



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Dr. Arun K. Gupta Teaching-Learning Centre

Department of MBA

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Service Marketing
2.	Course Code	BBAMJ-602
3.	Academic Year	2024-25
4.	Semester	6 th
5.	Number of Lesson plans	48
6.	Faculty Assigned	Dr.Hemalatha Murugesan

Faculty Signature



Version 1.1

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Lesson Plan No. 0	Course Name:Service Marketing Topic: Introduction to the Course	Course No:BBAMJ-602
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Objectives	At the end of the lesson, the student shall be able to: a. Provide an introduction to the course – <i>Service Marketing</i> .
Teaching Aids	• PowerPoint Presentation
Teaching Development	1. Introduction (5 minutes): - Ask questions: <ul style="list-style-type: none">• Understand the objectives and scope of the course – <i>Service Marketing</i>• Gain an overview of the units to be covered• Recognize the importance of marketing in the service sector 2. Development (30 minutes): a) Introduction: <ul style="list-style-type: none">• Talk about the Course Outcomes (COs)• List down the units of the course b) Overview of the Course: <ul style="list-style-type: none">• Describe Unit I – <i>Introduction</i>• Summarize Unit II – <i>Understanding Service Customer</i>• Overview of Unit III – <i>Service Recovery and Customer Relationship</i>• Outline Unit IV – <i>New Service Development</i>• Encapsulate Unit V – <i>Managing Demand and Supply in Services</i>• Brief relevance of the course• Provide textbook and reference book list Exercise (5 minutes): <i>Think-Pair-Share Activity</i> Question: “Why is marketing important in services?” - Students reflect individually → pair up to discuss → share responses with the class
Closure	1. Summarize the Lesson Learning Outcomes <ul style="list-style-type: none">• Confirm understanding with students 2. Suggested Reading: <ul style="list-style-type: none">• <i>Services Marketing</i> by Zeithaml & Bitner• <i>Essentials of Services Marketing</i> by Lovelock & Wirtz 3. Homework: Question: Write about the challenges of marketing services compared to goods. (<i>Minimum 150 words</i>)



	Wrap-Up (5 minutes): <ul style="list-style-type: none">• Consolidate learning outcomes and clarify doubts
Evaluation	1. Reflective Questions: <ul style="list-style-type: none">• What makes service marketing unique compared to product marketing?• How important is customer satisfaction in service industries? 2. Conduct Discussion: <ul style="list-style-type: none">• Spend 5 minutes engaging students in reflection and discussion to assess understanding



Lesson Plan No. 1.1	Course Name: Business Environment Topic: Introduction to Business	Course No: BBA LLB - 206
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Objectives	<p>a. Identify and describe the key characteristics of business.</p> <p>b. Understand the role of business in society and the economy.</p> <p>c. Analyze the various types of business activities and their importance.</p>
Teaching Aids	<p>a. ICT – Visual aids such as slides and videos to illustrate key business concepts.</p> <p>b. Whiteboard/Marker – To explain key definitions and concepts interactively.</p> <p>c. Case Study – A real-life example of a business to demonstrate how the characteristics apply.</p>
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">• Ask Questions:<ul style="list-style-type: none">– What do you think defines a business?– Can you name some examples of businesses?• Define Key Concepts:<ul style="list-style-type: none">– Introduce "Business" and its role in society and economy.– Importance of knowing business characteristics. <p>2. Development (30 minutes)</p> <p>a) Characteristics of Business</p> <ul style="list-style-type: none">• <i>Economic Activity</i> – Production, distribution, sales, earning profit.• <i>Profit Motive</i> – Importance of profit for sustainability.• <i>Risk-taking</i> – Market, competition, financial risk.• <i>Continuous Process</i> – Regular production/marketing/sales.• <i>Market Orientation</i> – Understanding consumer needs.• <i>Exchange of Goods/Services</i> – Role of money in business. <p>b) Types of Business Activities</p> <ul style="list-style-type: none">• <i>Primary</i>: Agriculture, mining.• <i>Secondary</i>: Manufacturing, construction.• <i>Tertiary</i>: Healthcare, education, finance.• Interrelationship of all sectors in an economy. <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">• Group Activity:<ul style="list-style-type: none">– Assign each group a business type (manufacturing, retail, service).– Identify key characteristics & examples.– Present findings to the class.
Closure	<ul style="list-style-type: none">• Summarize key business characteristics.• Discuss how businesses impact the economy and society.• Encourage students to reflect on local businesses and their roles. <p>Suggested Reading:</p> <ul style="list-style-type: none">• "<i>Business: A Changing World</i>" by O.C. Ferrell et al.



	<p>Homework:</p> <ul style="list-style-type: none">• Write a short essay (300–500 words) on how local businesses contribute to the economy and display business characteristics.
Evaluation	<p>Reflective Questions:</p> <ol style="list-style-type: none">a. What are the main characteristics of a business?b. How do businesses contribute to the economy and society?c. Why is profit important for a business? <p>Discussion:</p> <ul style="list-style-type: none">• Explore how businesses adapt to consumer trends (e.g., e-commerce, sustainability).• Evaluate students' understanding based on participation and group sharing.



Lesson Plan No. 1.2	Course Name: Business Environment Topic: Factors influencing sustainability of ecosystems	CourseNo: BBALLB-206
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Objectives	<p>a. Understand the scope of business and its importance in the economy.</p> <p>b. Describe the nature of business activities.</p> <p>c. Analyze the relationship between various types of business activities and their contribution to economic growth.</p>
Teaching Aids	<p>a. ICT – Visual aids, slides, and videos to explain the scope and nature of business.</p> <p>b. Whiteboard/Marker – For illustrating key definitions and concepts.</p> <p>c. Case Studies – Real-world examples of businesses and how their scope and nature are applied in practice.</p>
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">• Ask Questions:<ul style="list-style-type: none">– What do you think defines the scope of business?– How would you describe the nature of a business?• Define Key Concepts:<ul style="list-style-type: none">– Scope: Range of activities (production, distribution, exchange).– Nature: Characteristics like profit motive, risk-taking, adaptability.– Importance of these concepts in a global economy. <p>2. Development (30 minutes)</p> <p>a) Scope of Business</p> <ul style="list-style-type: none">• <i>Business Activities:</i><ul style="list-style-type: none">– Primary Sector: Agriculture, mining, fishing.– Secondary Sector: Manufacturing, construction.– Tertiary Sector: Services like retail, healthcare, finance.– Link each to economic contribution.• <i>Business Functions:</i><ul style="list-style-type: none">– Production, Marketing, Finance, HR.– Show how functions interrelate for business success. <p>b) Nature of Business</p> <ul style="list-style-type: none">• <i>Profit Motive:</i><ul style="list-style-type: none">– Goal of business, methods of earning profits.• <i>Risk-taking:</i><ul style="list-style-type: none">– Types of business risks and management strategies.• <i>Ongoing Activity:</i><ul style="list-style-type: none">– Continuity, evolution with market and tech changes.• <i>Customer Focus:</i><ul style="list-style-type: none">– Adapting to consumer needs to stay competitive. <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">• Group Activity:<ul style="list-style-type: none">– Divide class into groups by sector (primary, secondary, tertiary).



	<ul style="list-style-type: none">– Discuss scope and activities in their sector.– Present how it contributes to the economy.
Closure	<ul style="list-style-type: none">• Summarize:<ul style="list-style-type: none">– Key takeaways on business scope (sectors/functions).– Nature of business (profit, risk, continuity, customer focus).– Relevance in real-world business practice. <p>Suggested Reading:</p> <ul style="list-style-type: none">• <i>"Business: A Changing World"</i> by O.C. Ferrell, Geoffrey Hirt, and Linda Ferrell. <p>Spend 5 minutes wrapping up and consolidating learnings.</p>
Evaluation	<p>Reflective Questions:</p> <ol style="list-style-type: none">a. What is the scope of business, and what are the key sectors involved?b. How does the nature of business activities contribute to the success of a business?c. Why is risk-taking an inherent part of business operations? <p>Discussion:</p> <ul style="list-style-type: none">• How businesses adapt to changes in consumer behavior, economic shifts, and technology. <p>Spend 5 minutes evaluating students' understanding through discussion and responses.</p>



Lesson Plan No. 1.3	Course Name: Business Environment Topic: Constituents of Business Environment	Course No: BBALLB-206
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Objectives	<ul style="list-style-type: none">a. Understand the concept of the internal and external business environment.b. Identify the key constituents of the internal environment and explain their impact on business operations.c. Recognize the elements of the external environment and analyze their influence on business strategies.
Teaching Aids	<ul style="list-style-type: none">a. ICT – Visual aids, slides, and videos to demonstrate internal and external environments.b. Whiteboard/Marker – For illustrating and explaining key concepts interactively.
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none">• Ask Questions:<ul style="list-style-type: none">– What do you think constitutes the environment of a business?– Can a business exist in a vacuum, or does it interact with factors outside its control?• Define Key Concepts:<ul style="list-style-type: none">– Introduce "Internal" and "External" environments.– Explain how these factors shape decision-making and performance. <p>2. Development (30 minutes)</p> <p>a) Internal Environment</p> <ul style="list-style-type: none">• <i>Definition:</i> Internal factors within an organization that affect performance.• <i>Key Elements:</i><ul style="list-style-type: none">– Management & Leadership: Strategic direction and structure.– Employees: Skills, attitudes, and productivity.– Organizational Culture: Values, beliefs, and behavioral norms.– Resources: Human, financial, and physical resources.– Policies & Procedures: Operational rules that affect efficiency. <p>b) External Environment</p> <ul style="list-style-type: none">• <i>Definition:</i> External forces influencing a business, split into micro and macro environments.• <i>Micro-Environment:</i><ul style="list-style-type: none">– Customers: Influence product offerings and marketing.– Suppliers: Affect cost, quality, and delivery timelines.– Competitors: Drive innovation and strategic positioning.– Intermediaries: Distribution networks and logistics.• <i>Macro-Environment:</i><ul style="list-style-type: none">– Economic: Inflation, interest rates, GDP trends.– Political/Legal: Policies, stability, trade regulations.– Sociocultural: Values, lifestyles, demographics.



	<ul style="list-style-type: none">– Technological: Innovation, automation, digital tools.– Environmental: Sustainability, ecological impact.– Global: Trade dynamics, international policies. <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">• Group Activity:<ul style="list-style-type: none">– Assign each group an internal or external factor.– Discuss and present its impact on a real-world business.– Example: How tech advancement affects a tech company or how political shifts impact retail.
Closure	<ul style="list-style-type: none">• Summarize:<ul style="list-style-type: none">– Internal factors: within control, impact operations and culture.– External factors: outside control, influence strategy and growth.– Emphasize the need for strategic adaptability in dynamic environments. <p>Suggested Reading:</p> <ul style="list-style-type: none">• “<i>Business Environment</i>” by Francis Cherunilam <p>Spend 5 minutes wrapping up.</p>
Evaluation	<p>Reflective Questions:</p> <ol style="list-style-type: none">a. What is the difference between internal and external business environments?b. How do micro and macro factors influence business decisions?c. Can you think of a company that succeeded due to internal strengths and how external factors also played a role? <p>Discussion:</p> <ul style="list-style-type: none">• Encourage students to share real-world examples of businesses adjusting strategies due to internal/external challenges. <p>Spend 5 minutes for class discussion and understanding check.</p>

Lesson Plan No. 1.4	Course Name: Design for Sustainability Topic: Business Environment and Business Decision	Course No.: UGMDCC-303 (B)
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Objectives	<ul style="list-style-type: none"> a. Understand the role of the business environment in influencing business decisions. b. Identify how various internal and external factors contribute to business decision-making. c. Apply knowledge of business environment analysis to make informed decisions in a business context.
Teaching Aids	<ul style="list-style-type: none"> a. ICT – Visual aids, slides, and videos demonstrating business environment’s role in decision-making. b. Whiteboard/Marker – To explain and illustrate key concepts interactively.
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> • Ask Questions: <ul style="list-style-type: none"> – How do businesses make decisions? – What internal or external factors might influence a company's decision-making? • Define Key Concepts: <ul style="list-style-type: none"> – “Business Decision” – A choice made to address a specific business issue or goal. – Explain how decisions are shaped by internal and external environments at all levels (strategic, tactical, operational). <p>2. Development (30 minutes)</p> <p>a) The Role of Business Environment in Decision-Making</p> <ul style="list-style-type: none"> • <i>Definition:</i> The business environment refers to all internal and external factors influencing a company’s decisions. <p>Internal Factors:</p> <ul style="list-style-type: none"> – Management & Leadership: Direction and approach. – Organizational Culture: Affects innovation, communication, and motivation. – Financial Resources: Determines budgeting and investment decisions. – Employee Skills & Motivation: Impacts efficiency and adaptability. <p>External Factors:</p> <ul style="list-style-type: none"> – Economic: Inflation, interest rates, purchasing power. – Political/Legal: Laws, regulations, government stability. – Sociocultural: Consumer behavior, lifestyle trends. – Technological: Innovations, automation, digital platforms. – Environmental & Global: Sustainability and international competition.



	<p>b) Types of Business Decisions and Influencing Factors</p> <ul style="list-style-type: none">– <i>Strategic Decisions</i>: Long-term direction (e.g., market entry).– <i>Operational Decisions</i>: Daily functions (e.g., hiring, logistics).– <i>Tactical Decisions</i>: Medium-term (e.g., promotional strategies).– Show how each type is influenced differently by various internal and external factors. <p>3. Exercise (5 minutes)</p> <ul style="list-style-type: none">• <i>Case Study Activity</i>:<ul style="list-style-type: none">– Divide students into small groups.– Assign each group a case study on a business making environment-influenced decisions. <p>Example:</p> <p><i>Apple’s Manufacturing Shift to China</i></p> <ul style="list-style-type: none">– Internal: Cost reduction, skilled labor needs.– External: Trade policies, regulatory environment, global competition.– Ask groups to identify influencing factors and present how Apple responded.
Closure	<ul style="list-style-type: none">• Summarize Key Takeaways:<ul style="list-style-type: none">– Understanding internal/external environments is critical to smart decision-making.– Environmental scanning helps businesses stay agile and competitive.– Decision-making must be dynamic and adaptable to changes in the environment. <p>Suggested Reading:</p> <ul style="list-style-type: none">• “<i>Business Environment</i>” by Francis Cherunilam• “<i>Strategic Management: Concepts and Cases</i>” by Fred R. David (Chapter on Environmental Scanning) <p>Homework:</p> <ul style="list-style-type: none">• Essay (300–500 words): How a recent global event (e.g., COVID-19) has impacted the business environment of a specific industry using concepts of environmental scanning. <p>Spend 5 minutes consolidating learning outcomes.</p>
Evaluation	<p>Reflective Questions:</p> <ol style="list-style-type: none">What is the difference between environmental analysis and scanning?How can businesses use scanning to identify opportunities and avoid risks?What tools help analyze the external environment (e.g., PESTLE, SWOT)? <p>Discussion:</p> <ul style="list-style-type: none">• Compare how businesses in different industries use environmental scanning.



	<p>– E.g., Tech vs. Retail sectors' responses to changing trends.</p> <p>Spend 5 minutes engaging students in evaluative discussion.</p>
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Lesson Plan No. 1.5	Course Name: Business Environment Topic: Environmental Analysis and Forecasting	Course No: BBALLB-206
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Objectives	At the end of the lesson, students shall be able to: a. Understand the concept of environmental analysis and scanning in a business context. b. Identify the process of environmental scanning and its significance in decision-making. c. Apply the steps of environmental scanning to analyze the external business environment.
Teaching Aids	a. ICT – Slides, charts, and videos explaining environmental scanning and real-world applications. b. Whiteboard/Marker – For illustrating PESTEL, SWOT, and scanning steps. c. Case Studies – Examples of companies that have effectively used scanning for strategic advantage.
Teaching Development	1. Introduction (5 minutes) <ul style="list-style-type: none"> • Ask Students: <ul style="list-style-type: none"> – What do you understand by “environmental analysis” in business? – Why should businesses scan their environment? – Can you name a company that successfully adapted due to external factors? • Define Key Concepts: <ul style="list-style-type: none"> – Environmental Analysis: Systematic study of factors (internal and external) affecting business strategies. – Environmental Scanning: Continuous process of gathering, analyzing, and using information to identify external opportunities and threats. 2. Development (30 minutes) <p>a) Introduction to Environmental Analysis and Scanning</p> <ul style="list-style-type: none"> • Environmental Analysis: <ul style="list-style-type: none"> – Internal: Resources, culture, policies, structure. – External: Use PESTE/PESTEL framework (Political, Economic, Social, Technological, Environmental, Legal). – Helps businesses anticipate change and make strategic adjustments. b) Environmental Scanning Process: <p>Step 1: Identifying Key Environmental Factors</p> <ul style="list-style-type: none"> – Determine what external/internal factors matter to the business. – <i>Example:</i> For a fashion brand – social trends and technology are critical. <p>Step 2: Collecting Information</p> <ul style="list-style-type: none"> – From market surveys, competitor studies, industry reports, digital



	<p>analytics, customer feedback.</p> <p>Step 3: Analyzing Data</p> <ul style="list-style-type: none"> – Look for patterns and threats/opportunities. – Tools: SWOT (internal & external), PESTEL (external environment). <p>Step 4: Interpreting and Reporting</p> <ul style="list-style-type: none"> – Make the data useful – summarize actionable insights for managers. – E.g., shift in consumer behavior → need for digital transformation. <p>Step 5: Taking Action</p> <ul style="list-style-type: none"> – Formulate strategies to adapt: product changes, entering new markets, rebranding, tech upgrades, etc. <p>3. Exercise (5 minutes) Group Activity / Mini Case Analysis:</p> <ul style="list-style-type: none"> – Divide class into groups and assign each a short case (e.g., Netflix adapting to digital streaming). – Ask each group to identify scanning steps used and outcomes.
<p>Closure</p>	<ul style="list-style-type: none"> • Summarize key learnings: <ul style="list-style-type: none"> – Difference between environmental analysis and scanning. – Importance of PESTEL and SWOT tools. – The 5-step process of scanning: Identify, Collect, Analyze, Interpret, Act. <p>Suggested Reading:</p> <ul style="list-style-type: none"> – “<i>Business Environment</i>” by Francis Cherunilam – “<i>Strategic Management: Concepts and Cases</i>” by Fred R. David (Chapter on Environmental Scanning) <p>Spend 5 minutes reviewing and reinforcing takeaways.</p>
<p>Evaluation</p>	<p>Reflective Questions:</p> <ol style="list-style-type: none"> What is the difference between environmental analysis and scanning? How can scanning help a business respond to market threats? What are some useful tools in external environment analysis? <p>Discussion Prompt:</p> <ul style="list-style-type: none"> – How might a tech company vs. a food retailer use scanning differently? – What role does continuous scanning play in staying competitive? <p>Time: 5 minutes for assessment and discussion.</p>



Lesson Plan No. 1.6	Course Name: Business Environment Topic: SWOT Analysis	Course No:BBALLB-206
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Objectives	By the end of the lesson, students will be able to: a. Understand the concept and importance of SWOT analysis in strategic management. b. Identify and categorize a company's internal strengths and weaknesses, and external opportunities and threats. c. Develop a SWOT matrix to support strategic decision-making.
Teaching Aids	a. ICT – PowerPoint slides with SWOT examples and visual aids. b. Whiteboard/Markers – For drawing the SWOT matrix. c. Case Studies – Real-world examples (e.g., Apple, Tesla) of SWOT application.
Teaching Development	1. Introduction (5 minutes) <ul style="list-style-type: none">• Ask Students:<ul style="list-style-type: none">– Have you heard of SWOT analysis? What might it involve?– How can identifying a company's strengths/weaknesses help in decision-making?• Define Key Concepts:<ul style="list-style-type: none">– SWOT Analysis: A tool to assess internal and external business factors.– Strengths: Internal attributes giving competitive edge.– Weaknesses: Internal limitations.– Opportunities: Favorable external trends or situations.– Threats: External factors that could harm the business. 2. Development (30 minutes) a) Overview of SWOT Analysis <ul style="list-style-type: none">• Purpose:<ul style="list-style-type: none">– Evaluates current position.– Guides strategy formulation.• How to create a SWOT Matrix:<ul style="list-style-type: none">– Draw a 2x2 matrix:<ul style="list-style-type: none">→ Top-left: Strengths→ Top-right: Opportunities→ Bottom-left: Weaknesses→ Bottom-right: Threats– Internal Analysis: Examine resources, human capital, tech, etc.– External Analysis: Market trends, policy, competition, customer behavior, etc. b) Real-World Examples: <ul style="list-style-type: none">• Strength: Tesla's innovation and battery tech• Weakness: High product cost



	<ul style="list-style-type: none">• Opportunity: EV demand growth globally• Threat: Entry of new EV manufacturers, regulatory changes <p>– Use a popular company's SWOT (e.g., Apple or Starbucks) as a teaching example.</p>
3. Exercise (10 minutes)	Group Activity: SWOT Matrix Development <ul style="list-style-type: none">• Divide students into small groups (3–4 per group).• Assign a company to each group (e.g., Apple, Starbucks, local shop, startup).• Task:<ul style="list-style-type: none">– Fill each quadrant of a SWOT matrix.– Discuss internal and external factors.– Present findings and justify placement of each point.• Class Discussion:<ul style="list-style-type: none">– Peer review of findings to promote deeper understanding.
Closure	<ul style="list-style-type: none">• Summarize:<ul style="list-style-type: none">– SWOT = Strengths, Weaknesses, Opportunities, Threats.– Strategic tool for assessment and action.– Helps align strategy with internal capabilities and external environment. <p>Suggested Reading:</p> <ul style="list-style-type: none">– <i>Strategic Management: Concepts and Cases</i> by Fred R. David– Articles from <i>Harvard Business Review</i> and <i>Strategy + Business</i> <p>Homework:</p> <ul style="list-style-type: none">– Choose a company and create a detailed SWOT analysis with explanations for each quadrant (300–500 words).
Evaluation	Reflective Questions: <ul style="list-style-type: none">• What are the internal vs. external factors in SWOT?• How does SWOT help in strategy development?• Can SWOT help avoid risk? How? <p>Discussion Prompt:</p> <ul style="list-style-type: none">– Compare SWOT applications across industries (e.g., tech vs. FMCG).– How do external factors differ between companies? <p>Wrap-Up Time: 5 minutes for Q&A and recap.</p>



Lesson Plan No. 1.7	Course Name: Business Environment Topic: PESTLE Analysis	Course No: BBALLB-206
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Objectives	<p>By the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> a. Understand the concept and importance of PESTLE analysis in strategic management. b. Identify the six components of the PESTLE framework: Political, Economic, Social, Technological, Legal, and Environmental. c. Apply PESTLE analysis to assess the external environment of a company or industry.
Teaching Aids	<ul style="list-style-type: none"> a. PowerPoint slides with real-world examples. b. Whiteboard/Markers for illustrating the PESTLE model. c. PESTLE analysis handouts/templates for group work.
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> • Ask Students: <ul style="list-style-type: none"> – Have you heard of PESTLE analysis before? – How might politics or the economy impact business operations? • Define Key Concepts: <ul style="list-style-type: none"> – PESTLE Analysis is a strategic tool used to analyze macro-environmental factors influencing business operations and planning. – Components: Political, Economic, Social, Technological, Legal, Environmental. <p>2. Development (30 minutes)</p> <p>a) Explaining Each Component of PESTLE:</p> <ul style="list-style-type: none"> • Political: Policies, trade tariffs, tax laws, government stability. • Economic: Inflation, interest rates, economic cycles, GDP trends. • Social: Cultural norms, demographics, consumer attitudes, education levels. • Technological: Innovations, automation, R&D, digitalization. • Legal: Labor laws, consumer rights, compliance requirements. • Environmental: Climate change, sustainability, waste management laws. <p>b) Steps to Conduct a PESTLE Analysis:</p> <ol style="list-style-type: none"> 1. Gather information on all six factors relevant to a business. 2. Analyze and relate each to the company's operations. 3. Determine how each factor affects strategic direction. <p>c) Real-World Examples:</p> <ul style="list-style-type: none"> – Tesla: Environmental (EV incentives), Technological (battery innovation) – Amazon: Legal (data protection laws), Economic (logistics costs) – McDonald's: Social (health awareness), Political (food safety regulations)



3. Exercise (10 minutes)	Group Activity: PESTLE Analysis <ul style="list-style-type: none">• Divide the class into groups of 3–4 students.• Assign an industry or company to each group: → Examples: Automobile, Tech Startups, Retail, Pharma, Fast Food.• Task:<ul style="list-style-type: none">– Use a PESTLE template to list relevant external factors for their assigned business.– Analyze each factor’s impact.• Groups present their analysis in brief to the class.
Closure	<ul style="list-style-type: none">• Summarize the PESTLE model and its importance in shaping strategic decisions.• Emphasize how ongoing environmental scanning using PESTLE helps businesses stay adaptive and proactive. Suggested Reading: <ul style="list-style-type: none">– <i>Strategic Management: Concepts and Cases</i> by Fred R. David– Articles from <i>Harvard Business Review</i>, <i>Forbes</i>, <i>Strategy+Business</i>. Homework: <ul style="list-style-type: none">– Choose any company or industry and perform a PESTLE analysis. Include specific examples and explain the impact of each factor. (Word limit: 300–500 words)
Evaluation	Reflective Questions: <ol style="list-style-type: none">1. How does PESTLE analysis help businesses understand the external environment?2. Which factor in the PESTLE framework do you think is most influential today? Why? Class Discussion: <ul style="list-style-type: none">– Ask students to share real-world instances of PESTLE factors affecting company strategies (e.g., Brexit's political impact, COVID-19’s social/economic effects). Wrap-Up Time: 5 minutes for recap and student reflections.



Lesson Plan No. 1.8	Course Name: Business Environment Topic: Porter's Five Forces	Course No:BBALLB-206
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Objectives	<p>By the end of the lesson, students will be able to:</p> <p>a. Understand the concept and importance of Porter's Five Forces in analyzing industry competition.</p> <p>b. Identify and explain each of the five forces:</p> <ul style="list-style-type: none"> ▪ Threat of New Entrants ▪ Bargaining Power of Suppliers ▪ Bargaining Power of Buyers ▪ Threat of Substitutes ▪ Industry Rivalry <p>c. Apply the model to assess industry competition and support strategic decision-making.</p>
Teaching Aids	<p>a. PowerPoint slides with visuals and real-world examples of the five forces.</p> <p>b. Whiteboard/Markers for drawing the Five Forces model diagram.</p> <p>c. Handouts or worksheet templates for group activity.</p>
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> • Engaging Questions: <ul style="list-style-type: none"> – What makes some industries more competitive than others? – Why do some businesses succeed while others fail in the same market? • Key Concepts: <ul style="list-style-type: none"> – Porter's Five Forces is a framework developed by Michael Porter to evaluate the competitive forces that shape every industry. – The model helps assess how these forces impact profitability and business strategy. <p>2. Development (30 minutes)</p> <p>a) Explaining Each Force with Examples:</p> <ol style="list-style-type: none"> 1. Threat of New Entrants <ul style="list-style-type: none"> – Entry barriers (e.g., capital, patents, regulation) – <i>Example:</i> High entry barriers in aviation due to licensing and investment costs. 2. Bargaining Power of Suppliers <ul style="list-style-type: none"> – Few suppliers or unique resources = higher power – <i>Example:</i> Intel's influence in chip supply. 3. Bargaining Power of Buyers <ul style="list-style-type: none"> – Buyers demand better prices or quality – <i>Example:</i> Walmart's ability to push suppliers for discounts. 4. Threat of Substitutes <ul style="list-style-type: none"> – Availability of alternatives lowers demand – <i>Example:</i> Spotify and Netflix as substitutes for traditional media.



	<p>5. Industry Rivalry</p> <ul style="list-style-type: none"> – High when many competitors and slow growth – <i>Example:</i> Fast food wars – McDonald’s vs. Burger King vs. Wendy’s. <p>b) How to Apply the Framework:</p> <ul style="list-style-type: none"> • Step 1: Evaluate each force within the industry context. • Step 2: Analyze how these forces affect competition and margins. • Step 3: Use insights to inform strategy (e.g., pricing, innovation, alliances). <p>c) Real-World Industry Example (Technology Sector):</p> <ul style="list-style-type: none"> – New Entrants: Low (barriers like R&D and brand loyalty) – Supplier Power: Medium (key components are crucial) – Buyer Power: High (many choices) – Substitutes: High (fast innovation) – Rivalry: Very High (Apple vs. Google vs. Samsung)
<p>3. Exercise (10–15 minutes)</p>	<p>Group Activity: Porter’s Five Forces Analysis</p> <ul style="list-style-type: none"> • Form groups of 3–4 students. • Assign each group a company or industry: → Examples: Apple (Tech), McDonald’s (Fast Food), Tesla (Automotive), Amazon (E-commerce) • Instructions: <ol style="list-style-type: none"> 1. Analyze how each of the five forces applies. 2. Use a worksheet to list key factors under each force. 3. Present findings to the class in brief (2 mins per group). • Encourage Q&A or feedback from peers.
<p>Closure</p>	<ul style="list-style-type: none"> • Recap the five forces and their role in shaping industry dynamics. • Emphasize how strategic planning must consider these forces for sustainable advantage. <p>Suggested Readings:</p> <ul style="list-style-type: none"> – <i>"Competitive Strategy"</i> by Michael Porter – Case studies and articles from <i>Harvard Business Review</i>, <i>McKinsey Insights</i>, and <i>Strategy+Business</i>. <p>Homework:</p> <ul style="list-style-type: none"> – Choose an industry or company and perform a detailed Porter’s Five Forces analysis. Explain how each force impacts its strategy and operations. (Approx. 300–500 words)
<p>Evaluation</p>	<p>Reflective Questions:</p> <ol style="list-style-type: none"> 1. Which of the five forces has the strongest impact on your chosen company/industry? 2. How can companies reduce the effect of strong competitive forces? <p>Class Discussion:</p> <ul style="list-style-type: none"> – Share examples of how businesses used this model to enter markets, outmaneuver competition, or change their business models.



	<p>Wrap-Up: 5 minutes for final questions and summary of the key takeaways.</p>
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Lesson Plan No. 2.1	Course Name: Topic:	Course No.:
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand what is meant by the economic environment. b. Explain how the economic environment affects business decisions and operations. c. Identify major components of the economic environment at national and international levels.
Teaching Aids (if any)	PowerPoint slides with key concepts and economic indicators Whiteboard/Markers for diagrams or flowchart
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> • Ask students: <ul style="list-style-type: none"> ○ What comes to your mind when you hear the term “economy”? ○ How do you think economic conditions affect businesses? • Define the Economic Environment: <ul style="list-style-type: none"> ○ The economic environment consists of external factors in a business market and the broader economy that can influence a business. ○ It includes inflation rates, interest rates, economic growth, exchange rates, and government economic policies. <p>2. Development (30 minutes)</p> <p>a) What is the Economic Environment?</p> <ul style="list-style-type: none"> ○ A component of the macro environment that affects business operations and decision-making. <p>Includes factors like:</p> <ul style="list-style-type: none"> • Level of economic development • Type of economic system • Government’s economic policies • Current phase of the business cycle <p>b) Dimensions of Economic Environment</p> <ul style="list-style-type: none"> • Microeconomic factors: Affect a specific industry (e.g., demand, supply, price levels) • Macroeconomic factors: Affect the whole economy (GDP growth, unemployment, inflation) <p>c) Impact on Business</p> <ul style="list-style-type: none"> • How economic growth affects consumer purchasing power • The effect of interest rates on borrowing and investment decisions • How inflation influences costs and pricing <p>d) Real-World Examples</p> <ul style="list-style-type: none"> • The 2008 Global Financial Crisis and its impact on employment and spending • India’s demonetization in 2016 and its effect on retail businesses



	<p>Exercise: Quiz (10 minutes) Instructions: Conduct a short quiz with 5–7 questions Sample Questions:</p> <ul style="list-style-type: none">• What is meant by the economic environment?• Name any two macroeconomic factors.• How does inflation affect business operations?• True or False: The microeconomic environment includes government budget policies.• What economic factor is directly affected by the RBI's repo rate?
<p>Closure</p>	<p>Recap the key points covered:</p> <ul style="list-style-type: none">○ Definition and importance of the economic environment○ Key dimensions and their impact on businesses○ Highlight that this foundational understanding will help in analyzing deeper economic components in upcoming lessons <p>Suggested Reading:</p> <ul style="list-style-type: none">○ Business Environment by Francis Cherunilan○ Economic & Political Weekly (EPW) articles on the Indian economy○ RBI and Ministry of Finance reports <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
<p>Evaluation</p>	<p>Reflective Questions</p> <ol style="list-style-type: none">a) What are the key challenges hindering sustainable development?b) How can global collaboration help in overcoming these challenges? <p>How has the concept of sustainability evolved over time?</p> <p>Discussion:</p> <p>Encourage a discussion on the role of international organizations, governments, and individuals in overcoming these challenges and promoting sustainability.</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 2.2	Course Name: Business Environment Topic: Concept of Economic Environment	Course No.: UGMDCC-
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Objectives	At the end of the lesson, the student shall be able to: a. Define the economic environment in a broader context. b. Understand the nature and scope of the economic environment. c. Identify how the economic environment shapes business behavior and performance.
Teaching Aids (if any)	Teaching Aids PowerPoint presentation Whiteboard and markers for listing characteristics Real-world economic data (e.g., inflation rate, GDP trends, unemployment data)
Teaching Development	<p>. Introduction (5 minutes)</p> <ul style="list-style-type: none"> • Ask students: <ul style="list-style-type: none"> ○ How do you think the economy influences business profits or failures? ○ Set context by linking to the previous lesson on the “Introduction to Economic Environment”. <p>2. Development (30 minutes)</p> <p>a) Concept of Economic Environment</p> <ul style="list-style-type: none"> ○ The economic environment refers to all external economic factors that influence buying habits of consumers and business operations. <p>b) Nature of Economic Environment</p> <ul style="list-style-type: none"> ○ Dynamic: Constantly changing (e.g., recessions, booms) ○ Relative: Impact may vary for different industries ○ Complex: Includes many interrelated elements ○ Interdependent: Linked with other environments—political, social, legal <p>c) Factors Affecting Economic Environment</p> <ul style="list-style-type: none"> ○ GDP growth ○ Inflation and deflation ○ Employment levels ○ Balance of payments ○ Income distribution <p>d) Real-Life Example</p> <ul style="list-style-type: none"> ○ During COVID-19, despite a global economic slowdown, digital and e-commerce companies saw exponential growth. <p>Exercise: Think-Pair-Share Activity (10 minutes)</p> <p>Instructions:</p> <p>Think: Ask students to think individually for 2 minutes about one recent economic change that has affected businesses (e.g., rising fuel prices, interest rate hikes).</p> <p>Pair: Students pair up and discuss their thoughts with a partner for 3 minutes.</p>



	Share: Selected pairs share their example with the class and explain the possible business implications.
Closure	Summarize: <ul style="list-style-type: none">○ Economic environment is crucial for business planning and risk management.○ Understanding its nature helps businesses stay flexible and strategic. Connect to next topic: “Critical Elements of Economic Environment.” Suggested Reading: <ul style="list-style-type: none">○ Economic Survey of India○ Business Environment by Francis Cherunilam
Evaluation	Spend 5 minutes to evaluate student assimilation of the lesson contents.



Lesson Plan No. 2.3	Course Name: Business Environment Topic: Critical Elements of Economic Environment	Course No:BBALLB-206
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Define the critical elements that shape the economic environment. b. Identify and explain how these elements interact to influence business and sustainability decisions. c. Analyze the impact of critical economic elements on sustainability and economic growth. d. Evaluate strategies businesses can adopt to navigate these critical elements for sustainable development.
Teaching Aids (if any)	ICT – PowerPoint slides to illustrate the critical elements of the economic environment with real-world examples. b. Whiteboard/Markers for diagramming and explanation of concepts.
Teaching Development	Introduction (5 minutes) 1. Ask Questions: <ul style="list-style-type: none"> ○ What factors do you think constitute the economic environment? ○ How do economic factors influence the way businesses make decisions? ○ Define Key Concepts: ○ The economic environment refers to the economic factors that influence the business environment, including economic conditions, economic policies, and market trends. ○ The critical elements of the economic environment are factors that have a direct impact on businesses and include: <ul style="list-style-type: none"> ○ Inflation Rates ○ Interest Rates ○ Economic Growth ○ Unemployment Rates ○ Exchange Rates ○ Government Fiscal and Monetary Policies 2. Development (25 minutes) <ul style="list-style-type: none"> ○ Overview of Critical Elements of Economic Environment: ○ Inflation Rates: Affects purchasing power, pricing strategies, and costs of production. ○ Example: High inflation reduces consumer spending and increases production costs for businesses. ○ Interest Rates: Influences borrowing costs for businesses and consumers, affecting investments and consumer spending. ○ Example: High interest rates reduce consumer spending and increase borrowing costs for businesses, slowing growth. ○ Economic Growth: Determines the overall market demand and expansion potential. <p>Example: A growing economy increases consumer confidence and demand for products and services.</p>



	<ul style="list-style-type: none"> ○ Unemployment Rates: Impacts labor supply, wage levels, and overall demand in the economy. ○ Example: High unemployment may reduce consumer spending, affecting business sales. ○ Exchange Rates: Affects import and export businesses, as well as international investments. ○ Example: A strong domestic currency makes imports cheaper but may hurt exports. ○ Government Fiscal and Monetary Policies: Government tax policies, government spending, and central bank policies that affect the money supply and economic stability. ○ Example: A government stimulus package can boost spending and investment during a recession. ○ Analyzing the Impact on Business Operations: ○ How each of these elements influences business operations, market conditions, and decision-making processes. <p>3. Exercise (One Minute Paper Activity) (10 minutes) Instructions:</p> <ul style="list-style-type: none"> ○ Ask students to take one minute to write down the most critical economic factor that they think impacts businesses the most today. ○ Ask them to briefly explain why they chose that factor and provide a real-world example. ○ After one minute, invite a few students to share their responses with the class.
Closure	<p>Summarize:</p> <ul style="list-style-type: none"> ○ Review the six critical elements of the economic environment and discuss how each factor influences the operational and strategic decisions of businesses. ○ Reinforce the importance of continuously monitoring these elements to make informed decisions and stay competitive. <p>Suggested Reading:</p> <ul style="list-style-type: none"> ○ “Principles of Economics” by N. Gregory Mankiw ○ Articles and case studies from sources like Harvard Business Review, The Economist, and Financial Times. <p>Homework: Choose an industry and identify how each of the critical economic elements impacts the business strategies of companies within that industry.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions</p> <ol style="list-style-type: none"> a. What are the six critical elements of the economic environment, and how do they affect business strategies? b. Where do you see the most significant influence of economic factors in today’s business landscape? Why?



Lesson Plan No. 2.4	Course Name: Design for Sustainability Topic: Basic Economic System	Course No.: UGMDCC-303 (B)
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. At the end of the lesson, students will be able to: b. Understand the concept of a basic economic system. c. Identify the different types of economic systems: capitalism, socialism, and mixed economy. d. Analyze the influence of each economic system on business operations and decision-making.
Teaching Aids (if any)	<ul style="list-style-type: none"> a. ICT (PowerPoint slides) to introduce the types of economic systems. b. Whiteboard/Markers for visualizing and comparing the different systems.
Teaching Development	<p>Introduction (5 minutes)</p> <p>1. Ask Questions:</p> <ul style="list-style-type: none"> ○ What is an economic system, and why is it important to businesses? ○ How do different countries manage their economies? ○ Define Key Concepts: ○ An economic system refers to the structure that determines how resources are allocated and how goods and services are distributed in a society. <p>Types of economic systems:</p> <ul style="list-style-type: none"> ○ Capitalism: A market-driven economy where the production and distribution of goods are determined by private individuals or corporations. ○ Socialism: An economy where the government controls production, distribution, and exchange of goods and services to ensure equality. ○ Mixed Economy: A blend of capitalism and socialism, where both private and government entities play a role in the economy. <p>2. Development (30 minutes)</p> <p>Overview of Basic Economic Systems:</p> <ul style="list-style-type: none"> ○ Capitalism: ○ Characteristics: Private ownership, market-driven, minimal government intervention, profit motive. ○ Influence on business: Promotes competition, innovation, and consumer choice. <p>Example: The United States has a capitalist system, where companies like Apple and Microsoft thrive due to minimal regulation.</p> <p>Socialism:</p> <ul style="list-style-type: none"> ○ Characteristics: Government ownership of resources and industries, wealth distribution based on need, centralized planning. ○ Influence on business: Less competition, focus on equality, government controls production and pricing.



	<p>Example: Countries like Cuba and North Korea follow socialist models where industries like healthcare and education are state-run.</p> <p>Mixed Economy:</p> <ul style="list-style-type: none"> ○ Characteristics: Combination of private enterprise and government control. ○ Influence on business: Businesses operate freely but are regulated by the government to prevent monopolies and ensure public welfare. <p>Example: The UK and India have mixed economies where both private businesses and government agencies regulate economic activity.</p> <p>How Each Economic System Influences Business:</p> <ul style="list-style-type: none"> ○ Capitalism tends to encourage innovation and efficiency because businesses compete for profits. ○ Socialism can restrict business freedom but ensures that wealth is more equally distributed. ○ Mixed Economy aims to strike a balance, allowing businesses to operate while ensuring public welfare through government regulation. <p>3. Exercise (10 minutes)</p> <p>Quiz: "Economic Systems Overview"</p> <p>Instructions:</p> <ul style="list-style-type: none"> ○ Provide students with a short quiz that tests their knowledge of the characteristics and influences of different economic systems. ○ Allow 5-10 minutes for students to complete the quiz. <p>Sample Quiz Questions:</p> <p>What is a key characteristic of a capitalist economic system?</p> <ol style="list-style-type: none"> a) Government ownership of resources b) Private ownership and market-driven decisions c) Centralized planning by the government d) Focus on wealth equality <p>Which of the following best describes a socialist economy?</p> <ol style="list-style-type: none"> a) Private individuals control resources and production. b) The government controls key industries and resources. c) Businesses compete without any government regulations. d) It is a combination of capitalism and socialism. <p>In a mixed economy, what is the role of the government?</p> <ol style="list-style-type: none"> a) The government owns all businesses and controls the economy. b) The government ensures economic equality and controls all resources. c) The government regulates industries to ensure fair practices and public welfare. d) There is no government involvement in business operations.
<p>Closure</p>	<p>Summarize:</p> <ul style="list-style-type: none"> ○ Review the three types of economic systems: capitalism, socialism, and mixed economy. ○ Discuss how businesses are influenced by these systems in terms of competition, regulation, and government intervention.



	<p>Suggested Reading:</p> <ul style="list-style-type: none">○ "Economic Systems: Understanding the Basics" by M. Smith.○ Articles and case studies from reputable business sources such as Harvard Business Review or The Economist. <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions</p> <ul style="list-style-type: none">○ Why is the economic system of a country crucial for businesses operating within it?○ How does the shift from capitalism to a mixed economy influence businesses and entrepreneurs?○ Where do you see the most significant advantages for businesses in a socialist economic system? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 2.5	Course Name: Design for Sustainability Topic: Capitalism and Its Example Countries with Business Operations	Course No.: UGMDCC-303 (B)
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Understand the concept of capitalism as an economic system. b. Identify key features of capitalism. c. Analyze the impact of capitalism on business operations. d. Learn about countries that follow a capitalist system and how businesses operate in these environments
Teaching Aids (if any)	ICT (PowerPoint slides) to introduce the concept of capitalism and its features. Whiteboard/Markers for visualizing key points and examples.
Teaching Development	<p>Introduction (5 minutes) Introduction (5 minutes)</p> <p>Ask Questions:</p> <ul style="list-style-type: none"> ○ What does the term “capitalism” mean to you? ○ How do you think capitalism influences the way businesses operate? ○ Define Key Concepts: <ul style="list-style-type: none"> ● Capitalism is an economic system in which private individuals or businesses own and operate the means of production and distribution of goods and services. In this system, the production and pricing of goods are driven by the market (supply and demand), with minimal government interference. ○ Key features of capitalism: private property rights, free market competition, profit motive, limited government intervention. <p>2. Development (30 minutes)</p> <p>a) Overview of Capitalism:</p> <ul style="list-style-type: none"> ○ Key Features of Capitalism: ○ Private Ownership: Businesses and property are privately owned, and individuals have the right to accumulate wealth. ○ Market Economy: The market is driven by supply and demand, where businesses compete to sell goods and services, and prices are determined by competition and consumer demand. ○ Profit Motive: Businesses aim to maximize their profits by offering goods and services that are in demand. ○ Minimal Government Intervention: The role of the government is limited to enforcing laws and protecting property rights, rather than controlling production or setting prices. <p>b) Advantages of Capitalism:</p> <ul style="list-style-type: none"> ○ Encourages innovation and entrepreneurship as businesses compete to meet consumer needs. ○ Promotes economic growth and higher standards of living due to competition and efficiency.



	<p>c) Disadvantages of Capitalism:</p> <ul style="list-style-type: none"> ○ Can lead to income inequality as wealth tends to concentrate with business owners and entrepreneurs. ○ May result in market failures, such as monopolies or environmental degradation if businesses prioritize profit over social responsibility. <p>d) Capitalism in Practice: Example Countries:</p> <ul style="list-style-type: none"> ○ United States: A classic example of a capitalist economy, where private individuals own businesses, and the market determines prices. U.S. companies like Apple, Amazon, and Microsoft thrive in this competitive environment. ○ Germany: Although it has a strong social market economy, Germany is still considered capitalist due to its strong reliance on private businesses, particularly in industries like automotive (e.g., BMW, Volkswagen) and technology. ○ Australia: Australia operates under a capitalist system, with a focus on free market principles. Major Australian corporations like Commonwealth Bank and BHP Billiton are key players in their respective markets. <p>e) Business Operations in Capitalist Countries:</p> <ul style="list-style-type: none"> ○ Businesses in capitalist countries operate in a competitive environment, where innovation and customer satisfaction drive success. ○ Companies focus on maximizing profits by optimizing production processes, reducing costs, and constantly improving their products and services. ○ Examples: In the U.S., companies like Google and Apple focus on research and development (R&D) to maintain their competitive edge in the technology market. <p>3. Exercise (10 minutes)</p> <ul style="list-style-type: none"> ○ Activity: "Summarize in One Minute" ○ Instructions: <ul style="list-style-type: none"> ● Ask students to take 1 minute to summarize the key points of the lesson on capitalism, including its key features, advantages, disadvantages, and its impact on business operations. ● Each student will give a quick verbal summary of what they learned about capitalism. <p>Example Prompt for Summary: "Please summarize the key features of capitalism, how it works in real-world countries, and how it influences business operations. You have one minute."</p>
<p>Closure</p>	<p>Summarize:</p> <ul style="list-style-type: none"> ● Review the core characteristics of capitalism: private ownership, profit motive, minimal government intervention, and market-driven economy. ● Discuss how businesses operate in capitalist systems, focusing on competition, innovation, and the role of government.



	<p>Suggested Reading:</p> <ul style="list-style-type: none">• “The Wealth of Nations” by Adam Smith (the foundational work on capitalism).• Articles on capitalism and free-market economies from sources like The Economist or Forbes. <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions</p> <ul style="list-style-type: none">• How does capitalism influence business operations in terms of competition and innovation?• Why do you think profit is a central driving force in capitalist economies?• What are some of the challenges businesses face in a purely capitalist system? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>

Lesson Plan No. 2.6	Course Name: Business Environment Topic: Socialism and Mixed Economy	Course No.: BBA LLB - 206
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Objectives	<ol style="list-style-type: none"> At the end of the lesson the student shall be able to: Understand the concepts of socialism and mixed economies. Identify the features of socialism and mixed economies and how they differ from other economic systems. Analyze how businesses operate in socialist and mixed economies through country examples.
Teaching Aids (if any)	<p>ICT (PowerPoint slides) to explain socialism, mixed economies, and real-world examples.</p> <p>Whiteboard/Markers for visualizing the differences and key points of each economic system.</p>
Teaching Development	<p>Introduction (5 minutes)</p> <p>1. Ask Questions:</p> <ul style="list-style-type: none"> ○ What is socialism, and how do you think it affects business operations? ○ How do mixed economies combine elements of different economic systems? ○ Define Key Concepts: ○ Socialism: An economic system where the government owns and controls the means of production and distribution of goods and services. The aim is to achieve social equality by redistributing wealth and ensuring access to basic needs for all citizens. ○ Mixed Economy: An economic system that combines elements of both socialism and capitalism. In a mixed economy, the government and private sector both play significant roles in the economy, with the government regulating or owning key sectors. <p>2. Development (30 minutes)</p> <p>a) Overview of Socialism:</p> <ul style="list-style-type: none"> ○ Key Features of Socialism: ○ Government ownership of key industries (e.g., healthcare, transportation, education). ○ Centralized planning of economic activities and resource allocation. ○ A focus on reducing income inequality and ensuring that basic needs are met for all citizens. ○ High taxation rates to fund public services and welfare programs. ○ Examples of Socialist Countries: ○ Cuba: The government owns most of the resources and controls many aspects of the economy, such as healthcare, education, and public services. ○ North Korea: A highly centralized socialist economy where the government controls all production and distribution of goods. <p>b) Overview of Mixed Economy:</p> <ul style="list-style-type: none"> ○ Key Features of a Mixed Economy: ○ The private sector operates alongside the government, with both playing a role in the economy.



- The government intervenes to regulate industries, provide public goods, and ensure social welfare.
 - The private sector operates in industries like manufacturing, retail, and services.
 - A mix of free-market competition and government regulation.
 - Examples of Mixed Economies:
 - India: Has a mixed economy where the government controls sectors like defense, energy, and telecommunications, while private businesses thrive in industries such as technology, agriculture, and services.
 - France: A mixed economy with both strong private sector businesses and significant government involvement in healthcare, transportation, and education.
- c) Business Operations in Socialist and Mixed Economies:
- Socialism:
 - In socialist countries, business operations are often regulated or owned by the state. Businesses focus on providing essential goods and services rather than maximizing profits.
 - Example: In Cuba, healthcare is provided by the state, and private medical practices are almost nonexistent. Businesses in other sectors, like agriculture, also operate under strict government control.
 - Mixed Economy:
 - In mixed economies, businesses operate in a competitive environment but must comply with government regulations. The government intervenes to ensure that public welfare needs are met, such as providing public healthcare or regulating industries like utilities.
 - Example: In India, the private sector can compete freely in industries like technology and retail, but industries like banking and defense are largely government-controlled.

3. Exercise: Think-Pair-Share (10 minutes)

Instructions:

Think (3 minutes):

- Ask students to individually think about a country that operates under socialism or a mixed economy and how businesses in that country are affected by the government's control or regulation.
- Pair (3 minutes):
- Have students pair up with a classmate to discuss their thoughts. They should share their examples of businesses and how government involvement shapes those businesses in the country they chose.
- Share (4 minutes):
- After discussing in pairs, invite students to share their findings with the class. Encourage them to mention specific industries or businesses and how they operate in the context of socialism or a mixed economy.



Closure	<p>Summarize:</p> <ul style="list-style-type: none">○ Review the key points of socialism and mixed economies, focusing on government involvement in business operations, the differences between these systems, and their impact on businesses.○ Discuss how businesses in socialist and mixed economies must adapt to government control and regulation. <p>Suggested Reading:</p> <ul style="list-style-type: none">○ “Economics: A Very Short Introduction” by Partha Dasgupta○ Articles on socialism and mixed economies from sources like The Economist or BBC News. <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<ul style="list-style-type: none">○ Reflective Questions: How does socialism affect business operations compared to a capitalist system?○ In what ways do businesses in mixed economies benefit from both government involvement and free market competition?○ What challenges do businesses face in socialist economies, and how do they adapt to these challenges? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>

Lesson Plan No. 2.7	Course Name: Business Environment Topic: Liberalization-New Economic Policy	Course No.:BBA LLB - 206
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Objectives	<ol style="list-style-type: none"> At the end of the lesson the student shall be able to: Understand the concept of liberalization and its role in the global economy. Analyze the key components of the New Economic Policy (NEP) and how it transformed the Indian economy. Evaluate the impact of liberalization and NEP on business operations and economic growth in India
Teaching Aids (if any)	<p>ICT (PowerPoint slides) to explain liberalization, NEP, and their effects on the economy.</p> <p>Whiteboard/Markers for visualizing key points and discussing examples.</p> <p>Handouts with an overview of the NEP and case studies for group discussion.</p>
Teaching Development	<p>Introduction (5 minutes):</p> <p>1. Ask Questions:</p> <ul style="list-style-type: none"> ○ What do you understand by the term "liberalization" in an economic context? ○ How do you think opening up an economy to foreign investment can change industries within a country? ○ Define Key Concepts: <ul style="list-style-type: none"> ● Liberalization: The process of reducing state control over the economy, allowing for more private and foreign investment and reducing trade barriers. ● New Economic Policy (NEP): Introduced in 1991 in India, it aimed to liberalize the economy by reducing government intervention, encouraging foreign investment, and enhancing competition. <p>2. Development (30 minutes):</p> <ul style="list-style-type: none"> ○ Overview of NEP and Liberalization: ○ Key Features: <ul style="list-style-type: none"> ● Economic Reforms: Introduction of economic reforms, deregulation of industries, reduction of trade barriers, and encouragement of private and foreign investment. ● FDI (Foreign Direct Investment): Encouragement of FDI by removing restrictions, thus allowing foreign companies to enter the Indian market. ● Privatization: Privatization of government-owned enterprises. ● Globalization: Integration of India into the global economy, increasing exports and imports. ○ Impact on the Indian Economy: <ul style="list-style-type: none"> ● The automobile industry, telecommunications, retail, and IT industries saw significant growth due to liberalization. ● Example of Indian Automobile Industry: Opening the market to foreign players like Hyundai, Honda, and Ford, alongside



	<p>homegrown companies like Tata Motors and Maruti Suzuki, resulted in competitive pricing, better technology, and improved customer satisfaction.</p> <p>3. Exercise: Case Study Analysis (15 minutes):</p> <ul style="list-style-type: none">○ Case Study: Impact of Liberalization on the Indian Automobile Industry○ Background:<ul style="list-style-type: none">● In 1991, India faced a financial crisis, which led to the introduction of the New Economic Policy (NEP). The Indian automobile industry, which had been heavily regulated, experienced a significant shift after the NEP was implemented. The government relaxed import tariffs, allowed foreign direct investment (FDI), and removed many restrictions on domestic car production and sales.○ Key Players:<ul style="list-style-type: none">● Maruti Suzuki: Initially a government company, Maruti Suzuki became a private enterprise following liberalization. The entry of Suzuki from Japan helped Maruti to dominate the Indian market by introducing fuel-efficient, affordable cars.● Hyundai Motor India: Hyundai entered India in 1996, launching cars like the Santro that became very popular, offering affordable pricing, good features, and fuel efficiency.● Tata Motors: With liberalization, Tata Motors diversified and started developing new cars and innovations, including the Tata Nano, the world's cheapest car at the time. <p>Exercise:</p> <ul style="list-style-type: none">○ Think (2 minutes): Ask students to individually read through the case study and think about the impact of liberalization on both foreign and domestic players in the automobile sector.○ Pair (3 minutes): In pairs, students will discuss the following questions:<ul style="list-style-type: none">○ How did the liberalization process in 1991 benefit foreign car manufacturers?○ What were the challenges faced by Indian car manufacturers during this period?○ Share (5 minutes): Invite pairs to share their thoughts with the class. Focus on:<ul style="list-style-type: none">○ How foreign competition influenced the pricing, quality, and market share of Indian companies.○ The role of government policies in supporting or hindering domestic companies during liberalization.
Closure	<p>Summary:</p> <ul style="list-style-type: none">○ Liberalization and the NEP have had a profound effect on India's economic landscape. The automobile industry, for example, underwent a transformation, with increased competition, better technology, and enhanced consumer choices.



	<ul style="list-style-type: none">○ It's important for businesses to adapt to the changing environment created by such policies to stay competitive in a globalized world. <p>Suggested Reading:</p> <ul style="list-style-type: none">○ “Economic Reforms in India: The Road Ahead” by R. R. Pandey○ Articles and case studies from sources like Harvard Business Review and Business Today. <p>Homework:</p> <ul style="list-style-type: none">○ Research and analyze another industry (e.g., telecommunications or IT) in India that benefited from liberalization. Write a brief report on how the industry has evolved since 1991. <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Evaluation</p> <ul style="list-style-type: none">○ How did liberalization under the NEP help improve competition and consumer choices in the Indian automobile industry?○ Which foreign car manufacturer benefited the most from the liberalization policies? Why○ What were the challenges for Indian automobile companies in competing with global giants after liberalization? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 2.8	Course Name: Business Environment Topic: Privatization	Course No.:BBA LLB - 206
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Objectives	<p>a. Understand the concept of privatization and its significance in modern economies.</p> <p>b. Explore the impact of privatization on businesses and the economy.</p> <p>c. Analyze real-world examples of privatization in various industries.</p>
Teaching Aids	<ul style="list-style-type: none">• ICT: PowerPoint slides explaining the concept of privatization with examples.• Whiteboard/Markers for drawing diagrams and explaining key points.• Case Study Handouts for group activity.
Teaching Development	<p>Introduction (5 minutes):</p> <ul style="list-style-type: none">• Ask Questions:<ul style="list-style-type: none">- What do you understand by the term "privatization"?- Can you think of any companies that were previously government-owned but are now private?- What do you think are the advantages and disadvantages of privatizing state-owned companies?• Define Key Concepts:<ul style="list-style-type: none">- Privatization: The process of transferring ownership of a business or industry from the government to the private sector.- Types of Privatization: Full privatization, partial privatization (where the government maintains some control), and privatization through public-private partnerships (PPPs). <p>Development (30 minutes):</p> <p>Overview of Privatization:</p> <ul style="list-style-type: none">• Reasons for Privatization:<ul style="list-style-type: none">- Improve efficiency through better management.- Reduce fiscal burden and public debt.- Encourage private investment and expertise.- Promote competition. <p>Impact on Business Operations:</p> <ul style="list-style-type: none">• Positive Impacts: Improved productivity, innovation, and service quality; competition lowers costs and improves customer satisfaction.• Negative Impacts: Job losses, higher prices in monopolistic markets, reduced government control. <p>Examples of Privatization:</p> <ul style="list-style-type: none">• Telecommunication Sector (India): The privatization of Indian telecommunication companies, such as Bharti Airtel and Reliance Communications.• Air India: The ongoing privatization aimed at improving operational efficiency.• British Petroleum (BP): BP's privatization enabling global competition. <p>Exercise (15 minutes):</p>



	<p>Group Activity – Analysis of a Privatization Case Study:</p> <ul style="list-style-type: none">• Step 1: Divide students into small groups (3-4 students per group).• Step 2: Assign each group a privatization case study:<ul style="list-style-type: none">- Telecommunication Industry (India): BSNL’s privatization and competition with Airtel, Vodafone.- Airlines Industry (UK): Privatization of British Airways.- Energy Sector (UK): Privatization of British Gas.• Step 3: Each group will:<ul style="list-style-type: none">- Identify the reasons for privatization.- Evaluate the effects on the industry, government, and consumers.- Discuss challenges like employee resistance and regulatory issues.- Assess if privatization achieved its goals.• Step 4: After 10 minutes, have each group present their findings.
Closure	<p>Summary:</p> <ul style="list-style-type: none">• Privatization aims to improve efficiency, reduce debt, and foster competition but must be carefully managed.• The success of privatization depends on industry type, government oversight, and market conditions. <p>Suggested Reading:</p> <ul style="list-style-type: none">• “The Privatization Process: A Critical Review” by David Parker• Articles from Harvard Business Review on privatization strategies. <p>Homework:</p> <ul style="list-style-type: none">• Research and write a report on a privatized state-owned enterprise from the last decade.
Evaluation	<p>Reflective Questions (5 minutes):</p> <ul style="list-style-type: none">• What are the main advantages of privatization for a country’s economy?• How can privatization lead to both positive and negative outcomes for consumers?• Based on the case studies discussed, do you think privatization has a greater impact on business efficiency or employee welfare? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 2.9	Course Name: Business Environment Topic: Globalization	Course No.:BBA LLB - 206
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Objectives	<ul style="list-style-type: none"> a. Understand the concept of privatization and its significance in modern economies. b. Explore the impact of privatization on businesses and the economy. c. Analyze real-world examples of privatization in various industries.
Teaching Aids	<ul style="list-style-type: none"> • ICT: PowerPoint slides explaining the concept of privatization with examples. • Whiteboard/Markers for drawing diagrams and explaining key points. • Case Study Handouts for group activity.
Teaching Development	<p>Introduction (5 minutes):</p> <ul style="list-style-type: none"> • Ask Questions: <ul style="list-style-type: none"> - What do you understand by the term "privatization"? - Can you think of any companies that were previously government-owned but are now private? - What do you think are the advantages and disadvantages of privatizing state-owned companies? • Define Key Concepts: <ul style="list-style-type: none"> - Privatization: The process of transferring ownership of a business or industry from the government to the private sector. - Types of Privatization: Full privatization, partial privatization (where the government maintains some control), and privatization through public-private partnerships (PPPs). <p>Development (30 minutes):</p> <p>Overview of Privatization:</p> <ul style="list-style-type: none"> • Reasons for Privatization: <ul style="list-style-type: none"> - Improve efficiency through better management. - Reduce fiscal burden and public debt. - Encourage private investment and expertise. - Promote competition. <p>Impact on Business Operations:</p> <ul style="list-style-type: none"> • Positive Impacts: Improved productivity, innovation, and service quality; competition lowers costs and improves customer satisfaction. • Negative Impacts: Job losses, higher prices in monopolistic markets, reduced government control. <p>Examples of Privatization:</p> <ul style="list-style-type: none"> • Telecommunication Sector (India): The privatization of Indian telecommunication companies, such as Bharti Airtel and Reliance Communications. • Air India: The ongoing privatization aimed at improving operational efficiency. • British Petroleum (BP): BP's privatization enabling global competition. <p>Exercise (15 minutes):</p>



	<p>Group Activity – Analysis of a Privatization Case Study:</p> <ul style="list-style-type: none">• Step 1: Divide students into small groups (3-4 students per group).• Step 2: Assign each group a privatization case study:<ul style="list-style-type: none">- Telecommunication Industry (India): BSNL’s privatization and competition with Airtel, Vodafone.- Airlines Industry (UK): Privatization of British Airways.- Energy Sector (UK): Privatization of British Gas.• Step 3: Each group will:<ul style="list-style-type: none">- Identify the reasons for privatization.- Evaluate the effects on the industry, government, and consumers.- Discuss challenges like employee resistance and regulatory issues.- Assess if privatization achieved its goals.• Step 4: After 10 minutes, have each group present their findings.
Closure	<p>Summary:</p> <ul style="list-style-type: none">• Privatization aims to improve efficiency, reduce debt, and foster competition but must be carefully managed.• The success of privatization depends on industry type, government oversight, and market conditions. <p>Suggested Reading:</p> <ul style="list-style-type: none">• “The Privatization Process: A Critical Review” by David Parker• Articles from Harvard Business Review on privatization strategies. <p>Homework:</p> <ul style="list-style-type: none">• Research and write a report on a privatized state-owned enterprise from the last decade.
Evaluation	<p>Reflective Questions (5 minutes):</p> <ul style="list-style-type: none">• What are the main advantages of privatization for a country’s economy?• How can privatization lead to both positive and negative outcomes for consumers?• Based on the case studies discussed, do you think privatization has a greater impact on business efficiency or employee welfare? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 2.10	Course Name: Business Environment Topic: FEMA, Monetary and Fiscal Policies	Course No.: BBA LLB - 206
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Objectives	At the end of the lesson, the student shall be able to: a. Understand the concept and purpose of FEMA (Foreign Exchange Management Act). b. Understand the roles and functions of Monetary and Fiscal policies. c. Identify the relationship between monetary and fiscal policy and their impact on businesses and the economy.
Teaching Aids	<ul style="list-style-type: none">• ICT: PowerPoint slides to explain FEMA, monetary policy, and fiscal policy with examples.• Whiteboard/Markers for explaining key concepts and drawing diagrams.
Teaching Development	<p>Introduction (5 minutes):</p> <ul style="list-style-type: none">• Ask Questions:<ul style="list-style-type: none">- Have you ever heard of FEMA (Foreign Exchange Management Act)? How do you think it affects international business operations?- What do you understand by monetary policy and fiscal policy?- Can you think of any instances where changes in these policies might affect businesses in India or globally?• Define Key Concepts:<ul style="list-style-type: none">- FEMA (Foreign Exchange Management Act): An Act introduced by the Government of India in 1999 to facilitate external trade and payments and promote the orderly development and maintenance of the foreign exchange market in India.- Monetary Policy: The process by which a government, typically through its central bank (Reserve Bank of India in the case of India), controls the money supply and interest rates to achieve macroeconomic objectives like controlling inflation, consumption, investment, and exchange rates.- Fiscal Policy: Refers to the use of government spending and tax policies to influence the economy. It involves the government adjusting its spending levels and tax rates to monitor and influence the nation's economy. <p>Development (25 minutes):</p> <p>Overview of FEMA (10 minutes):</p> <ul style="list-style-type: none">• Purpose: FEMA regulates foreign exchange transactions in India, ensuring smooth trade, capital flow, and business operations.• Key Provisions of FEMA:<ul style="list-style-type: none">- Current Account Transactions: Allows the flow of goods and services.- Capital Account Transactions: Governs foreign investments and securities.- Role of RBI: Monitors and manages the foreign exchange market, ensuring compliance with FEMA.• Impact on Business: Affects companies involved in international trade,



	<p>investment, and cross-border transactions, regulating capital flow, exchange rates, and business operations.</p> <p>Monetary Policy (10 minutes):</p> <ul style="list-style-type: none"> • Objectives: <ul style="list-style-type: none"> - Control inflation - Stabilize currency and exchange rates - Ensure economic growth and employment • Tools of Monetary Policy: <ul style="list-style-type: none"> - Repo Rate: Rate at which commercial banks borrow from the central bank. - Reverse Repo Rate: Rate at which the central bank borrows from commercial banks. - Cash Reserve Ratio (CRR): Percentage of deposits banks must keep with the central bank. - Open Market Operations (OMO): Buying/selling government securities to control money supply. • Impact on Businesses: Affects borrowing costs, investment, and consumer demand, impacting business expansion. <p>Fiscal Policy (5 minutes):</p> <ul style="list-style-type: none"> • Objectives: <ul style="list-style-type: none"> - Achieve full employment - Control inflation and stabilize the economy - Stimulate or slow down the economy based on the business cycle • Tools of Fiscal Policy: <ul style="list-style-type: none"> - Government Spending: Changes in spending on infrastructure, welfare, etc. - Taxation: Adjusting taxes to influence demand and investment. • Impact on Businesses: Affects government expenditures, subsidies, and taxation policies, creating opportunities or constraints for businesses. <p>Exercise (10 minutes):</p> <p>One-Minute Paper:</p> <ul style="list-style-type: none"> • Step 1 (Think): Ask students to reflect for one minute on the question: "How do FEMA, monetary policy, and fiscal policy collectively influence a business's ability to operate both domestically and internationally?" • Step 2 (Pair): Students share their answers with a partner for 2 minutes. • Step 3 (Share): A few students share their responses with the class for 3-4 minutes, discussing the impact on business operations.
Closure	<p>Summary:</p> <ul style="list-style-type: none"> • FEMA: Facilitates international trade by regulating foreign exchange transactions. • Monetary Policy: Controls inflation and stabilizes the economy through tools like interest rates and CRR. • Fiscal Policy: Uses government spending and taxation to influence



	<p>economic growth and business operations.</p> <p>Suggested Reading:</p> <ul style="list-style-type: none">• “Indian Economy: Performance and Policies” by Uma Kapila.• Articles from RBI and Ministry of Finance on fiscal and monetary policies. <p>Homework:</p> <ul style="list-style-type: none">• Research how changes in the repo rate or government taxation policies have impacted a specific business in India. Write a short analysis.
Evaluation	<p>Reflective Questions (5 minutes):</p> <ul style="list-style-type: none">• How does FEMA help businesses involved in international trade?• What role does monetary policy play in controlling inflation and stabilizing the economy?• In what ways does fiscal policy affect businesses through taxation and government spending? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 3.1	Course Name: Business Environment Topic: Concept and Nature of Political Environment	Course No.:BBA LLB - 206
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Objectives	<ul style="list-style-type: none"> a. Understand the concept of political environment in business. b. Explain the nature and components of political environment. c. Recognize how political factors impact business decisions and strategies.
Teaching Aids	<ul style="list-style-type: none"> - ICT: PowerPoint slides with real-world political environment examples. - Whiteboard and markers for visual explanation.
Teaching Development	<p>Introduction (5 minutes):</p> <ul style="list-style-type: none"> - Questions to Engage Students: <ul style="list-style-type: none"> • What do you understand by the term "political environment"? • Can you think of a political decision that impacted businesses in India or globally? - Definition and Explanation: <ul style="list-style-type: none"> • The political environment refers to the influence of government policies, political stability, and political institutions on business operations. • It includes elements like government type, bureaucracy, political stability, laws, and leadership. <p>Development (25 minutes):</p> <ul style="list-style-type: none"> - Key Points to Cover: <ul style="list-style-type: none"> • The political environment refers to external factors created by political institutions, leadership, and policies that impact businesses. • It includes elements like tax policies, trade restrictions, labor laws, and government stability. • It is dynamic and unpredictable, with frequent changes based on leadership or political events. • It is closely linked with the legal environment, as political decisions often lead to new regulations. • All types of businesses—local and international—must adapt to the existing political climate. • Factors influencing it include the type of government, political stability, leadership style, regulatory bodies, corruption levels, and ruling party policies. • Key examples include India's 2016 demonetization, Brexit's impact on UK businesses, and trade sanctions affecting global firms. - Provide feedback or clarification where necessary.
Closure	<ul style="list-style-type: none"> - Recap the concept and nature of the political environment. - Highlight the importance of understanding the political landscape in strategic business planning. <p>Suggested Reading:</p> <ul style="list-style-type: none"> - Business Environment by Francis Cherunilam (Chapter on Political



	Environment) - Government policy updates on PIB and Ministry of Commerce websites
Evaluation	Reflective Questions (5 minutes): <ul style="list-style-type: none">• What is the political environment, and why is it important for business?• Where do political decisions have the greatest impact on business operations?• Why should businesses monitor changes in the political environment regularly? <p>(Spend 5 minutes to evaluate student understanding.)</p>



Lesson Plan No. 3.2	Course Name: Business Environment Topic: Concept and Nature of Legal Environment	Course No.:BBA LLB - 206
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Component	Details
Objectives	At the end of the lesson, the student shall be able to: a. Define the legal environment in the context of business. b. Explain the nature and significance of legal systems and frameworks. c. Understand how legal regulations impact business operations and decision-making.
Teaching Aids	- PowerPoint presentation with key concepts and real-life legal cases affecting businesses. - Whiteboard and markers for writing important legal terms.
Teaching Development	Introduction (5 minutes): - Ask Questions: • What kind of laws do you think businesses need to follow? • Have you heard of any business being fined or shut down due to legal issues? - Definition: • Legal Environment refers to the framework of laws, regulations, and judicial systems that govern how businesses operate in a country.
	Development (25 minutes): - Key Concepts to Cover: Nature of Legal Environment: • Composed of constitutional laws, labor laws, environmental laws, contract laws, etc. • Varies from country to country and evolves over time. • Impacts all aspects of business – from formation, operation, to closure. Importance of Legal Environment: • Ensures fair competition and protects consumer and employee rights. • Reduces business risks by providing a structured legal framework. • Non-compliance can lead to penalties, lawsuits, or revocation of licenses. Examples: • Case: Google fined under Competition Act by CCI. • Legal compliance in food industry – FSSAI license in India. Exercise (10 minutes) – One Minute Paper Activity: • Ask students to write down the most important thing they learned. • Ask them to write one question they still have. • Discuss a few responses to reinforce learning.
Closure (5 minutes)	- Summarize: The legal environment is crucial for ensuring lawful and ethical business practices. - Encourage students to follow recent legal updates affecting



	<p>industries in India or globally.</p> <p>Suggested Reading:</p> <ul style="list-style-type: none">• “Legal Aspects of Business” by Akhileshwar Pathak• Government websites like MCA, SEBI, and RBI for regulatory updates.
<p>Evaluation (5 minutes)</p>	<p>Reflective Questions:</p> <ul style="list-style-type: none">• What is the legal environment in business?• Why should companies comply with legal regulations?• What happens if a business fails to follow legal rules? <p><i>(Spend 5 minutes evaluating students' understanding through responses and discussion.)</i></p>



Lesson Plan No. 3.2	Course Name: Business Environment Topic: Components of Political Environment	Course No.: BBA LLB - 206
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Objectives	At the end of the lesson, students will be able to: a) Understand what constitutes the political environment in a business context. b) Identify key components of the political environment. c) Analyze how changes in political conditions impact business operations.
Teaching Aids	<ul style="list-style-type: none">• PowerPoint presentation with real-life political scenarios• Whiteboard and markers for brainstorming and mind mapping
Teaching Development	Introduction (5 min): <ul style="list-style-type: none">• Ask: Can political decisions affect businesses?• Ask: Examples of businesses affected by politics?• Define: Political Environment. Development (25 min): <p>Discuss components:</p> <ul style="list-style-type: none">• Government Type & Stability• Government Policies• Political Ideologies• Bureaucracy & Admin System• Legal & Political Institutions• Corruption Levels• International Relations Examples: <ul style="list-style-type: none">• Brexit's impact on business• Policy shifts in India post-election
Exercise	Quiz (10 min): <p>5 MCQs or True/False questions</p> Sample Questions: <ol style="list-style-type: none">1. Which is not a political environment component?2. Most predictable gov. for business?3. Result of high political instability?4. Trade restrictions belong to?5. Politically neutral country?
Closure	(5 min): <ul style="list-style-type: none">• Recap key takeaways• Emphasize staying informed on political changes and their business impact Suggested Reading: <ul style="list-style-type: none">• Business Environment by Francis Cherunilam• News articles from The Economic Times and Business Standard



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Evaluation	Reflective Questions (5 min): <ul style="list-style-type: none">• What is political environment in business?• Why is political stability important for investors?• How do govt. policies affect industry growth?
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Lesson Plan No. 3.4	Course Name: Business Environment Topic: Components of Legal Environment	Course No.:BBA LLB - 206
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Objectives	At the end of the lesson, students will be able to: a) Understand the concept and role of the legal environment in business. b) Identify the major components of the legal environment. c) Recognize how laws and regulations influence business operations and decision-making.
Teaching Aids	<ul style="list-style-type: none">• PowerPoint presentation with legal case references and law highlights• Whiteboard/Markers for listing legal components and examples
Teaching Development	Introduction (5 min): <ul style="list-style-type: none">• Ask: What kind of laws do businesses need to follow?• Ask: Why should businesses be aware of legal changes?• Define: Legal Environment. Development (25 min): <p>Discuss key components:</p> <ul style="list-style-type: none">• Constitutional Framework• Business Laws• Labour Laws• Consumer Protection Laws• Environmental Laws• Intellectual Property Laws• Taxation Laws• Cyber Laws Examples: <ul style="list-style-type: none">• GDPR impact on tech companies• Indian companies adapting to GST regulations
Exercise	One-Minute Summary (10 min): <ul style="list-style-type: none">• Students write a 1-minute summary covering:<ul style="list-style-type: none">– Key components of legal environment– Importance of legal knowledge in business
Closure	(5 min): <ul style="list-style-type: none">• Recap importance of legal compliance• Emphasize how laws protect both consumers and businesses Suggested Reading: <ul style="list-style-type: none">• Legal Aspects of Business by Akhileshwar Pathak• Updates from Ministry of Law & Justice• Business Law journals
Evaluation	Reflective Questions (5 min): <ul style="list-style-type: none">• What are the key laws a business must comply with?



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	<ul style="list-style-type: none">• Where do companies face legal challenges?• Why stay updated with legal changes?
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Lesson Plan No. 3.5	Course Name: Business Environment Topic: Economic Role of Government	Course No.:BBA LLB - 206
Objectives	At the end of the lesson, students will be able to: a) Understand the various economic roles played by the government in a country. b) Identify and differentiate between regulatory, promotional, entrepreneurial, and planning roles. c) Analyze how these roles impact businesses and the economy.	
Teaching Aids	<ul style="list-style-type: none"> • PowerPoint presentation with role-wise examples • Whiteboard/Markers for mind mapping 	
Teaching Development	<p>Introduction (5 min):</p> <ul style="list-style-type: none"> • Ask: Why does the government get involved in the economy? • Ask: Can businesses function without government support? • Define: Economic roles of the government in ensuring fair competition and economic stability. <p>Development (30 min): Discuss roles:</p> <ul style="list-style-type: none"> • Regulatory Role – Enforcing laws and policies (e.g., SEBI) • Promotional Role – Subsidies, schemes (e.g., Make in India) • Entrepreneurial Role – Government-run enterprises (e.g., ONGC, Indian Railways) • Planning Role – Long-term strategies (e.g., NITI Aayog) <p>Examples:</p> <ul style="list-style-type: none"> • Ujjwala Yojana, PSU disinvestment, Environment Protection Act 	
Exercise	<p>Quiz Activity (10 min): Students answer 6 MCQs based on the lesson:</p> <ol style="list-style-type: none"> 1) SEBI regulates stock exchanges — Regulatory 2) Indian Railways — Entrepreneurial 3) Tax benefits for startups — Promotional 4) NITI Aayog — Planning 5) CCI ensures fair play — Regulatory 6) Advertising — Not a direct role 	
Closure	<p>(5 min):</p> <ul style="list-style-type: none"> • Recap four economic roles: Regulatory, Promotional, Entrepreneurial, Planning • Emphasize how these impact industrial growth and fair practices • Help businesses align with government policies <p>Suggested Reading:</p> <ul style="list-style-type: none"> • Business Environment by Francis Cherunilam • Economic Surveys and Policy Documents from the Government of India 	
Evaluation	<p>Reflective Questions (5 min):</p> <ul style="list-style-type: none"> • What is the most important economic role of the government 	



	<p>today?</p> <ul style="list-style-type: none">• Where is the entrepreneurial role increasing or decreasing?• Why should businesses understand these roles before entering a market?
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Lesson Plan No. 3.6	Course Name: Business Environment Topic: Stock Exchange: Concepts and Functions	Course No.: BBA LLB - 206
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Category	Details
Objectives	At the end of the lesson, students will be able to: a) Understand the concept and meaning of a stock exchange. b) Explain the key functions of a stock exchange in an economy. c) Recognize its role in business and investment decisions.
Teaching Aids	<ul style="list-style-type: none"> • PowerPoint presentation with real-time market data • Whiteboard/Markers for drawing and listing concepts
Teaching Development	<p>Introduction (5 min):</p> <ul style="list-style-type: none"> • Ask: What comes to mind when you hear "Stock Market"? • Ask: Have you heard of Sensex or Nifty? • Define: Stock Exchange is a regulated marketplace for buying/selling financial securities. <p>Examples: BSE, NSE, NYSE</p> <p>Development (30 min):</p> <p>a) Concept:</p> <ul style="list-style-type: none"> • Acts as a link between buyers and sellers of stocks • Organised and regulated by financial authorities (like SEBI) <p>b) Functions:</p> <ul style="list-style-type: none"> • Provides liquidity and marketability • Assists in pricing of securities • Ensures safety and regulation • Serves as an economic indicator • Facilitates capital formation • Platform for IPOs <p>c) Examples and Application:</p> <ul style="list-style-type: none"> • Show a real-time chart of NSE/BSE • Mention companies like Reliance, TCS, Infosys and how stock prices vary
Exercise	<p>Think–Pair–Share Activity (10 min):</p> <ul style="list-style-type: none"> • Think (2 min): Reflect individually on how the stock exchange affects businesses and investors • Pair (3 min): Discuss ideas with a partner • Share (5 min): Present group insights to the class
Closure	<p>Summary (5 min):</p> <ul style="list-style-type: none"> • Stock exchanges help mobilize savings, support capital formation, and reflect the economic health of a nation • Understanding stock exchange operations aids in sound financial and business decisions <p>Suggested Reading</p> <ul style="list-style-type: none"> • SEBI guidelines and reports • Economic Times, Business Standard • Company websites and investor relations pages



Evaluation	Reflective Questions (5 min): <ul style="list-style-type: none">• What is a stock exchange and how does it function?• Why is it important for investors and businesses?• How does it act as an economic indicator?
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Lesson Plan No. 3.7	Course Name: Business Environment Topic: SEBI – Introduction and Objectives	Course No.: BBA LLB - 206
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Category	Details
Objectives	At the end of the lesson, students will be able to: a) Understand the role and purpose of SEBI in the Indian financial system. b) Explain the key objectives and functions of SEBI. c) Analyze SEBI's regulatory and investor protection role.
Teaching Aids	<ul style="list-style-type: none">• PowerPoint presentation (origin, objectives, functions of SEBI)• Whiteboard/Markers for summarizing key points and facilitating discussions
Teaching Development	<p>Introduction (5 min):</p> <ul style="list-style-type: none">• Ask: Have you heard of SEBI?• Why is such a regulatory body important in the stock market?• Define SEBI: Securities and Exchange Board of India (est. 1988, statutory since 1992) <p>Development (30 min):</p> <p>a) SEBI Overview:</p> <ul style="list-style-type: none">• Regulates Indian capital markets• Ensures market efficiency and investor protection <p>b) Objectives:</p> <ul style="list-style-type: none">• Protect investor interests• Promote capital market development• Regulate market participants <p>c) Key Functions:</p> <ul style="list-style-type: none">• Regulates stock exchanges & intermediaries• Prevents fraud and insider trading• Conducts audits/investigations• Educates and informs investors <p>d) Real-World Examples:</p> <ul style="list-style-type: none">• SEBI action against insider trading• IPO disclosure guidelines for transparency
Exercise	<p>Group Activity: "SEBI Watchdog Role" (10 min)</p> <ul style="list-style-type: none">• Form 4–5 small groups• Assign each group one SEBI objective (e.g., investor protection, regulation, market development) <p>Each group will:</p> <ul style="list-style-type: none">• Discuss how SEBI fulfills the objective• Identify a news article/case example• Present a 2-minute summary to class



Closure	Summary (5 min): <ul style="list-style-type: none">• SEBI plays a vital role in regulating the capital market• Ensures investor protection, fair practices, and market development• Builds trust in India's financial system through regulation Suggested Reading SEBI Official Website <ul style="list-style-type: none">• <i>Business Environment</i> by Francis Cherunilam• Business news: <i>Economic Times</i>, <i>LiveMint</i>, <i>Business Standard</i>
Evaluation	Reflective Questions (5 min): <ul style="list-style-type: none">• What is SEBI, and why was it formed?• How does SEBI safeguard investor interests?• Why is regulation crucial in financial markets?



Lesson Plan No. 3.8	Course Name: Business Environment Topic: SEBI – Functions	Course No.: BBA LLB - 206
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Component	Details
Objectives	<ul style="list-style-type: none"> a. Understand the core functions of SEBI (Securities and Exchange Board of India). b. Classify the functions into protective, regulatory, and developmental roles. c. Analyze how SEBI’s functions impact investors and the capital market.
Teaching Aids (if any)	PowerPoint Presentation Whiteboard and Markers
Teaching Development	<p>Introduction (5 minutes) Ask Questions:</p> <ul style="list-style-type: none"> - Why do we need a regulator for the stock market? - What happens when stock markets are not monitored? <p>Define Key Concepts:</p> <ul style="list-style-type: none"> - SEBI is the regulatory authority for the Indian securities market, established to protect investor interests and regulate market practices. - Its functions are grouped into three main categories: Protective, Regulatory, and Developmental. <p>Development (30 minutes) a) Functions of SEBI: Protective Functions:</p> <ul style="list-style-type: none"> - Prohibits fraudulent and unfair trade practices - Educates investors - Checks insider trading - Promotes fair practices <p>Regulatory Functions:</p> <ul style="list-style-type: none"> - Regulates stock exchanges and market intermediaries - Registers and monitors functioning of brokers, underwriters, and mutual funds - Enforces guidelines for disclosure by companies <p>Developmental Functions:</p> <ul style="list-style-type: none"> - Promotes investor education - Encourages self-regulation among intermediaries - Facilitates innovation in securities market <p>b) Real-Life Examples:</p> <ul style="list-style-type: none"> - SEBI’s crackdown on insider trading cases like those involving high-profile companies. - Launch of online platforms and dematerialization processes promoted by SEBI.



Exercise (10 minutes)	Activity Type: Group Activity Instructions: <ul style="list-style-type: none">- Divide students into groups of 4–5.- Each group will be assigned one functional category of SEBI (Protective, Regulatory, or Developmental).- They will prepare 2 real-world examples and briefly explain how SEBI’s function applied to that situation.- Each group presents their key points to the class in 2 minutes.
Closure	Summarize: <ul style="list-style-type: none">- SEBI performs vital protective, regulatory, and developmental functions in India’s securities market.- It ensures transparency, investor protection, and fair trading practices.- Understanding SEBI’s functions helps build trust in market operations and informed investing. Suggested Reading: <ul style="list-style-type: none">- SEBI Official Website (www.sebi.gov.in)- “Indian Financial System” by M.Y. Khan- Articles from <i>The Economic Times</i> and <i>Business Standard</i> <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	Reflective Questions: <ul style="list-style-type: none">- What are the main categories under which SEBI functions?- Why is SEBI important for investor protection?- How does SEBI influence the growth of financial markets? Discussion: <ul style="list-style-type: none">- Encourage students to share their views on how SEBI’s regulations affect companies like Zerodha, Paytm, or NSE-listed firms. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>

Lesson Plan No. 4.1	Course Name: Business Environment Topic: Socio-Cultural Environment	Course No.: BBA LLB - 206
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Component	Details
Objectives	<ul style="list-style-type: none"> a. Understand the meaning of socio-cultural environment in a business context. b. Identify the key elements that constitute the socio-cultural environment. c. Analyze how socio-cultural factors influence consumer behavior and business strategies.
Teaching Aids	<ul style="list-style-type: none"> - PowerPoint slides with examples - Whiteboard and markers - Short video showing cultural influence on global brands
Teaching Development	<p>Introduction (5 minutes)</p> <p>Ask Questions:</p> <ul style="list-style-type: none"> - What do you think influences people's buying behavior apart from price and quality? - Can traditions or social norms affect business decisions? <p>Define Key Concept:</p> <ul style="list-style-type: none"> - The socio-cultural environment refers to the influence of society's culture, customs, values, beliefs, and demographics on business practices. <p>Development (30 minutes)</p> <p>a) Overview of Socio-Cultural Environment:</p> <ul style="list-style-type: none"> - Includes social values, traditions, lifestyle, language, education levels, family structures, religion, and population demographics. - These factors shape customer needs, preferences, and buying behavior. <p>b) Business Impact Examples:</p> <ul style="list-style-type: none"> - McDonald's localizing its menu in India to exclude beef and offer vegetarian options. - Nike using culturally relevant advertising in different regions. - Festivals like Diwali or Christmas influencing product launches and sales promotions. <p>c) Elements of Socio-Cultural Environment:</p> <ul style="list-style-type: none"> - Demographics (age, gender, education) - Lifestyle and consumption patterns - Religion and customs - Attitudes toward work, success, and leisure - Role of family and community



Exercise (10 minutes)	Activity Type: Think–Pair–Share Instructions: <ul style="list-style-type: none">- Think (2 minutes): Individually, students think of a product or brand and how it changed its business strategy due to socio-cultural factors.- Pair (3 minutes): Students pair up to discuss their thoughts.- Share (5 minutes): Selected pairs share examples with the class.
Closure	Summarize: <ul style="list-style-type: none">- The socio-cultural environment plays a crucial role in shaping business strategies and consumer preferences.- Understanding cultural values and social norms helps companies localize and connect better with markets.- Businesses must continuously adapt to evolving social trends to remain competitive. Suggested Reading: <ul style="list-style-type: none">- “<i>Business Environment</i>” by Francis Cherunilam- Case studies from HBR on cultural marketing- Articles from <i>The Economic Times</i> on cultural adaptation in business <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	Reflective Questions: <ul style="list-style-type: none">- What is the socio-cultural environment, and why is it important for businesses?- How can understanding social values help businesses design better products or services?- Can you think of a company that failed because it ignored cultural norms? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 4.2	Course Name: Business Environment Topic: Impact of Socio-Cultural Environment in Business	Course No.:BBA LLB - 206
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Component	Details
Objectives	<p>a. Understand what constitutes the socio-cultural environment.</p> <p>b. Analyze how socio-cultural factors affect business operations and strategies.</p> <p>c. Evaluate real-world examples of how businesses adapt to socio-cultural dynamics.</p>
Teaching Aids	<p>- PowerPoint slides with examples of socio-cultural influences on businesses</p>
Teaching Development	<p>Introduction (5 minutes)</p> <p>Ask Students:</p> <ul style="list-style-type: none">- What do you understand by the term “socio-cultural environment”?- Can you think of a time a company changed its product or service because of cultural values? <p>Explain Key Concepts:</p> <ul style="list-style-type: none">- The socio-cultural environment includes values, beliefs, attitudes, traditions, habits, and lifestyles of people in a society.- These factors deeply influence consumer behavior, marketing strategies, HR practices, and business ethics. <p>Development (30 minutes)</p> <p>Discussion Points:</p> <ul style="list-style-type: none">- Cultural Values & Beliefs: How religion, customs, and traditions affect consumer preferences (e.g., food choices in India).- Demographics & Social Trends: Age distribution, education levels, income levels, family structures, and how they influence demand.- Lifestyle Changes: Rise of health-conscious products, veganism, and sustainable goods.- Language & Communication: Importance of language in marketing and product labeling.- Gender Roles and Diversity: How inclusive policies improve company image and workforce strength. <p>Examples:</p> <ul style="list-style-type: none">- McDonald's vegetarian menu in India- Dove's campaigns promoting natural beauty- Nike's inclusive marketing strategy
Exercise (10 minutes)	<p>Group Activity – Case Study: Adapting to Culture – McDonald's in India</p> <p>Case Summary:</p>



	<p>When McDonald’s entered the Indian market, it faced a significant cultural challenge: a large segment of the population does not consume beef or pork for religious reasons. To adapt, McDonald’s created a separate vegetarian kitchen area and introduced items like the McAloo Tikki Burger, Paneer Wrap, and McVeggie—products that cater to Indian taste preferences and cultural values.</p> <p>Instructions:</p> <ul style="list-style-type: none">- Divide students into small groups (3–4 students per group).- Ask each group to read the case summary.- Discuss and answer the following:<ol style="list-style-type: none">1. What socio-cultural factors influenced McDonald’s business strategy in India?2. How did McDonald’s use cultural sensitivity to succeed in the Indian market?3. Can you think of another company that adapted similarly?- After discussion, one student from each group will share a brief summary of their group’s insights with the class.
Closure	<p>Summarize:</p> <ul style="list-style-type: none">- Socio-cultural factors strongly influence business decisions in marketing, HR, and operations.- Understanding these factors helps companies localize their approach and connect better with their audience.- Businesses that ignore cultural nuances may fail to succeed in international or diverse markets. <p>Suggested Reading:</p> <ul style="list-style-type: none">- “<i>Business Environment</i>” by Francis Cherunilam- Relevant articles from <i>Harvard Business Review</i> and <i>Forbes</i> on cultural business strategies <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions:</p> <ul style="list-style-type: none">- What is one way the socio-cultural environment can influence product design or marketing?- Why should multinational companies adapt to local cultural values?- How does the socio-cultural environment affect workforce management in a company? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No.4.3	Course Name: Business Environment Topic: Globalization-Introduction	Course No.:BBA LLB - 206
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Component	Details
Objectives	<ul style="list-style-type: none"> a. Understand the concept and meaning of globalization. b. Identify key drivers and features of globalization. c. Explain how globalization influences business and the economy.
Teaching Aids	<ul style="list-style-type: none"> - PowerPoint presentation with visuals and examples - Whiteboard and markers
Teaching Development	<p>Introduction (5 minutes)</p> <p>Ask Questions:</p> <ul style="list-style-type: none"> - Have you heard the term "globalization"? What do you think it means? - How do international brands like Nike, Apple, or Samsung reach your local market? <p>Define Key Concepts:</p> <ul style="list-style-type: none"> - Globalization refers to the increasing interconnection and interdependence of countries, economies, businesses, and people through trade, investment, technology, and cultural exchange. <p>Development (25 minutes)</p> <p>a) Concept and Meaning of Globalization</p> <ul style="list-style-type: none"> - Involves integration of national economies through trade and investment. - Enhances cross-border flow of goods, services, capital, people, and information. <p>b) Features of Globalization</p> <ul style="list-style-type: none"> - Liberal trade policies - Global supply chains - Multinational corporations (MNCs) - Technology transfer and innovation - Cultural exchange <p>c) Drivers of Globalization</p> <ul style="list-style-type: none"> - Advancements in technology and communication - Reduction in trade barriers - Growth of international institutions like WTO, IMF - Emergence of global markets <p>d) Impact on Business and Economy</p> <ul style="list-style-type: none"> - Expansion of markets - Increase in competition



	<ul style="list-style-type: none">- Access to global talent and innovation- Influence of foreign cultures and consumer behavior <p>Examples:</p> <ul style="list-style-type: none">- Amazon delivering globally- Tata Motors acquiring Jaguar Land Rover- Indian IT companies offering services worldwide
Exercise (10 minutes)	<p>Activity: Think – Pair – Share</p> <p>Think (2 minutes): Individually, students reflect on a global brand or product they use and how it represents globalization.</p> <p>Pair (3 minutes): Pair with a classmate and share your example and thoughts.</p> <p>Share (5 minutes): Volunteers from each pair present their example and explain how it is linked to globalization.</p>
Closure	<p>Summarize:</p> <ul style="list-style-type: none">- Globalization connects markets, economies, and cultures across borders.- It brings opportunities (access to markets, innovation) and challenges (competition, cultural shifts).- Understanding globalization is vital for businesses to stay relevant and competitive in today’s world. <p>Suggested Reading:</p> <ul style="list-style-type: none">- “<i>Global Business Today</i>” by Charles W. L. Hill- Articles from <i>Harvard Business Review</i> and <i>The Economist</i> on globalization trends <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions:</p> <ul style="list-style-type: none">- What is globalization and how does it affect your daily life?- Why is globalization important for businesses today?- What are the possible benefits and risks of globalization? <p>Discussion:</p> <ul style="list-style-type: none">- Encourage students to give real-life examples of companies influenced by globalization.- Discuss how local businesses adapt to global trends. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 4.4	Course Name: Business Environment Topic: Globalization and its Impact on Business	Course No.: BBA LLB - 206
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Component	Details
Objectives	<ul style="list-style-type: none"> a. Understand the meaning of globalization and its dimensions. b. Analyze the positive and negative impacts of globalization on businesses, economies, and societies. c. Discuss real-world examples of globalization's impact through a case study.
Teaching Aids	<ul style="list-style-type: none"> - PowerPoint presentation with diagrams and examples - Whiteboard/markers
Teaching Development	<p>Introduction (5 minutes)</p> <p>Ask Questions:</p> <ul style="list-style-type: none"> - Can globalization be seen in the clothes you wear, the food you eat, or the phone you use? - Is globalization always beneficial? Why or why not? <p>Define Key Concepts:</p> <ul style="list-style-type: none"> - Globalization is the increasing interaction and integration among people, companies, and governments worldwide, driven by international trade, investment, and technology. <p>Development (25 minutes)</p> <p>a) Dimensions of Globalization</p> <ul style="list-style-type: none"> - Economic (Trade, MNCs, outsourcing) - Cultural (Western influence, lifestyle changes) - Technological (Global tech companies, internet access) - Political (Global governance, treaties) <p>b) Positive Impacts</p> <ul style="list-style-type: none"> - Access to global markets and technology - Growth in foreign direct investment (FDI) - Creation of jobs - Enhanced consumer choices <p>c) Negative Impacts</p> <ul style="list-style-type: none"> - Threat to local industries - Cultural homogenization - Income inequality - Environmental concerns
Exercise (10 minutes)	<p>Case Study Discussion (Group Activity)</p> <p>Case: Walmart's Entry into India</p>



	<p> Background: Walmart, the world's largest retail chain, entered India through a joint venture with Bharti Enterprises. It aimed to expand its retail operations and capitalize on India's growing middle class. However, Walmart faced challenges related to Indian laws, supply chains, political resistance, and cultural shopping habits.</p> <p>Instructions:</p> <ul style="list-style-type: none">- Divide the class into small groups (4–5 students).- Provide each group with the case summary.- Ask each group to discuss the following:<ol style="list-style-type: none">1. What were the benefits and challenges of Walmart's globalization move into India?2. How did the Indian market respond?3. What lessons can other MNCs learn from this case?- Each group will briefly present their thoughts.
Closure	<p>Summarize:</p> <ul style="list-style-type: none">- Globalization brings both opportunities and challenges.- Businesses must adapt to cultural, legal, and market differences in different countries.- Real-world cases like Walmart in India offer insights into how globalization can shape business strategies. <p>Suggested Reading:</p> <ul style="list-style-type: none">- <i>Global Business Today</i> by Charles W. L. Hill- News articles on globalization trends (e.g., <i>Business Standard</i>, <i>The Economic Times</i>) <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions:</p> <ul style="list-style-type: none">- What are the major benefits of globalization for developing countries?- How can globalization lead to job losses or gains in a country?- How do companies balance global standardization with local customization? <p>Discussion Prompt:</p> <ul style="list-style-type: none">- Can you think of another global company that succeeded or failed in a new country? Why? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 4.5	Course Name: Business Environment Topic: Social Audit	Course No.:BBA LLB - 206
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Component	Details
Objectives	<ul style="list-style-type: none"> a. Understand the concept and importance of social audits in business operations. b. Identify the key components of a social audit. c. Analyze the role of social audits in enhancing corporate social responsibility (CSR).
Teaching Aids	<ul style="list-style-type: none"> - PowerPoint slides - Whiteboard/Markers - Digital quiz for exercise
Teaching Development	<p>Introduction (5 minutes)</p> <p>Ask Questions:</p> <ul style="list-style-type: none"> - What do you understand by Corporate Social Responsibility (CSR)? - Why do businesses engage in social audits? <p>Define Key Concepts:</p> <ul style="list-style-type: none"> - <i>Social Audit</i>: A social audit is a process used by organizations to assess and evaluate their social, environmental, and ethical performance. It ensures accountability and transparency regarding their impact on stakeholders and society. - Social audits typically cover areas such as labor practices, environmental impact, and community involvement. <p>Development (30 minutes)</p> <p>a) Understanding Social Audit</p> <ul style="list-style-type: none"> - <i>Definition</i>: A social audit is a comprehensive review of a company's practices, policies, and contributions to society. It is conducted independently or internally to ensure that business activities align with ethical standards and societal welfare. <p>Components of Social Audit:</p> <ul style="list-style-type: none"> - Objectives: Identify social, environmental, and community goals. - Stakeholder Involvement: Understanding the needs of employees, communities, and other stakeholders. - Data Collection: Gathering data on social performance, including surveys, interviews, and documentation. - Assessment and Reporting: Analyzing the findings and reporting on whether the company is meeting its social responsibilities. - Recommendations: Providing suggestions for improving social responsibility practices. <p>b) Importance of Social Audits</p> <ul style="list-style-type: none"> - Enhances accountability and transparency



	<ul style="list-style-type: none">- Helps organizations align with societal values and ethical standards- Builds trust with stakeholders, customers, and the community- Improves long-term business sustainability- Identifies potential risks related to social responsibility <p>c) Real-World Examples</p> <ul style="list-style-type: none">- <i>Example 1:</i> A company conducting a social audit to assess its labor practices in a developing country where it operates, ensuring fair wages and safe working conditions.- <i>Example 2:</i> A company performing a social audit to evaluate its environmental impact, such as waste management practices, and to ensure compliance with local environmental regulations.
<p>Exercise (10 minutes)</p>	<p>Quiz on Social Audit</p> <p>Instructions:</p> <ul style="list-style-type: none">- Distribute the quiz to the students.- The quiz will consist of multiple-choice questions (MCQs) and true/false questions. <p>Sample Quiz:</p> <ol style="list-style-type: none">1. What is the primary goal of a social audit?<ol style="list-style-type: none">a) To assess financial performanceb) To evaluate social, environmental, and ethical impactc) To conduct market researchd) To increase sales2. Which of the following is a component of a social audit?<ol style="list-style-type: none">a) Stakeholder involvementb) Market share analysisc) Profit maximizationd) Sales forecasting3. True or False: A social audit only involves analyzing a company's environmental practices.<ol style="list-style-type: none">a) Trueb) False4. Why is stakeholder involvement crucial in a social audit?<ol style="list-style-type: none">a) To gather data on company profitsb) To ensure the audit is aligned with community needs and expectationsc) To analyze competitor performanced) To forecast future business trends5. What does a social audit typically report on?<ol style="list-style-type: none">a) Financial performanceb) Labor practices, environmental impact, and community involvement



	<p>c) Product design d) Market share</p>
Closure	<p>Summarize:</p> <ul style="list-style-type: none">- Social audits are vital for ensuring a company's activities align with its social responsibilities and ethical standards.- They help businesses understand their impact on the community, environment, and society while fostering transparency and trust.- Conducting regular social audits allows businesses to improve their corporate social responsibility practices and contribute positively to society. <p>Suggested Reading:</p> <ul style="list-style-type: none">- <i>Corporate Social Responsibility: A Case Approach</i> by Naresh K. Malhotra- Articles on social audit practices in corporate governance (e.g., <i>Harvard Business Review</i>) <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions:</p> <ul style="list-style-type: none">- Why is a social audit important for a business in terms of CSR?- What are the potential consequences for a company that fails to conduct a social audit?- How does a social audit contribute to improving business practices in the long term? <p>Discussion Prompt:</p> <ul style="list-style-type: none">- Share an example of a company that you think conducts a good social audit. What are the key aspects that make it effective? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 4.6	Course Name: Business Environment Topic: Demographic Environment- Concept	Course No.: BBA LLB - 206
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Component	Details
Objectives	<p>a. Understand the concept of the demographic environment and its relevance to business decisions.</p> <p>b. Identify key demographic factors that impact businesses.</p> <p>c. Recognize the role of demographic trends in shaping marketing strategies and business planning.</p>
Teaching Aids	<p>- PowerPoint slides to explain demographic concepts and trends</p> <p>- Whiteboard/Markers for note-taking</p>
Teaching Development	<p>Introduction (5 minutes)</p> <p>Ask Questions:</p> <ul style="list-style-type: none">- What factors do you think contribute to the demographic environment of a country?- How might changes in population impact businesses and markets? <p>Define Key Concepts:</p> <ul style="list-style-type: none">- <i>Demographic Environment</i>: Refers to the study of human populations, focusing on characteristics such as age, gender, income, education level, and geographic distribution.- <i>Importance to Business</i>: Understanding demographic trends helps businesses target products, services, and marketing efforts effectively. Changes in demographics influence demand, product design, and business operations. <p>Development (30 minutes)</p> <p>a) Key Demographic Factors:</p> <ul style="list-style-type: none">- <i>Population Size and Growth Rate</i>: Determines the potential market size. High growth leads to increased demand.- <i>Age Distribution</i>: Different age groups have distinct needs (e.g., millennials vs. baby boomers).- <i>Gender and Family Structure</i>: Impacts product demand (e.g., trends in single-person households).- <i>Education Levels</i>: Higher education levels influence income and spending behavior.- <i>Geographic Distribution</i>: Urbanization and regional population shifts affect location-based strategies. <p>b) Role of Demographic Trends in Business Planning:</p> <ul style="list-style-type: none">- Businesses can tailor offerings, pricing, and marketing based on demographic shifts.- Growing elderly population may drive demand for healthcare services.



	<p>- Demographic data aids in market segmentation, allowing targeted strategies for specific customer groups.</p>
Exercise (5 minutes)	<p>One-Minute Paper Activity</p> <p>Instructions:</p> <ul style="list-style-type: none">- Ask students to reflect on the concept of the demographic environment and its relevance to businesses.- Students write brief responses to the following questions: <p>Questions:</p> <ol style="list-style-type: none">1. How do you think changes in population size might impact businesses in a country?2. In what ways can businesses adapt their strategies to changes in age distribution (e.g., a growing senior population)?3. How might understanding gender and family structures help a company design better products or services?
Closure	<p>Summarize:</p> <ul style="list-style-type: none">- The demographic environment is critical in shaping business strategies.- Understanding factors like population size, age, education, and geographic distribution helps businesses meet evolving consumer needs.- Adapting to demographic shifts ensures companies stay competitive and relevant. <p>📖 Suggested Reading:</p> <ul style="list-style-type: none">- <i>Marketing Management</i> by Philip Kotler- Articles on demographic trends and their impact on business strategy <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions:</p> <ol style="list-style-type: none">1. Why is understanding the demographic environment essential for businesses?2. How can demographic trends help businesses make strategic decisions?3. How can a business adapt to a rapidly changing demographic environment? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No.4.7	Course Name: Business Environment Topic:Demographic Environment and its Impact	Course No.:BBA LLB - 206
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Component	Details
Objectives	<ul style="list-style-type: none"> a. Define and understand the concept of the demographic environment. b. Identify key demographic variables that influence business decisions. c. Analyze the impact of demographic shifts on marketing, human resources, and business strategies.
Teaching Aids	<ul style="list-style-type: none"> - ICT Tools: PowerPoint slides with charts, population trends, and infographics - Whiteboard/Markers: For explaining demographic concepts and frameworks
Teaching Development	<p>Introduction (5 minutes)</p> <p>Ask Questions:</p> <ul style="list-style-type: none"> - How do you think changes in the population can affect businesses in a country? - Why might businesses be concerned about demographic shifts like an aging population or migration? - Can you think of any companies that have adapted their strategies based on demographic trends? <p>Define Key Concepts:</p> <ul style="list-style-type: none"> - <i>Demographic Environment:</i> Refers to the characteristics and trends of a population such as age, income, family size, education level, and geographic distribution. - <i>Impact on Business:</i> The demographic environment can affect the demand for products, marketing strategies, human resource needs, and operational plans. <p>Development (25 minutes)</p> <p>a) The Impact of Demographic Factors on Business Operations:</p> <p>Population Growth:</p> <ul style="list-style-type: none"> - A growing population leads to an increase in potential customers, creating opportunities for businesses. - <i>Example:</i> The housing industry and healthcare services often expand with a growing population. <p>Age Distribution:</p> <ul style="list-style-type: none"> - Businesses need to adjust their strategies based on the dominant age group in the population. - <i>Example:</i> An aging population may increase demand for healthcare products and services.



	<p>Urbanization and Migration:</p> <ul style="list-style-type: none"> - Movement from rural to urban areas creates new market opportunities. - <i>Example:</i> Retailers may target urban areas with higher income levels and dense populations. <p>Educational Levels and Skills:</p> <ul style="list-style-type: none"> - Higher education levels raise demand for tech, education, and entertainment. - <i>Example:</i> Increased education in emerging economies drives tech and e-commerce sectors. <p>b) How Businesses Can Adapt to Demographic Changes:</p> <p>Market Segmentation:</p> <ul style="list-style-type: none"> - Segmenting based on age, income, and education helps tailor offerings. - <i>Example:</i> Nestle offers specialized products for different age groups. <p>Product and Service Innovation:</p> <ul style="list-style-type: none"> - New products/services address evolving demographic needs. - <i>Example:</i> Rise in organic and health-based food products for health-conscious consumers. <p>Location Strategy:</p> <ul style="list-style-type: none"> - Focus on specific regions based on population shifts. - <i>Example:</i> Fast food chains may target young urban populations.
<p>Exercise (10 minutes)</p>	<p>Case Study Activity</p> <p>Case Study Title: <i>The Impact of the Aging Population on Business</i></p> <p>Scenario: A retail chain catering to young consumers in urban areas is seeing declining sales. It considers shifting towards healthcare products and services to target the aging population.</p> <p>Instructions:</p> <ul style="list-style-type: none"> - Divide students into small groups (3–4 per group). - Discuss: <ol style="list-style-type: none"> 1. What demographic trends are affecting the retail chain? 2. What products or services should be introduced? 3. How should the marketing and operations be adapted to older customers? - Each group presents their findings in 3–5 minutes.
<p>Closure</p>	<p>Summarize:</p> <ul style="list-style-type: none"> - Demographic factors like age, population growth, and migration are crucial in business strategy.



	<ul style="list-style-type: none">- Businesses must adjust product offerings, marketing, and operations to meet evolving consumer needs.- Companies that adapt to demographic trends can remain competitive and ensure sustainable growth. <p>Suggested Reading:</p> <ul style="list-style-type: none">- <i>Marketing Management</i> by Philip Kotler- Articles from McKinsey & Company, Harvard Business Review, and World Economic Forum on demographic trends and business impact <p>Spend 5 minutes to consolidate key takeaways.</p>
Evaluation	<p>Reflective Questions:</p> <ol style="list-style-type: none">1. How do demographic changes influence product development?2. How can businesses use demographic information to better target their marketing efforts?3. Why is it important for businesses to continuously monitor demographic shifts? <p>Spend 5 minutes to evaluate student assimilation of the lesson content.</p>



Lesson Plan No. 4.8	Course Name: Business Environment Topic: MNCs-Concept	Course No.:BBA LLB - 206
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Component	Details
Objectives	At the end of the lesson, the student shall be able to: a. Define the concept of Multinational Corporations (MNCs). b. Understand the features that distinguish MNCs from domestic companies. c. Recognize the role and significance of MNCs in the global and local economy.
Teaching Aids (if any)	<ul style="list-style-type: none"> • PowerPoint Presentation • Whiteboard/Marker
Teaching Development	<p>Introduction (5 minutes): Engagement Questions: – Have you heard of companies like Coca-Cola, Samsung, or Nestlé? – What makes them different from local businesses?</p> <p>Definition: An MNC (Multinational Corporation) is a company that owns or controls production or service facilities in more than one country. MNCs operate on a global scale and are a key driver of globalization.</p> <p>Development (25 minutes): Key Characteristics of MNCs: – Large scale operations – International production and marketing – Advanced technology and R&D – Professional management – Global brand image</p> <p>Examples of MNCs: – Apple Inc. – Design in the USA, manufacturing in China, markets globally – Unilever – Operates in over 190 countries – Toyota – Production facilities in various continents</p> <p>Advantages of MNCs: – Create employment opportunities – Bring in foreign direct investment (FDI) – Introduce advanced technology – Enhance global trade relations</p> <p>Disadvantages/Criticisms: – Exploitation of labor in developing countries – Cultural homogenization – Influence on local politics and economies</p>
Exercise	Case Study: Nestlé in India Nestlé, a Swiss multinational food and beverage company, has been



	<p>operating in India since the 1960s. It is known for products like Maggi, Nescafé, and KitKat. Over the years, Nestlé has established strong manufacturing and supply chain networks in India, providing employment and contributing to the Indian economy.</p> <p>However, Nestlé faced a major setback in 2015 when its flagship product Maggi Noodles was temporarily banned due to alleged excessive lead content. This incident raised questions about food safety, corporate responsibility, and consumer trust in MNCs.</p> <p>Instructions for Group Activity (10–12 minutes): Step 1: Divide the class into small groups (4–5 students each). Step 2: Each group will discuss the following prompts: – What benefits has Nestlé brought to India as an MNC? – What were the key concerns raised during the Maggi controversy?</p>
Closure	<p>Summarize:</p> <ul style="list-style-type: none">– MNCs are companies operating in multiple countries with significant economic influence.– They bring investment, technology, and jobs but may also create social and economic challenges.– Understanding MNCs helps analyze global business trends and economic interdependence. <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions (5 minutes):</p> <ul style="list-style-type: none">– What are the defining characteristics of a multinational corporation?– How do MNCs benefit developing countries?– Why are MNCs often criticized despite their advantages? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 4.9	Course Name: Business Environment Topic: MNC-Government Policy towards foreign capital during the post reform period.	Course No.:BBA LLB - 206
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Component	Details
Objectives	At the end of the lesson, the student shall be able to: <ol style="list-style-type: none"> Understand the government's policy approach towards foreign capital after the 1991 economic reforms. Evaluate the role of policy liberalization in promoting MNC growth in India. Analyze how reforms shaped India's foreign investment environment.
Teaching Aids (if any)	<ul style="list-style-type: none"> • ICT: PowerPoint slides showing timelines of reforms and FDI inflows. • Whiteboard/Markers for flow charts and timelines.
Teaching Development	<p>Introduction (5 minutes): Ask students:</p> <ul style="list-style-type: none"> – What changes do you think the Indian economy went through post-1991? – How has the presence of foreign companies in India changed since then? <p>Brief Introduction:</p> <ul style="list-style-type: none"> – 1991 Economic Crisis and Liberalization. – The role of New Industrial Policy and FDI policies in encouraging foreign capital. <p>Development (30 minutes):</p> <p>a) Pre-Reform vs Post-Reform FDI Environment</p> <ul style="list-style-type: none"> – Restrictions before 1991: Licensing, FERA regulations, caps on foreign equity. – Post-1991 Reforms: <ul style="list-style-type: none"> • Introduction of FEMA • Liberal FDI norms (automatic and approval routes) • Sectoral liberalization (retail, telecom, defense) <p>b) Government Measures Post-Reforms</p> <ul style="list-style-type: none"> – Establishment of FIPB (Foreign Investment Promotion Board) – Rise of Make in India, Startup India, and Ease of Doing Business rankings – Increase in Bilateral Investment Treaties and Double Taxation Avoidance Agreements (DTAA) <p>c) Impact on MNCs and Indian Economy</p> <ul style="list-style-type: none"> – Entry of companies like Amazon, Microsoft, Hyundai, IKEA – Increased technology transfer, job creation, and competition



Exercise	Think–Pair–Share Activity (10 minutes): Prompt: "How did the 1991 liberalization policies shape the attitude of foreign investors towards India, and what challenges do MNCs still face despite reforms?" Step 1 – Think (2 minutes): Students reflect individually and write down 2 points. Step 2 – Pair (3 minutes): Discuss their thoughts with a partner. Step 3 – Share (5 minutes): Each pair shares one idea with the class. Instructor highlights themes such as: – Investor confidence – Policy consistency – Bureaucratic hurdles
Closure	Summarize: – Government reforms post-1991 made India an attractive FDI destination. – MNCs played a vital role in transforming sectors like telecom, IT, and retail. – Continuous reforms are needed for smoother foreign investment flows. Suggested Reading: • "Business: A Changing World" by O.C. Ferrell, Geoffrey Hirt, and Linda Ferrell • Read chapters on the fundamentals of business and its characteristics Spend 5 minutes to wrap up and consolidate the learnings.
Evaluation	Reflective Questions (5 minutes): • What were the major changes introduced in the 1991 economic reforms? • Why did India need to attract foreign capital? • How have MNCs responded to liberalized FDI policies? Spend 5 minutes to evaluate student assimilation of the lesson contents.



Lesson Plan No. 5.1	Course Name: Business Environment Topic: Natural Environment Concept	Course No.:BBA LLB - 206
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Objectives	At the end of the lesson, the student shall be able to: a. Understand the concept of the natural environment and its significance for businesses. b. Recognize the various factors in the natural environment that can impact business operations. c. Assess the impact of environmental changes on business strategies.
Teaching Aids (if any)	<ul style="list-style-type: none"> • ICT: PowerPoint slides explaining the natural environment and its components. • Whiteboard/Markers: To illustrate key concepts and the relationship between business and the natural environment. • Case Studies: Real-world examples of businesses affected by environmental changes (e.g., climate change, resource depletion).
Teaching Development	<p>Introduction (5 minutes): Ask Questions: – How do you think the natural environment affects businesses? – Can you think of examples where environmental changes influenced a company’s strategy?</p> <p>Development (30 minutes): a) Meaning of the Natural Environment: – The natural environment refers to the physical environment, including natural resources, weather conditions, geographical features, and ecological changes, that affect business operations.</p> <p>b) Impact of the Natural Environment on Business:</p> <ul style="list-style-type: none"> • Resource Availability: Access to natural resources (raw materials, water, energy) can directly influence production processes and costs. • Climate Change: Weather patterns, including temperature, rainfall, and extreme events, can impact business operations, supply chains, and infrastructure. • Ecological Considerations: Environmental regulations, waste management, sustainability, and eco-friendly business practices are becoming increasingly important for businesses. • Public Perception: Consumers are becoming more environmentally conscious, and businesses need to adapt to meet demand for sustainable products.
Exercise	<p>Think–Pair–Share Activity (10 minutes): Topic: Natural Environment and Its Impact on Business</p> <p>Objective: To encourage students to think critically about how environmental factors influence business decisions and sustainability strategies.</p> <p>Instructions:</p>



	<p>Step 1 – Think (2 minutes):</p> <ul style="list-style-type: none">– Individually, students reflect on: “How can changes in the natural environment—such as climate change, pollution, or resource depletion—affect business operations and strategies?”– Write thoughts in bullet points. <p>Step 2 – Pair (3 minutes):</p> <ul style="list-style-type: none">– Discuss thoughts with a partner.– Share specific examples of companies affected by environmental changes (e.g., floods, droughts, carbon regulations). <p>Step 3 – Share (5 minutes):</p> <ul style="list-style-type: none">– Each pair shares a key insight or example with the class.– Instructor notes common themes: shift to sustainable practices, increased operational costs, risk management, innovation.
Closure	<p>Summarize:</p> <ul style="list-style-type: none">– The natural environment significantly impacts how businesses source materials, produce goods, and plan for sustainability.– Climate change, resource scarcity, and ecological regulations are reshaping business strategies globally.– Understanding environmental influence is crucial for risk management and innovation in sustainable operations. <p>Suggested Reading:</p> <ul style="list-style-type: none">• “Business Environment” by Francis Cherunilam – Chapter on Natural Environment• Articles from Harvard Business Review and The Guardian on climate change and corporate strategy• UN Global Compact Reports on sustainable business practices <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions (5 minutes):</p> <ul style="list-style-type: none">• What is meant by the natural environment in a business context?• How can environmental changes create risks or opportunities for businesses?• Why is it important for companies to integrate environmental concerns into their strategy? <p>Discussion:</p> <ul style="list-style-type: none">– Encourage students to share real examples of companies that have adopted green practices or altered their operations due to environmental pressures (e.g., Patagonia, Tesla, IKEA).– Prompt students to think about how businesses in different sectors (agriculture, fashion, tech) might experience environmental impacts differently. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 5.2	Course Name: Business Environment Topic:	Course No.:BBA LLB - 206
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Component	Details
Objectives	At the end of the lesson, the student shall be able to: a. Define and differentiate between various types of natural environments. b. Understand how each type influences business operations. c. Identify examples of businesses impacted by different natural environments.
Teaching Aids (if any)	<ul style="list-style-type: none"> • ICT: PowerPoint slides with visuals of various natural environments (e.g., forest, desert, coastal, mountainous). • Whiteboard/Markers: For listing types and mapping business examples.
Teaching Development	<p>Introduction (5 minutes): Ask: – What do you think are different types of natural environments? – Do businesses operate the same way in every type of environment? Define the Natural Environment broadly, then lead into its types.</p> <p>Development (25 minutes): a) Types of Natural Environment:</p> <ul style="list-style-type: none"> • Forests: <ul style="list-style-type: none"> – Rich in biodiversity and resources like timber, medicinal plants. – Affects industries like paper, furniture, and pharmaceuticals. • Deserts: <ul style="list-style-type: none"> – Harsh climates, limited water, challenges in logistics. – Energy sector (solar power), mining, and defense equipment industry. • Mountains: <ul style="list-style-type: none"> – Difficult terrain but tourism, adventure sports, tea/coffee plantations thrive. – Affects transportation and infrastructure development. • Coastal Areas: <ul style="list-style-type: none"> – Ideal for ports, shipping, tourism, fishing industries. – Prone to storms and rising sea levels—risk management required. • Plains: <ul style="list-style-type: none"> – Fertile land, agriculture and manufacturing-friendly. – Infrastructure and supply chain operations are easier. • Urban/Natural Mix (Semi-urban): <ul style="list-style-type: none"> – Industrial belts near natural resources, affects pollution, regulatory compliance. <p>b) Business Implications:</p> <ul style="list-style-type: none"> • Location-based decision-making



	<ul style="list-style-type: none">• Environmental risk assessment• Adapting strategies to suit local natural conditions
Exercise	<p>Quiz: Types of Natural Environment (10 minutes):</p> <p>Instructions:</p> <ul style="list-style-type: none">– Conduct a short 5-question quiz based on the types discussed.– Students answer individually; answers are reviewed immediately after. <p>Sample Quiz Questions:</p> <ol style="list-style-type: none">1. Which type of natural environment is most suitable for solar energy projects? a) Coastal b) Desert c) Forest d) Mountain Answer: b)2. What is a major challenge for businesses in mountainous environments? a) Excessive competition b) Lack of water c) Difficult transportation d) High temperatures Answer: c)3. Which business is least likely to be found in a forest environment? a) Logging b) Ecotourism c) Pharmaceuticals d) Steel manufacturing Answer: d)4. Why are coastal areas attractive to certain businesses? a) High elevation b) Presence of mountains c) Proximity to ports d) Desert climate Answer: c)5. Which environment type is most ideal for agriculture and infrastructure development? a) Forest b) Mountain c) Plain d) Coastal Answer: c)
Closure	<p>Summarize:</p> <ul style="list-style-type: none">– The natural environment can be categorized into different types like forests, deserts, mountains, plains, and coastal areas.– Each type presents unique opportunities and challenges for businesses.– Understanding these differences is crucial for planning operations, logistics, and sustainability strategies. <p>Suggested Reading:</p> <ul style="list-style-type: none">• “Business Environment” by Francis Cherunilam – Chapter on Natural Environment• World Bank Reports on Business and Climate• Government of India Environment Ministry resources on regional environments <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions (5 minutes):</p> <ul style="list-style-type: none">• What type of natural environment is most favorable for starting a manufacturing plant? Why?• How does the type of environment influence the kind of business that can be successful there?• Can a business operating in a desert or mountainous region be sustainable in the long run?



	<p>Discussion:</p> <ul style="list-style-type: none">– Share examples of businesses in your region and how the natural environment has shaped their growth and strategies. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>
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Lesson Plan No. 5.3	Course Name: Business Environment Topic: Technological Environment - Concept	Course No.:BBA LLB - 206
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Component	Details
Objectives	At the end of the lesson, the student shall be able to: a. Understand the concept and significance of the technological environment in business. b. Identify the impact of technological changes on various industries. c. Analyze real-world examples of how technology has transformed businesses.
Teaching Aids (if any)	<ul style="list-style-type: none"> • ICT: PowerPoint presentation with visuals of technological trends (e.g., AI, automation, e-commerce). • Whiteboard/Markers for listing industries affected by technology. • Video clip on a tech innovation (optional).
Teaching Development	<p>Introduction: Ask students: – How often do you use technology in daily life? – How has technology changed how businesses operate in the last 10 years?</p> <p>Define: Technological Environment refers to external factors related to innovation, R&D, and advancements in tools, machines, and systems that impact business efficiency, competitiveness, and customer experience.</p> <p>Development (25 minutes): a) Components of Technological Environment:</p> <ul style="list-style-type: none"> • Innovation: Introduction of new products or services. • Automation: Machines replacing manual labor. • Research and Development (R&D): Investment to improve processes or create new goods. • Digital Transformation: Use of digital tech to streamline operations. • Technological Obsolescence: Rapid change making old products/services irrelevant. <p>b) Impact on Business:</p> <ul style="list-style-type: none"> • Improved efficiency and productivity • Enhanced customer service • Shortened product life cycles • Increased global competitiveness • High investment costs in tech upgrades <p>Examples:</p> <ul style="list-style-type: none"> • Amazon using AI in customer recommendations • Tesla’s innovation in electric vehicle tech • Zomato & Swiggy’s use of real-time tracking systems



Exercise	<p>Case Study-Based Group Activity (10 minutes): Case Title: “How Domino’s Transformed Its Business with Technology”</p> <p>Case Summary: Domino’s Pizza faced heavy competition and falling sales in the early 2010s. The company invested in a technology-driven strategy by launching an online ordering platform, AI-driven order tracking, and a mobile app. It allowed customers to customize orders, track deliveries in real time, and provide feedback. These innovations led to a significant increase in customer satisfaction and revenue.</p> <p>Group Instructions:</p> <ul style="list-style-type: none">• Divide into groups of 4–5 students.• Discuss and answer:<ul style="list-style-type: none">– What technological strategies helped Domino’s regain customer trust and grow?– What risks might be involved in relying heavily on technology?– Can similar strategies be used in other businesses (e.g., retail, healthcare)? <p>Class Sharing (5 minutes): Each group presents 1 key takeaway or idea from their discussion.</p>
Closure	<p>The technological environment shapes how businesses operate, compete, and deliver value to customers. Companies must adapt quickly to new technologies to stay relevant. Strategic investment in technology drives innovation, efficiency, and growth.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions (5 minutes):</p> <ul style="list-style-type: none">• What are the advantages of embracing technological change in business?• What challenges do businesses face in adapting to new technologies?• Can technology completely replace human intervention in business operations? <p>Discussion:</p> <ul style="list-style-type: none">• Share a business or startup you admire for its use of technology and how it has impacted your experience as a customer. <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 5.4	Course Name: Business Environment Topic: Elements of Technological Environment	Course No.:BBA LLB - 206
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Component	Details
Objectives	At the end of the lesson, the student shall be able to: a. Understand the concept of technological environment in business. b. Identify and explain the key elements of the technological environment. c. Recognize the importance of monitoring technological changes for business strategy.
Teaching Aids (if any)	<ul style="list-style-type: none">• ICT: PowerPoint slides showing current examples of tech in business.• Whiteboard/Markers for listing elements.• Real-world illustrations (e.g., AI, Blockchain, Cloud Computing).
Teaching Development	<p>Introduction (5 minutes): Ask students: – What is one technology you think has changed business recently? – Why do businesses need to keep up with technological changes?</p> <p>Define: Technological Environment is the external environment made up of innovations, inventions, and the overall pace of technological change affecting the way businesses operate.</p> <p>Development (25 minutes): Key Elements of Technological Environment:</p> <ul style="list-style-type: none">• Level of Technology – The current state of technical know-how (e.g., robotics, IoT).• Technology Transfer – The sharing or importing of technology from other countries or sectors.• Research and Development (R&D) – Investment in discovering new processes or products.• Rate of Technological Change – Speed at which new tech replaces old systems.• Innovation – Introduction of improved or entirely new products or services.• Government's Role in Technology – Policies, incentives, and support for tech adoption. <p>Examples:</p> <ul style="list-style-type: none">• Use of drones in agriculture• AI in healthcare diagnostics• Online banking and mobile payments <p>Discuss how these elements create opportunities and risks for businesses.</p>



Exercise	One-Minute Paper Activity (10 minutes): Instructions: <ul style="list-style-type: none">• Ask students to take out a sheet of paper or open a note on their device. Question:  “Which element of the technological environment do you think has the most impact on businesses today, and why?” After one minute, collect a few responses and discuss common themes. Highlight critical thinking and diverse opinions.
Closure	Summarize: <ul style="list-style-type: none">• The technological environment is made up of various elements that influence innovation and competitiveness.• Businesses must monitor and adapt to tech changes to remain relevant.• Understanding these elements helps in strategic planning and investment. Suggested Reading: <ul style="list-style-type: none">• <i>Business Environment</i> by Francis Cherunilam• Articles from <i>MIT Technology Review</i> or <i>McKinsey Insights</i>• Case studies from Indian tech-driven startups Spent 5 minutes to wrap up and consolidate the learnings.
Evaluation	Reflective Questions (5 minutes): <ul style="list-style-type: none">• What role does innovation play in shaping business operations?• How can R&D give a business competitive advantage?• Why is it important for businesses to track the rate of technological change? Spent 5 minutes to evaluate student assimilation of the lesson contents.

Lesson Plan No. 5.5	Course Name: Business Environment Topic: Technology, Society and Economic effects of Technology	Course No.: BBA LLB - 206
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Component	Details
Objectives	At the end of the lesson, the student shall be able to: <ol style="list-style-type: none"> Understand the relationship between technology and society. Analyze the economic effects of technological changes. Evaluate the benefits and challenges posed by technology in both social and business contexts.
Teaching Aids (if any)	<ul style="list-style-type: none"> ICT: PowerPoint slides with examples and infographics. Video clip: "How Technology Is Changing Society". Whiteboard/Markers to summarize ideas and student inputs.
Teaching Development	<p>Introduction (5 minutes):</p> <p>Icebreaker Questions:</p> <ul style="list-style-type: none"> How has technology changed your daily life? Can you name a technology that changed how people interact or work? <p>Concept Brief: Technology influences not only business operations but also how society functions and how economies grow. It reshapes communication, employment, education, and wealth distribution.</p> <p>Development (25 minutes):</p> <p>a. Technology and Society:</p> <ul style="list-style-type: none"> Influence on communication (e.g., smartphones, social media) Impact on education (e-learning platforms, AI tutors) Changes in lifestyle and social behavior Ethical concerns and digital divide <p>b. Economic Effects of Technology:</p> <ul style="list-style-type: none"> Increase in productivity and efficiency Job displacement due to automation Creation of new industries and jobs (e.g., AI, renewable energy) Global competition and innovation boost Impact on traditional industries (e.g., newspapers, retail) <p>Examples:</p> <ul style="list-style-type: none"> UPI & digital payments revolution in India Tesla's impact on the automobile sector Remote work after COVID-19 pandemic
Exercise	<p>Activity Type: Group Case Discussion (10 minutes):</p> <p>Case Brief: "Impact of Digital Payments on India's Informal Economy"</p> <p>Instructions:</p> <ul style="list-style-type: none"> Divide students into small groups.



	<ul style="list-style-type: none">• Provide the short case (see below).• Ask groups to identify social and economic changes brought by digital payments.• Each group presents 2 points in 2 minutes. <p>Mini Case: Since the launch of Digital India and the growth of UPI platforms like PhonePe, Paytm, and Google Pay, even small vendors like tea sellers and rickshaw pullers are accepting digital payments. This has increased transparency, reduced the need for cash, and improved financial inclusion. However, it also brings challenges for those who are digitally illiterate or lack access to smartphones.</p>
Closure	<p>Summary:</p> <ul style="list-style-type: none">• Technology affects not just businesses, but also how people live, learn, and work.• Its economic impact includes increased efficiency and new job opportunities, but also challenges like automation.• A balanced view of technological advancement is essential for inclusive growth. <p>Suggested Reading:</p> <ul style="list-style-type: none">• <i>Business Environment</i> by Francis Cherunilam• Articles from <i>World Economic Forum</i>: “Future of Jobs”• NITI Aayog reports on Digital India and Emerging Technologies <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions (5 minutes):</p> <ul style="list-style-type: none">• What are the positive social changes brought by technology?• How does technology impact employment in the short and long term?• In what ways can society address the challenges posed by rapid technological changes? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>



Lesson Plan No. 5.6	Course Name: Business Environment Topic: New Technology Policy, Transfer of Technology, Selecting Technology and Its Adaption	Course No.:BBA LLB - 206
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Objectives	At the end of the lesson, the student shall be able to: a. Understand the concept and objectives of India's New Technology Policy. b. Explain the meaning and importance of technology transfer in business. c. Identify key factors in selecting and adapting appropriate technologies for specific business environments.
Teaching Aids (if any)	<ul style="list-style-type: none">• ICT: PowerPoint slides with policy highlights and examples.• Whiteboard/Markers to illustrate the process of technology selection and transfer.
Teaching Development	<p>Ask Questions:</p> <ul style="list-style-type: none">• What comes to mind when you hear the word "technology policy"?• How do you think companies acquire technology they don't invent themselves? <p>Introduce Key Concepts:</p> <ul style="list-style-type: none">• New Technology Policy aims to promote innovation, self-reliance, and tech diffusion in India.• Technology Transfer involves acquiring knowledge, processes, or products developed elsewhere.• Technology Selection and Adaptation refers to choosing suitable tech and modifying it to fit local needs. <p>Development (25 minutes):</p> <p>a. New Technology Policy (India):</p> <ul style="list-style-type: none">• Launched to support innovation, digital infrastructure, and research.• Focus on "Make in India," Atmanirbhar Bharat, and tech-driven startups. <p>b. Technology Transfer:</p> <ul style="list-style-type: none">• Types: Horizontal (between firms), Vertical (from R&D to production)• Channels: Licensing, Joint Ventures, Franchising, FDI• Example: Tata Motors' collaboration with foreign automakers <p>c. Selecting and Adapting Technology:</p> <ul style="list-style-type: none">• Criteria: Cost-effectiveness, scalability, compatibility, sustainability• Adaptation: Customizing foreign technology to local environmental and socio-cultural needs• Example: Low-cost medical devices adapted for rural India
Exercise	Think-Pair-Share (10 minutes): Prompt:



	<p>“Imagine you are a manager of a startup in India planning to introduce solar-powered refrigeration systems in rural areas. What challenges might you face in selecting and adapting this technology?”</p> <p> Think (2 mins): Each student reflects and notes down challenges related to technology cost, compatibility, and training.</p> <p> Pair (3 mins): Students share their ideas with a partner and discuss possible solutions or examples.</p> <p> Share (5 mins): Selected pairs share their responses with the class. Instructor summarizes key patterns and insights on the board.</p>
Closure	<p>Summary:</p> <ul style="list-style-type: none">• Why is a national technology policy important for economic development?• What are some common barriers to technology transfer in developing countries?• How can companies ensure that imported technology fits local business and cultural needs? <p>Suggested Reading:</p> <ul style="list-style-type: none">• <i>Business Environment</i> by Francis Cherunilam• Ministry of Science & Technology – India’s Technology Policy documents• NASSCOM Reports on Technology Trends <p>Spend 5 minutes to wrap up and consolidate the learnings.</p>
Evaluation	<p>Reflective Questions (5 minutes):</p> <ul style="list-style-type: none">• Why is a national technology policy important for economic development?• What are some common barriers to technology transfer in developing countries?• How can companies ensure that imported technology fits local business and cultural needs? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents.</p>