b>	Attempt any two out three: (5 marks each)	<b>10</b>
<b>Q.3</b>	Attempt any two out three: (5 marks each)	<b>10</b>
	<b>TOTAL MARKS</b>	<b>30</b>