

# G.VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS)

(Re-Accredited with "A" Grade by NAAC)

Department of B.Com., Professional Accounting

## U23PA6OE - INDIAN BUSINESS ENVIRONMENT

Course Code	Course Title	Category	Lecture	Tutorial	Practical	Credit
U23PA6OE	Indian Business Environment	Open Elective-Self Study Course	0	0	0	3

Year	Semester	Internal Marks (CIA)	External Marks (ESE)	Total Marks
III	VI	0	100	100

### Course Objective

- To Understand the business environment concepts
- To known the schemes provided by central and state government for doing business in India

### Course Outcomes (COs)

**On the completion of the course the student will be able to**

CO	Course Outcome	Knowledge Level (RBT)
CO1	understand the basic concepts and types of business environment	K1,K2,K3,K4,K5
CO2	aware about the fundamental rights of consumers and planning for agriculture development	K1,K2,K3,K4,K5
CO3	know the responsibilities role of business to the society and society and social audit system	K1,K2,K3,K4,K5
CO4	gain knowledge new industrial policies in India	K1,K2,K3,K4,K5
CO5	know the various schemes available in India to do the business	K1,K2,K3,K4,K5

K1–Remember; K2–Understand; K3–Apply; K4–Analyze; K5–Evaluate; K6–Create

### CO-PO and CO-PSO Mapping (Course Articulation Matrix)

COs	POs							PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
Total	0	0	0	0	0	0	0	0	0	0

(3-Strong, 2-Medium, 1-Low, -No Correlation)

### Course Content

#### Unit-I – A Glimpse of Business Environment

Self study

Meaning, Objectives, Classification of Business and Industry. Types of Business Environment: Internal and External, Micro and Macro Environment. Environment Analysis: Concept, Process of Environmental analysis, Importance, Techniques & Approaches of Environmental analysis.

#### Unit-II-Business and Government in India

self study

The Preamble: Fundamental Rights, the Directive Principles, Fundamental Concepts of Liberalization, Privatization and Globalization. Planning in India: Planning and development of Agriculture, Phases of development, Agriculture Marketing, Agriculture Price Policy and Commodity Exchange.

#### Unit-III-Business and Society

Self study

Ecology and Business: Ecology and Economic Development, Women and Business Opportunities, Consumerism, Rural Development. Social Responsibility of Business: Concepts, Factors Affecting Social Orientation, Responsibilities to Different Sections, Indian Situations. Social Audit: Nature, Feature, Evolution, Audit Programme Benefits.

### B.Com., Professional Accounting

**Unit-IV-New Industrial Policies****Self study**

An Evolution of New Policy, IDRA. Industrial Licensing: New Policy, Indian Companies Act 2013. Industrial Financial Institutions: IDBI, IFCI, ICICI, IIBI, DFHI, SFC, SIDIC, Investment Institutions, Institutions for small Industry.

**Unit-V-Central and State Government Schemes for Development of Business in India****Self study**

Start-up India, Make in India, MSME Business Loans in 59 Minutes, MUDRA Loans, NSICS, Atal Innovation Mission, Ebiz Portal, DP and IDF,SIP-EIT, MGS,NABARD, New Gen IEDC.

**Text Books**

1. Francis Cherunilam, Business Environment Text and Cases, Himalaya Publishing House, New Delhi, 25th Editions, 2017

**Reference Books**

1. Francis Cherunilam, Business and Government, Himalaya Publishing House, New Delhi, 25th Editions, 2017
2. S.Sankaran, Business Environment, Margham Publication, 1st Edition, 2017
3. Dr.K.Aswathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi, 25th Editions, 2009
4. C.B.Gupta, Business Environment, Sultan Chand & Sons Pvt. Ltd., 3rd Edition, 2007 5.
5. Parag Diwan, L.N.Aggarwal, Business Environment Excel Books, 1st Edition, 2000

**Web Resources**

1. <https://www.lendingkart.com/blog/government-loan-schemes-for-small-businesses/>
2. <https://www.startupindia.gov.in/>
3. <https://www.lendingkart.com/blog/government-loan-schemes-for-small-businesses/>
4. <https://www.marketingmind.in/top-10-indian-government-schemes-to-support-startups/>

**Course Designer**

**Dr. K. Mariappan , Assistant Professor, Department of Commerce (PA)**