**Sir Padampat Singhania University, Udaipur**

**MBA**

**Detailed Syllabus**

**Semester – I Major Core**

**MGM4105 3-0-0-3**

**Pre-requisites:** Knowledge about basic Micro and Macroeconomics

**Course Objectives:**

• 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 discuss good governance systems and issues related to corporate environmental sustainability.

**Course Outcomes**

|  |  |  |
| --- | --- | --- |
| SN | **Course Outcome**  | **Level\*** |
| **CO1**  | **Identify and evaluate the complexities of business environment and their impact on the business.**  | **1** |
| **CO2**  | **Analyze the relationships between Government and business and understand the country's political, economic, legal and social policies.**  | **2** |
| **CO3**  | **Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities**  | **3** |
| **CO4**  | **Gain knowledge about the operation of different institutions in international business environment.**  | **4** |
| **CO5**  | **Able to do good governance and care for environmental sustainability**  | **5** |

\*Level of Learning- Use the number from 1 to 5 for indicating the level. Level 1- Remember & Understand, Level 2- Apply, Level 3- Analyse, Level 4- Evaluate, Level 5- Create. Mention the highest level that will be attained in the particular Course Outcome.

**Course Contents:**

**Module I: Introduction to Business Environment**

Introduction to Micro-Environment-Business – Meaning, Definition, Nature & Scope, Objectives of Business. Types of Business Organizations, SWOT analysis of a company, Business Environment: Meaning, Characteristics, Scope and Significance, Components.

Introduction to Micro-Environment – internal environment: value system, mission, objectives, management/ organizational structure. Human resources of the organization, company image, and brand value/ equity.

**Module II: Macro Environment**

Macro Environment-Economic System: Capitalism, Socialism and Mixed economy. Economic Environment - Economic Policies: Monitory Policy, Fiscal Policy. Socio-Cultural & International Environment – Nature, Impact of foreign culture on Business. Overview of Economic reforms in India: Liberalization, Privatization and Globalization (LPG) Model.

**Module III: Indian Economy**

Overview of features of Indian economy, challenges, and opportunities. Global Integration: Multinational corporation, meaning, reasons, merits, and demerits. Internationalization of firms: why do companies’ cross borders? Modes of entry into a foreign market, the concept of market penetration. Foreign Direct Investment: importance of FDI with reference to Indian economy, trends, and pattern.

**Module IV: International Environment**

CSR & International Environment-Social responsibility of business: rationale of the concept of social responsibility, significance. Emerging concepts in the doctrine of social responsibilities, is profit maximization an object of business? Introduction to corporate governance: need and significance. International environment: evolution of GATT, objectives GATT v/s WTO. Functions of WTO, anti-dumping agreement and India's position.

**Module V: Business Ethics**

Business Ethics Corporate Environment Sustainability-Business Ethics: meaning and objectives, need and its importance of business ethics. Relationship between ethics and business management. Environmental sustainability, the importance of environmental sustainability for corporate. Determinants and major pillars of Corporate Environment Sustainability. Overview of UN 2030 agenda SDGs, economic growth, and environmental sustainability.

**Examination Scheme: Total – 100 marks**

For courses with Theory and/or Tutorial Components

|  |  |  |
| --- | --- | --- |
| **Components**  | **Continuous Internal Assessment (A, CA, TP, Q, MT, CT etc.)** | **External Assessment** |
| Weightage (%)  | 40 | 60 |

**Text & Reference Books:**

Faisal Ahmed and M Absar Alam, Business Environment: Indian and Global Perspective PHI Eastern Economy Edition, 2nd Edition, 2020.

Mathur, Dayal, Shrivastva, Business Environment RBD Profession Publication, 2018.

Justin Paul, Business Environment: Test and Cases, McGraw Hill Education, 4th Edition, 2019.

Shaikh Saleem, Business Environment, Pearson, 3rd Edition, 2020.

**Web Links:**

* https://onlinecourses.swayam2.ac.in/imb22\_mg02/preview