

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM (MASTERS IN APPLIED MANAGEMENT) DUAL DEGREE PROGRAMME

Year – II (Semester – III) (W.E.F. JULY 2013)

Subject Code: 4130503

Subject Name: ENVIRONMENT MANAGEMENT

1. Course Objectives:

The objective of this course is to acquaint the participants with Indian Business Environment. Emphasis is given to the practical changes being observed in the nature of business, Industry and at micro level at firms in the context of globalization.

2. **Course Duration:** The course duration is of 36 sessions of 60 minutes each, i.e. 36 hours.

3. Course Contents:

MODULE NO.	MODULE CONTENT	NO. OF SESSIONS	MARKS (70 EXTERNAL EXAM)
I	Constituents of Business Environment Political ideology; Economic Policies; Legal system; Level of Technology; Competition; Social & Cultural Factors	10	17
II	Evolution of Business Environment in India Pre British Period; British Period; From Independence to Indira Gandhi Era; Rajiv Gandhi & Chandra Shekhar Period; Post 1990; Liberalisation and Globalisation of Indian Economy.	12	17
III	International Business Environment & India Change in Political Systems; International Treaties & Impact on Indian Economy; Challenges for Indian Economy	10	18
IV	Indian Response to the Evolving Business Environment Government Policies since the year 2000; Global Capital Flows; Banking & Capital Market; Investment Opportunities for Indian Industry; Response of Indian Industrialists.	12	18
V	Students are required to study the business environment and Make a presentation on present business environment of any existing or new product/service/ industry/sector.	6	Internal Evaluation (20 marks of CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- a) Lectures
- b) Role plays
- c) Case discussion.
- d) Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Projects/ Assignments/ Quizzes/ Class participation etc.	Weightage 20% (Internal Assessment- 20 Marks)
B	Two Internal Examinations	Weightage 10 % (Internal Assessment-10 Marks)
C	End –Semester Examination	Weightage 70% (External Assessment-70 Marks)

6. Reference Books:

1. Business Environment, Cherunilam F, Himalaya Publication House, Mumbai
2. Essentials in Business Environment, Aswathappa, Himalaya publication house, Mumbai
3. Business Environment, Raj Aggarwal, Excel Books, Delhi
4. Business Environment, Mathew M, RBSA, Jaipur
5. Strategic Planning for Corporate, Ramaswamy V, McMillan, New Delhi

7. Session Plan:

Session Nos.	Topics to be covered
1-2	Political ideology
3-4	Economic Policies;
5-6	Legal system;
7-8	Level of Technology
9	Competition
10-11	Social & Cultural Factors
12	Pre British Period
13	British Period
14	From Independence to Indira Gandhi Era;
15	Rajiv Gandhi & Chandra Shekhar Period;
16-17	Post 1990;
18-19	Liberalisation and Globalisation of Indian Economy.
20-21	Change in Political Systems

22-25	International Treaties & Impact on Indian Economy;
26-28	Challenges for Indian Economy
29-31	Government Policies since the year 2000;
32-33	Global Capital Flows;
34-38	Banking & Capital Market;
39-41	Investment Opportunities for Indian Industry
42-44	Response of Indian Industrialists.
45-50	Presentations and Projects with case studies