

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi

Programme Code:	B.Com (PA)			Programme Title:	Bachelor of Commerce (Professional Accounting)	
Course Code:	21UPA6VA			Title	Batch:	2021 – 2024
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Value Added Course: Business System and Environment	Semester:	IV
					Credits:	1*

Course Objective

To inculcate the students about the various business systems and its environment that can be useful for them to become the entrepreneurs.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the basic concepts business sytem	K2
CO2	To Apply the knowledge of Government policies in business	K3
CO3	To Analyse the micro environment factors of business	K4
CO4	To Analyze the macro environment factors of business	K4
CO5	To Evaluate the various financial assistance available for a business	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	M	L	L	M	L	H	M	L
CO2	H	L	M	L	L	M	L	H	M	L
CO3	H	L	M	M	L	M	L	H	M	M
CO4	H	L	H	H	L	M	M	H	M	M
CO5	H	L	H	H	M	H	M	H	M	M

H-High; M-Medium; L-Low

Units	Content	Hours
I	Introduction to Business Business – Introduction – Course Objectives of Business – Forms of Business organizations- Corporate Social Responsibilities - Government Policies – Liberalisation, Privatisation and Globalisation	10
II	Business Environment Business Environment – Micro and Macro Environment - Elements of Microenvironment – Consumers/Customers, Competitors, Organization, Market, suppliers, Intermediaries. Elements of Macro Environment – Demographic, Economic, Political-legal, Socio-cultural, Technological, Global Environment.	10
III	Financial Support to business Financial Support to business – RBI, Commercial Banks, Development Banks – DIC, SIDBI, IDBI	10
	Total Contact Hours	30

Pedagogy

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods:

Seminar, Quiz, Assignments, Group Task.

Text Book:

Study Materials prepared by the Department of B.Com (Professional Accounting), NGM College (Autonomous), Pollachi.

Course Designed by	Head of the Department	Curriculum Development Cell	Controller of the Examination
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Name: Dr. D.Padma	Name: Dr. S. B. Gayathri	Name: Thiru.K.Srinivasan	Name: Dr.R.Manicka Chezhian
Signature:	Signature:	Signature:	Signature:



HOD

Dr. S.B. GAYATHRI, M.Com., M.Phil., Ph.D.
Associate Professor & Head
Department of Commerce - PA
N.G.M. College (Autonomous)
Pollachi - 642 001.



PRINCIPAL

Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District