

Lecture Plan

**Program:** MBA

**Name of the Course:** Business Environment and Sustainability L-P-T-S-C

**Credit:** 03 3-0-0-0-3

**Sem:** I **Academic Year:** 2022-23

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Introduction /Course Description:

Business decisions are affected by the environment under which it is carried out. Many factors are responsible for the success or failure of any business. Understanding those factors and how they can affect any business organization's profit, revenue, and cost is necessary. This course is designed to provide a broad framework about the factors that can create opportunities or pose a threat to any business organization. Business organizations can't afford to overlook those factors simply. Some of these factors are within the organization's control, and others are outside its control. Government policies like monetary policy, fiscal policy, industrial policy, foreign trade policy etc., are important in today's world. It is required to understand all this systemically and logically. This course focuses on the external and internal environments in which companies operate. The main objective of this course is to enable the students to have a clear understanding of the theories and models that provide a fundamental building block of business and blend theory with practical scenarios. The course will further help students identify the nature and complexity of the competitive environment, the technological environment, the dynamic and multifaceted social environment, the legal environment, and the political issues that may potentially impact business organizations.

We live in the era of globalization, and global markets are linked through the movement of goods, labor, and capital. Markets in other countries provide opportunities for businesses to grow and pose a threat to their survival. Any business organization must understand these things properly and make good business decisions. This course is designed systematically and logically to understand international organizations for trade promotion, business ethics, and corporate environmental sustainability. Also, under MNCs and how international business differs from domestic business, options available for business organization and structure of organization etc. are included in the course to develop a comprehensive understanding of corporate social responsibilities, corporate governance, and sustainable business environment.

Course Objective:

* To enable students to evaluate business and its environment.
* To understand various types of economic policies and economic systems.
* To acquaint with the role of Forex in India, the concept of multinational companies and international institutions.
* To understand the concepts LPG, and issues related to the Indian economy.
* To about good governance system and issues related to corporate environmental sustainability.

**Course Outcomes (COs) & Bloom's Taxonomy:**

|  |  |
| --- | --- |
| **Course Outcomes** | **Bloom's Taxonomy** |
| **CO1:** Develop an understanding and fundamental knowledge of the business environment. | * Remembering (K1)
* Knowledge (K2)
 |
| **CO2:** Develop an understanding of the concepts of various economic policies, economic systems. | * Remembering (K1)
* Knowledge (K2)
 |
| **CO3:** Develop a basic understanding of MNCs, foreign direct investment & institutions, and their impact on economic growth. | * Remembering (K1)
* Knowledge (K2)
 |
| **CO4:** Understanding the concepts of corporate social responsibility, corporate governance, and corporate environmental sustainability. | * Remembering (K1)
* Knowledge (K2)
 |
| **CO5:** Able to analyze case laws in arriving at conclusions facilitating business decisions. | * Applying (K3)
* Analyzing (K4)
 |

**Pedagogy**

The pedagogy will combine class lectures, case studies, real-life examples, case let discussions, group discussions, individual presentations, and projects/assignments/quizzes. Every concept or terminology will be explained from the basic with its definition and impact on the real world with suitable examples so that students from any background can easily comprehend it. In addition to the text and reference books, additional readings, articles, and cases will be distributed in the class from time to time. Students are also expected to read and refer to the Economic policy, Union Budget, Credit Policy, and other reports. They are supposed to identify the problems in understanding the concepts and their application in a real-world situation to achieve the corporate sustainability of the business. This will help to develop their understanding, application and analysis thinking to manage multi-stakeholder relationships.

**Employability Skills Measuring Tools:**

* Entrepreneurial skill (workshop start-up).
* Managerial competitive skill (assignment on contemporary issues).
* Business insight (case studies).

Suggested Readings:

**Textbook:**

* Business Environment, Faisal Ahmed & Absar Alam, PHI Learning Pvt. Ltd., Edition, 2019.
* Business Environment, Mathur, Dayal, Shrivastva, RBD Profession Publication, 2018.

**Reference Books:**

* Business Environment: Test and Cases, Justin Paul, McGraw Hill Education, 4th Edition, 2019.
* Business Environment, Shaikh Saleem, Pearson, 3rd Edition, 2020.
* Business Environment: Indian and Global Perspective, Faisal Ahmed and M Absar Alam, PHI Eastern Economy Edition, 2nd Edition, 2020.
* Environmental Studies, M.P. Poonia & S.C. Sharma, Kindle Edition, Khanna Publishing House, 1st Edition, 2020.
* Business Environment, V. Neelamegam, Kindle Edition, Vrinda Publications, 2nd Edition, 2021.

**Important Websites:**

www.rbi.org.in

www.finmin.nic.in

www.mospi.nic.in

https://www.indiabudget.gov.in/economicsurvey

https://dipp.gov.in

https://www.wto.org

https://www.eudyogaadhaar.org

https://msme.gov.in

https://www.business-standard.com

https://epaper.financialexpress.com

https://economictimes.indiatimes.com

**Scheme of Evaluation**

|  |  |
| --- | --- |
| **Assessment** | **Weightage (in %)** |
| **Continuous Internal Assessment** | **40** |
| Assessment Task | Frequency \* Marks = Total Marks (100) | Weightage for individual Component |
| Mid Term Examination – I and II | 2\*20 = 40 | 16 |
| Quiz | 3\*10 = 30 | 12 |
| Assignments (Class Assignment /Home Assignments)/Case Study/ Case Discussions/ Project Work. | 1\*10 = 10 | 4 |
| Assignments (Class Assignment /Home Assignments) | 1\*10 = 10 | 4 |
| Attendance | 10 | 4 |
| **External Assessment** | **60** |
| End Term Examination | 1\*60 | 60 |

**Detailed Lecture Plan:**

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| --- | --- | --- | --- |
| **Session No** | **Topics** | **Reading/Reference** | **Learning Outcome & Course Outcome (CO)** |
| **UNIT-I: Introduction to Micro-Environment** |
| 1 | Business – Meaning, Definition, Nature & Scope, Objectives of Business. | Textbook, Chapter 1, pp. 1.1-1.5. (Business Environment, Mathur & Dayal, RBD)Further: https://manishdadhich.gnomio.com | Comprehend the forces that shape business and economic structure and develop strategies to cope with the same.(**CO1, K1, K2**) |
| 2 | Types of Business Organizations, SWOT analysis of a company, Business Environment: Meaning, Characteristics, Scope and Significance, Components. | Textbook, Chapter 1, pp. 1.6-1.20. Further: https://manishdadhich.gnomio.com | Comprehend the forces that shape business and develop strategies to cope with the same.(**CO1 & CO2; K1 & K2**) |
| 3 | Introduction to Micro-Environment – internal environment: value system, mission, objectives, management/ organizational structure. | Textbook, Chapter 2, pp. 2.1-2.4. Further: https://manishdadhich.gnomio.com | Understand the internal forces that shape business and develop strategies to cope with the same.(**CO1, K2**) |
| 4 | Human resources of the organization, company image and brand value/ equity. | Textbook, Chapter 2, pp. 2.2-2.5. Further: https://manishdadhich.gnomio.com | Comprehend the internal forces that shape business and develop strategies to cope with the same.(**CO1, K2**) |
| 5 | Concept of external Environment viz. suppliers, customers, market intermediaries such as distributors | Textbook, Chapter 3, pp. 3.1-3.15.Further: https://manishdadhich.gnomio.com | Know the external forces that shape business and develop strategies to cope with the same.(**CO1, K2**) |
| 6 | Macro Environment (Demography, Natural)(Case Study: Closing case: World Economic Forum at Davos, Chapter 1, p.11, PHI) | Textbook, Chapter 4, pp. 4.1-4.06.Further: https://manishdadhich.gnomio.com  | Comprehend the macro factors such as demographic and natural that shape business and economic structure and develop strategies to cope with the same.(**CO1, K2**) |
| 7 | Macro Environment (Legal & Political).(Case Study: Universal Climate Agreement, Chapter 2, p.30, PHI) | Textbook, Chapter 6, pp. 6.1-6.20. Further: https://manishdadhich.gnomio.com | Comprehend the macro factors such as legal & political that shape business and economic structure and develop strategies to cope with the same.(**CO1, K2**) |
| 8 | Macro Environment (Economic), introduction, the objective of the economic environment in the present chaotic scenario.  | Textbook, Chapter 3, pp. 3.1-3.10.Further: https://manishdadhich.gnomio.com | Analyze the desirability of technological advancement of information & communication tools (ICT) in the current set-up and how to gain technological advancement with the least cost.(**CO2, K2**) |
| 9 | Economic environment in the changing world(Case Study: Role of EPCs and Market Intelligence, Chapter 3, p.40, PHI) | Textbook, Chapter 6, pp. 6.8-6.10.<https://www.researchgate.net/publication/249817294_ICT_for_development_and_commerce_A_case_study_of_internet_cafes_in_India_Research_in_progress_paper> | Analyze the economic environment in the changing world and how it influences businesses. (CO2, K2) |
| 10 | Factors influencing the economic environment.Case studies: https://iimm.org/wp-content/uploads/2019/04/IIMM\_BE\_Book.pdf | Further: https://manishdadhich.gnomio.com<https://en.wikipedia.org/wiki/Porter%27s_five_forces_analysis> | Analyze the factors influencing the economic environment of India. (CO2, K2) |
| **UNIT-II: Macro Environment (Cont'd): Economic, Socio-Cultural, Competitive & International Environment** |
| 11 | Economic System (Capitalism and Socialism)  | Textbook, Chapter 6, pp.6.11-6.15.<http://www.microeconomicsnotes.com/economic-systems/economic-systems-capitalism-socialism-mixed-economy/16333> | Evaluate the economic system especially capitalist and sciolistic economies, to cope with the changing regulations affecting business and its profitability.(CO2, K1) |
| 12 | Economic System: mixed economy, relevance, merits, and demerits.(Case Study: Think Twice before you Google in China, Chapter 4, p.58, PHI) | Textbook, Chapter 6, pp. 6.16-6.24.<http://www.microeconomicsnotes.com/economic-systems/economic-systems-capitalism-socialism-mixed-economy/16333> | Evaluate the economic system, especially mixed economy, to cope with the changing regulations affecting businesses and their profitability.(CO2, K1, K2) |
| 13 | Economic Environment - Economic Policies (Monitory Policy)Case studies: https://iimm.org/wp-content/uploads/2019/04/IIMM\_BE\_Book.pdf | Textbook, Chapter 8, pp. 8.31-8.37Recent Credit Policy announced by the RBI; www.rbi.org.in | Evaluate the measures announced by the RBI to control inflation to promote business and its profitability. (CO2, K2) |
| 14 | Economic Environment - Economic Policies (Fiscal Policy) | Textbook, Chapter 8, pp. 8.16-8.25 | Evaluate the measures announced in fiscal policy to cope with the changing regulations affecting business and its profitability. (CO2, K2) |
| 15 | Socio-Cultural & International Environment – Nature, Impact of foreign culture on Business. | Textbook, Chapter 4, pp. 4.1-4.12,<https://digitalcommons.uri.edu/cgi/viewcontent.cgi?article=1027&context=com_facpubs> | Analyze the competitive social and cultural forces in the environment and devise business policies and strategies to stay competitive. (CO2, K2) |
| 16 | Overview of Economic reforms in India: Liberalization, Privatization and Globalization (LPG) ModelCase studies:https://iimm.org/wp-content/uploads/2019/04/IIMM\_BE\_Book.pdf | Textbook, Chapter 7, pp. 7.1-7.10.Further: https://manishdadhich.gnomio.com | Understand the liberalization, privatization and globalization measures and their influences on domestic and international business. (CO2, K2) |
| **UNIT-III: Indian Economy & Economic reforms** |
| 17 | Overview of features of Indian economy, challenges, and opportunities. | Textbook, Chapter 5, pp. 5.6-5.12. Further: https://manishdadhich.gnomio.com | Understand the basic features of Indian economy, challenges, and opportunities in the present chaotic scenario. (CO3, K1, K2) |
| 18 | Global Integration: Multinational corporation, meaning, reasons, merits, and demerits. (Case Study: Disputes on China's rare earth elements in WTO, Chapter 14, p.258, PHI) | Textbook, Chapter 10, pp. 10.1-10.12. | Understand the role of MNCs on domestic business and measures to be taken for successful global business operations, merits, and demerits.(CO3, K1, K2, K3) |
| 19 | Internationalization of firms: why do companies cross borders?  | Textbook, Chapter 10, pp. 10.12-10.20.Further: https://manishdadhich.gnomio.com | Understand the reason for transforming domestic to MNCs. Also, acquainted with various modes of entry into a foreign market.(CO3, K1, K2, K3) |
| 20 | Modes of entry into a foreign market, the concept of market penetration.  | Textbook, Chapter 10, pp. 180-185.(Textbook: Business Environment, Chapter 10, p.180, PHI)Further: https://manishdadhich.gnomio.com | Acquaint with various modes of entry into a foreign market and understand the concept of market penetration. (CO3, K1, K2, K3) |
| 21 | Lecture by Industry Experts | - | - |
| 22 | Foreign Direct Investment: importance of FDI with reference to Indian economy. | Textbook, Chapter 16, pp. 16.1-16.6. Further: https://manishdadhich.gnomio.com | Understand the role of FDI on domestic business. Also, acquaint with the types, theories, and importance of FDI flows with special reference to the world economy. (CO3, K1, K2, K3) |
| 23 | FDI regime in India: trends and pattern.(Case Study: Investment regime in Nepal and Bhutan, Chapter 17, p.303, PHI) | Textbook, Chapter 16, pp. 16.1-16.6. Further: https://manishdadhich.gnomio.com | Recognize the trends and patterns of FDI regime in India and its contribution to economic growth. (CO3, K1, K2, K3) |
| **UNIT-IV: CSR & International Environment** |
|  24 | Social responsibility of business: rationale of the concept of social responsibility, significance. | Textbook, Chapter 12, pp. 12.1-12.6.  | Understand the social responsibility of business, the rationale of the concept of social responsibility, and its significance in the present scenario. (CO4, K1, K2, K3) |
| 25 | Emerging concepts in the doctrine of social responsibilities, is profit maximization an object of business? | Textbook, Chapter 12, pp. 12.10-12.19.  | Identify the doctrine of social responsibilities and know the concept of profit maximization and social contribution. (CO4, K1, K2, K3) |
| 26 | Introduction to corporate governance: need and significance.(Case Study: Can DCHL be declared sick under BIFR provisions, Chapter 12, p.229, PHI) | Textbook, Chapter 12, pp. 12.1-12.6. Further: https://manishdadhich.gnomio.com | Understand the buzzword corporate governance, its need, significance, and the emerging CSR area.(CO4, K1, K2, K3) |
| 27 | International environment: evolution of GATT, objectives GATT v/s WTO | (Textbook, Chapter 20, pp. 346-350, PHI) Further: https://manishdadhich.gnomio.com | Know the genesis and evolution of GATT, and differentiate GATT and WTO. Also, understand the major objectives of WTO.(CO4, K2, K3) |
| 28 | Functions of WTO, anti-dumping agreement and India's position(Case Study: US imposes a countervailing duty on shrimps from India, Chapter 20, p.364, PHI) | (Textbook, Chapter 20, pp. 350-355, PHI) Further: https://manishdadhich.gnomio.com | Make out the functions of WTO, anti-dumping agreement and India's position and its advantages(CO4, K2, K3) |
| **UNIT-V: Business Ethics Corporate Environment Sustainability** |
| 29 | Business Ethics: meaning and objectives, need and its importance of business ethics.Case studies:https://iimm.org/wp-content/uploads/2019/04/IIMM\_BE\_Book.pdf | Textbook, Chapter 13, pp. 13.1-13.6. Further: https://manishdadhich.gnomio.com | Understand the meaning and objectives, needs and importance of business ethics in a chaotic scenario. (CO5, K2, K3) |
| 30 | Relationship between ethics and business management.Case studies:https://iimm.org/wp-content/uploads/2019/04/IIMM\_BE\_Book.pdf | Textbook, Chapter 13, pp. 13.7-13.112. Further: https://manishdadhich.gnomio.com | Establish a relationship between ethics and business management to sustain the present environment. (CO5, K2, K3) |
| 31 | Environmental sustainability, the importance of environmental sustainability for corporate | Link: https://www.inspirecleanenergy.com/blog/sustainable-living/environmental-sustainability-definition.  | Understand the buzz about environmental sustainability, and the importance of environmental sustainability for corporate.(CO5, K2, K3) |
| 32 | Determinants and major pillars of Corporate Environment Sustainability | Empirical investigation of extended TOE model on Corporate Environment Sustainability and dimensions of operating performance of SMEs. doi.org/10.1016/j.jclepro.2022.132309 | Understand the major determinants and major pillars of corporate environmental sustainability in the present scenario of India. (CO5, K3, K4) |
| 33 | Issues of environmental sustainability and benefits of environmental sustainability in the current scenario.(Case Study: India's pending reforms leading to slower sectors, Chapter 24, p.389, PHI) | Link: manishdadhich.genomia, https://www.undp.org/sustainable-development-goals?utm\_source=EN&utm\_medium=GSR&utm\_content=US\_UNDP | Understand the key issues of environmental sustainability and the benefits of environmental sustainability in the current scenario of India. (CO5, K2, K4) |
| 34 | Lecture by Industry Experts |  |  |
| 35 | Overview of SDGs of UN 2030 agenda, economic growth, and environmental sustainability | Link: manishdadhich.genomia, https://worldtop20.org/global-movement?gclid=EAIaIQobChMI3e2c3MmQ-QIVASUrCh0WEQ-JEAAYASAAEgJ0QvD\_BwE | Acquaint with SDGs of UN 2030 agenda and understand how these agenda can help in economic growth and environmental sustainability. (CO5, K2, K3) |
| 36 | Seminar/ presentation/Recapitulation | - | - |

Students’ Interaction Time: Friday (04:30 PM – 05:30 PM)

 Thursday (04:30 PM – 05:30 PM)