

**SES's L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



Syllabus of COMMERCE I (Business Environment) under NEP 2020 Vertical - Major with effect from 2024-25

Department of Commerce & Management

Head of the Department/Sr. Person: Prof. Dr. Anupama Nerurkar

Date of approval by the Board of Studies (Commerce & Management): 25/04/2024

Approved by the Academic Council on: 29/04/2024

Ratified by the Governing Body on: 06/05/2024



Programme: Bachelor of Commerce (Financial Markets)		Semester : I			
Course :Commerce I (Business Environment) Academic Year: 2024-2025 Batch: 2024-2027		Code: UGBFMIMJ224			
Teaching Scheme		Evaluation Scheme			
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
45	Nil	Nil	03	30 marks/40% of the total marks	45 marks/60% of the total marks

Learning Objectives:	<ul style="list-style-type: none"> ● To understand the impact of environmental factors on business operations. ● To identify key principles of business ethics and corporate social responsibility ● To Identify key principles of business ethics and corporate social responsibility
Learning Outcomes:	<ul style="list-style-type: none"> ● Analyse business strategies in the context of external environmental factors. ● Analyse business strategies in the context of external environmental factors ● Evaluate ethical business practices and CSR initiatives.
Pedagogy:	Interactive discussions, Case studies, Project work, Video based interactions and Group Assignments

Each lecture session would be of one hour duration (45 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	Business and its Environment: Business Objectives, Dynamics of Business and its Environment, Types of Business Environment, Environmental Analysis: Importance, Factors, PESTEL Analysis, SWOT Analysis	Interactive learning and discussion	15 lecs

II	<p>Business and Society-Business Ethics:</p> <ul style="list-style-type: none"> ● Nature and Scope of Ethics, Ethical Dilemmas, Corporate ● Culture and Ethical Climate ● Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, ● Consumerism and Consumer Protection: Consumerism in India, Consumer Protection Act 1986 	Classroom lectures and group assignment	15 lecs
III	<p>Contemporary issues:</p> <ul style="list-style-type: none"> ● Corporate Social Responsibility and Corporate Governance: Social ● Responsibility of Business, Ecology and Business, Carbon Credit ● Social Audit: Evolution of Social Audit, Benefits of Social Audit, Social Audit v/s ● Commercial Audit, Emerging Concepts in Business -Franchising, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy. 	Case study and real world examples	15 lecs

REFERENCE BOOKS

1. Morrison J, The International Business Environment, Palgrave
2. Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi
3. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi.

QUESTION PAPER PATTERN

Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Class Test	10
Presentation/Viva Voce	10
Assignment/Project	10
Total	30

Term End Examinations (TEE)
Question Paper Pattern

Maximum Marks: 45

Duration: 1.5 Hours

All questions are compulsory.

Question No.	Description	Total Marks
1	A. Full length Theory question OR	15
	B. Full length Theory question	
2	A. Full length Theory question OR	15
	B. Full length Theory question	
3	A. Full length Theory question OR	15
	B. Full length Theory question	

Note: The theory question of 15 marks each may be split up into two smaller questions carrying 8 marks and 7 marks respectively.