

**SRM INSTITUTE OF SCIENCE AND HUMANITIES**  
**FACULTY OF SCIENCE AND HUMANITIES**  
**DEPARTMENT OF**  
**CORPORATE SECRETARYSHIP AND ACCOUNTING & FINANCE**  
**LESSON PLAN – EVEN SEMESTER 2018-2019**

<b>SUBJECT CODE</b>	<b>I YEAR - SEMESTER I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total of LTP</b>	<b>C</b>
<b>UAF18202</b>	<b>BUSINESS ENVIRONMENT</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>4</b>

Maximum: 100 marks (Internal: 50 marks; External: 50 marks)

**Handled by: S. SIVA KAVITHA**

**OBJECTIVES**

To understand business environment
To understand its significance in business.
To make the students to understand the importance of the environment.

**UNIT I - BUSINESS ENVIRONMENT**

The concept of Business Environment – cultural, legal, and social environment - their impact on business strategic decisions

<b>S.NO</b>	<b>DATE</b>	<b>DAY ORDER</b>	<b>DESCRIPTION</b>
1	05-12-2018	I	Introduction and issue of syllabus.
2	06-12-2018	II	Business general views
3	07-12-2018	III	Meaning and Definition of Business Environment
4	10-12-2018	IV	Objectives of Business Environment
5	11-12-2018	V	Importance of Business Environment
6	12-12-2018	I	Types of Business Environment
7	13-12-2018	II	Economic Environment
8	14-12-2018	III	Non - Economic Environment
9	17-12-2018	IV	Cultural, legal, and social environment
10	18-12-2018	V	Cultural, legal, and social environment
11	19-12-2018	I	Impact on business strategic decisions
12	20-12-2018	II	Impact on business strategic decisions
13	21-12-2018	III	<b>REVISION</b>

## UNIT II - POLITICAL ENVIRONMENT

Political Environment-Government and Business relationship in India-Provisions of Indian constitution pertaining to business

S.NO	DATE	DAY ORDER	DESCRIPTION
14	26-12-2018	IV	Political Environment
15	27 -12-2018	V	Political Institutions
16	28-12-2018	I	Constitution of India
17	02-01-2019	II	Constitution of India
18	03-01-2019	III	Constitution of India
19	04-01-2019	IV	Government and Business relationship in India
20	07-01-2019	V	Government and Business relationship in India
21	08-01-2019	I	Government and Business relationship in India
22	09-01-2019	II	Fundamental Rights
23	10-01-2019	III	Directive Principles
24	11-01-2019	IV	Directive Principles
25	17-01-2019	V	Fundamental Duties of India
26	18-01-2019	I	Provisions of Indian constitution pertaining to business
27	21-01-2019	II	Provisions of Indian constitution pertaining to business
28	22-01-2019	III	Provisions of Indian constitution pertaining to business
29	23-01-2019	IV	Provisions of Indian constitution pertaining to business
30	24-01-2019	V	<b>REVISION</b>
31	25-01-2019	I	<b>REVISION</b>
32	28-01-2019	II	<b>CYCLE TEST – I</b>
33	29-01-2019	III	<b>CYCLE TEST – I</b>
34	30-01-2019	IV	<b>CYCLE TEST – I</b>

## UNIT III - SOCIAL ENVIRONMENT

Social environment-Cultural heritage-social attitudes-Impact of foreign culture-castes and communities-joint family systems-linguistic and religious groups-Types of social organization-social responsibilities of business

S.NO	DATE	DAY ORDER	DESCRIPTION
35	31-01-2019	V	Social Environment
36	01-02-2019	I	Cultural Heritage
37	04-02-2019	II	Social Attitudes
38	05-02-2019	III	Impact of Foreign Culture
39	06-02-2019	IV	Castes and Communities
40	07-02-2019	V	Joint Family Systems
41	08-02-2019	I	Linguistic and Religious Groups
42	11-02-2019	II	Types of Social Organization
43	12-02-2019	III	Social Responsibilities of Business

#### UNIT IV - ECONOMIC ENVIRONMENT

Economic Environment-Economic systems and their Impact of business-Macroeconomic parameters like GDP-growth rate population-Urbanization-Fiscal deficit-Plan investment-Per capita income and their impact on business decisions-Five Year Planning.

S.NO	DATE	DAY ORDER	DESCRIPTION
44	13-02-2019	IV	Economic Environment
45	14-02-2019	V	Economic systems and their Impact of business
46	15-02-2019	I	Macroeconomic parameters
47	18-02-2019	II	Fiscal deficit-Plan investment
48	19-02-2019	III	Per capita income and their impact on business decisions
49	20-02-2019	IV	Five Year Planning
50	21-02-2019	V	<b>REVISION</b>
51	22-02-2019	I	<b>REVISION</b>
52	25-02-2019	II	<b>REVISION</b>
53	26-02-2019	III	<b>CYCLE TEST – II</b>
54	27-02-2019	IV	<b>CYCLE TEST – II</b>
55	28-02-2019	V	<b>CYCLE TEST – II</b>

#### UNIT V - FINANCIAL ENVIRONMENT

Financial Environment-Financial system-Commercial banks-Financial Institutions-Reserve Bank of India (RBI) - Stock Exchange-Industrial Development Bank of India(IDBI)-Non Banking Financial Companies.

S.NO	DATE	DAY ORDER	DESCRIPTION
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56	01-03-2019	I	Financial Environment
57	04-03-2019	II	Financial system
58	05-03-2019	III	Commercial banks
59	06-03-2019	IV	Financial Institutions
60	07-03-2019	V	Reserve Bank of India
61	08-03-2019	I	Stock Exchange
62	11-03-2019	II	Industrial Development Bank of India(IDBI)
63	12-03-2019	III	Non Banking Financial Companies
64	13-03-2019	IV	Non Banking Financial Companies
65	14-03-2019	V	Non Banking Financial Companies
66	15-03-2019	I	<b>REVISION</b>
67	18-03-2019	II	<b>REVISION</b>
68	19-03-2019	III	<b>REVISION</b>
69	20-03-2019	IV	<b>REVISION</b>
70	21-03-2019	V	<b>MODEL EXAMINATION</b>
71	22-03-2019	I	<b>MODEL EXAMINATION</b>
72	25-03-2019	II	<b>MODEL EXAMINATION</b>
73	26-03-2019	III	<b>MODEL EXAMINATION</b>
74	27-03-2019	IV	<b>MODEL EXAMINATION</b>
75	28-03-2019	V	<b>MODEL EXAMINATION</b>

### QUESTION PAPER PATTERN – UNIT BASED

EXAMINATION	PART - A	PART - B	TOTAL MARKS
<b>CYCLE TEST</b> I - Unit I and II II – Unit III and IV	9 Questions – Equally Distributed - all to be answered and each carries TWO Marks.	2 Questions – 2 Questions from each Unit – Internal Choice Pattern – Each Carries 16 marks	Part A – 18 Marks and Part B – 32 Marks Total Marks – 50 Marks
<b>MODEL EXAMINATION</b> Full Syllabus	10 Questions – Equally Distributed– Each carries TWO Marks.	5 Questions – 2 Questions from each Unit – Internal Choice – All Questions carry 16 Marks each	Part A – 20 Marks and Part B – 80 Marks Total Marks – 100 Marks
<b>SEMESTER EXAMINATION</b> Full Syllabus	10 Questions – Equally Distributed– Each carries TWO Marks.	5 Questions – 2 Questions from each Unit – Internal Choice – All Questions carry 16 Marks each	Part A – 20 Marks and Part B – 80 Marks Total Marks – 100 Marks

## **EVALUATION AND MARKS**

### **1. Internal Examination – 40 Marks**

Cycle Test – I – Marks obtained for 50 will be converted to 10

Cycle Test – II – Marks obtained for 50 will be converted to 10

Model Examination – Marks obtained for 100 will be converted to 20

### **2. Assignment – 5 Marks**

5 Marks will be awarded for Assignment/Project/Seminar/Class Work Maintenance

### **3. Attendance – 5 Marks**

Attendance Marks is as

95% and More Attendance – 5 Marks

90% to 94.99% - 4 Marks

85% to 89.99% - 3 Marks

80% to 84.99% - 2 Marks

75% to 79.99% - 1 Mark

Less than 75% - Nil

### **4. External Examination – 50 Marks**

Examination will be conducted at the end of the Semester – marks Obtained for 100 will be converted to 50.

### **5. Qualification to Higher Semester and Passing Criteria**

Student must appear for minimum of Three Subjects in the Current Semester to qualify for higher semester – failure will lead to detention in the present semester

Passing minimum is 50% in End Semester (External) Examination and 50% Overall (Internal and External)

**\*\*\* Students securing less than 75% Attendance in the semester will be detained in the semester and they have to redo the semester in the forthcoming Academic Year on payment of fees as prescribed by the University**