



Lesson Plan

Program: BBA **Semester:** II **Course Code:** BBA205 **Course Name:** Business Environment
Course Objectives This course aims acquainting the students with the emerging issue in business at the national and international level.

Session Duration: 60 minutes

Participants: All BBA 1ST Year students

Entry level knowledge and skills of students

- i. Prior knowledge of Business and its functional areas should be known to students
- ii. Student should be aquatint with Basic terminology like management, environment, national, international, economy etc.

Equipment required in Classroom/ Laboratory/ Workshop

- i. Audio/ video supportive computer system
- ii. Projector

Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Any 2 & attendance)	20
2(a)(i)	Assignment I	10
2(a)(ii)	Assignment II	10
2(a)(iii)	Attendance (compulsory)	5

Course Outcomes (starting with action-oriented observable and measurable verb)

(CO1): Develop understanding and fundamental knowledge about business environment

(CO2): Develop understanding of Economic Systems in business environment

(CO3): Understanding and apply the knowledge of Industrial Policy & role of government in business environment

(CO4): Analyzing current trend of international business environment

L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							



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1	Introduction to Business Environment (BE)	Concept		News paper	CO1, K1		
1.		Component of BE		News Paper	CO1, K2		
2.		Significance and Examples		Improve d Lecture	CO1, K3		
3.	Factor affecting Business Environment	Macro		Improve d Lecture	CO1, K1		
4.	-do-	Micro		Improve d Lecture	CO1, K1		
5.	Social Responsibilities of Business.			TATA case Study	CO1, K3		
Unit - 2							
6.	Economic Systems:	Capitalism, Socialism,		Improve d Lecture	CO2, K1		
7.		Communism,		Improve d Lecture	CO2, K1		
8.		Mixed Economy-		Improve d Lecture	CO2, K2		
9.	Types of Sector	Public Sector		Improve d Lecture	CO2, K1		
10.		Private Sector		Improve d Lecture	CO2, K1		
Unit - 3							
11.	Industrial Policy – Its historical perspective			<i>Indian Govt . Case Study</i>	CO3, K3		
12.	LPG Introduction			<i>Indian Govt . Case Study</i>	CO3, K3		
13.	Socio-economic implications of Liberalisatio			<i>Indian Govt . Case Study</i>	CO3, K3		



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	n Privatisation Globalisatio n						
Unit - 4							
14.	Role of Government in Regulation and Development of Business;			Newspaper	CO3, K3		
15.	Monetary and Fiscal Policy;			Newspaper	CO3, K2		
16.	EXIM Policy, FEMA,			Improved Lecture	CO3, K2		
17.	Start-ups, Skill development,			Improved Lecture	CO3, K3		
18.	Thrust on make in India.			Improved Lecture	CO3, K3		
Unit - 5							
19.	Overview of International Business Environment			Improved Lecture	CO4, K1		
20.	Trends in World Trade			Improved Lecture	CO4, K2		
21.	WTO	Objectives and role in international trade,		Improved Lecture	CO4, K1		
22.	Increasing trends of e-commerce with respect to e-platform like flipcart,			Improved Lecture + news Paper	CO4, K2		



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	Amazon, Myntra.						
Revision							
23.	Unit I			Discussion	CO1		
24.	Unit 2			Discussion	CO2		
25.	Unit 3			Discussion	CO3		
26.	Unit 4			Discussion	CO3		
27.	Unit 5			Discussion	CO4		

Text Books: 1. K.Aswathapa ; Business Environment

Reference Books: 1. PAUL ; Business environment

2. V. Neelamegum ; Business Environment

Journals:

Electronic Database: