



**Mahatma Gandhi University  
Kottayam**

<b>Programme</b>	<b>Bachelor in Business Administration (Honours)</b>				
<b>Course Name</b>	Business Environment and Public Policy				
<b>Type of Course</b>	CORE COURSE				
<b>Course Code</b>	MG4CCRBBA200				
<b>Course Level</b>	<b>NA</b>				
<b>Course Summary</b>	<p>The objective of this course is to give an orientation to the students with various aspects of economic, social, political and cultural environment of India. This will help them in gaining a deeper understanding of the environmental factors influencing Indian business organizations. Additionally, delving into public policies will give students a grasp of the regulatory framework and government initiatives shaping the business landscape in India.</p> <p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To understand the dynamic relationship between business and its external environment.</li> <li>2. To analyze the impact of political, economic, social, technological, legal, and environmental (PESTLE) factors on business.</li> <li>3. To study the role of public policies in shaping the business climate.</li> <li>4. To develop awareness of regulatory and institutional frameworks affecting business operations.</li> </ol>				
<b>Semester</b>	<b>4</b>	<b>Credits</b>			<b>4</b>
<b>Course Details</b>	<b>Learning Approach</b>	Lecture	Tutorial	Practical	Others
					Total Hours

		4	0	0	0	60
<b>Pre-requisites, if any</b>	NA					

### COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No:
1	Understand relationship between environment and business, different concepts & its implementation.	U	1
2	Integration of business environment principles and strategies into domestic and international business.	An	2
3	In-depth knowledge of public policies and reforms since independence.	A	10
4	Apply the knowledge to analyse the current situations and take prudent decisions.	An	5

### COURSE CONTENT

Module	Course description	Hrs	CO No.
<b>1: Introduction</b>		<b>10 Hrs</b>	
1.1	Concept, Significance and Nature of Business Environment. Micro and Macro Dimensions of Business Environment.	3	CO1
1.2	Changing Dimensions of Business Environment. Problems and Challenges of Indian Business Environment.	5	CO1
1.3	Corporate Governance- Principles of Corporate Governance and Ethics, Key Stakeholders, Regulatory Framework of Corporate Governance in India. Business Ethics and Ethical Decision Making- Concept and Importance of Business Ethics, Ethical Dilemmas in Business.	2	CO1

<b>2: Global Framework</b>			<b>20 Hrs</b>
2.1	EPRG Framework, Liberalization, Privatization & Globalization concept & its impact on Indian Economy.	7	CO2
2.2	Significance and functions of FDI & FII, IMF & WTO.	7	CO2
2.3	Major Trade Agreements of India – free trade agreement with neighbouring countries, regional FTA- CECAs and CEPAs, Preferential trade agreement, Regional Trade Agreements (ASEAN, EU, NAFTA).	6	CO2
<b>3: Public Policies</b>			<b>18 Hrs</b>
3.1	Background, Meaning and Importance of Public Policy. Significance of Industrial Policy, Fiscal Policy, Monetary Policy.	7	CO3
3.2	Foreign Trade Policy, FERA & FEMA. Structural Adjustment Programs and Banking Sector Reforms in India.	5	CO3
3.3	Industrial Policies in India (1948, 1956, 1991).	6	CO3
<b>4: Emerging Trends in Business</b>			<b>12 Hrs</b>
4.1	Concepts, Advantages and Limitations- Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO).	6	CO4
4.2	E-Commerce, Digital Economy, Technological Growth and MNC's.	6	CO4

## References

### Text Books (Latest Editions):

1. K. Aswathappa: Essentials of Business Environment, Himalaya Publishing House.
2. Francis Cherunilam: Business Environment, Himalaya Publishing House.
3. Dr. S Sankaran: Business Environment, Margham Publications.
4. Dr V Murali Krishna: Business Environment, Spectrum Publications.
5. Namitha Gopal: Business Environment, McGraw Hill.

## **Suggestive Assessment Activities:**

### **CO1:**

#### **1.1 Quizzes/Exams:**

For testing CO-based learning domains.

#### **1.2 Case Study Analysis**

Assign real-world or hypothetical cases related to economic reforms, regulatory challenges, or business-government conflicts.

#### **1.3 Debate or Panel Discussion**

##### **Topics:**

- “Is Government Intervention Good for Business?”
- “Should multinationals adhere to home country or host country ethics?”
- “Are global labor standards enforceable?”

### **CO2:**

#### **2.1 Exams**

For testing CO-based learning domains.

#### **2.2 Comparative Analysis Report: FDI vs. FII**

Students write a short report comparing FDI and FII on parameters like nature, risk, impact on economy, and regulations.

#### **2.3. Group Presentation: Sectoral Impact of LPG**

Groups analyze how LPG reforms affected specific sectors like IT, Banking, Agriculture, or Manufacturing.

### **CO3:**

#### **3.1 Quizzes/Exams:**

For testing CO-based learning domains.

#### **3.2 Policy Review presentation**

Students select a public policy (e.g., FDI Policy, Industrial Policy 2023, Startup India) and analyze its objectives, implications, and outcomes. Students can present their findings in a report or PowerPoint format.

### 3.3 Essay/Short Report Writing

#### Topics:

- “Industrial Policy of 1956 and the Development of the Public Sector”
- “The 1991 Policy and Rise of the Private Sector”

### CO4

#### 4.1 Exams:

For testing CO-based learning domains.

#### 4.2 Current Affairs presentation

Students select an emerging trend and present its relevance, applications, and future impact.

#### Examples of Topics:

- Artificial Intelligence in Business
- Green and Sustainable Business Practices
- Blockchain in Supply Chain Management
- Remote Work & Gig Economy
- Metaverse and Virtual Commerce

#### 4.3 Short Essay

#### Topics:

- “Growth of Aggregator Models in the Gig Economy”
- “How India Became a Global BPO Hub”
- “Franchising in the Indian Fast Food Industry”

## ASSESSMENT

### Continuous Comprehensive Assessment(CCA) - Maximum Marks: 30

Sl. NO	Component	Activity	Max. Marks
1	Tests/ Quizzes		10

2	Group Debate on Public policies / Business Environment	Assessment methods specified in the syllabus.	10
3	Reports/ case study analysis/ presentation	Assessments specified by the teacher (Assessment methods defined in the syllabus may also be used).	5
4	Group or individual presentation	Presentation of any of the assessment topics.	5
<b>Total Marks</b>			<b>30</b>

**End Semester Assessment(ESE) Maximum Marks: 70**

Sl. NO	Component	Activity	Max. Marks
2	<b>Written Examination</b>	Short answer (four to five sentences) (a choice between two options for each question-answer five short answer questions, one from each pair (1a/1b, 2a/2b, 3a/3b, 4a/4b, 5a/5b).	5x3=15
		Short Essay (a choice between two options for each question-answer three short essay questions, one from each pair (6a/6b, 7a/7b, and 8a/8b).	3x5=15
		Long Essay (a choice between two options for each question-answer two long essay questions, one from each pair (9a/9b, 10a/10b)	2x20=40
<b>Total Marks</b>			<b>70</b>