

Programme Code:	MCCA	Programme Title :	Master of Commerce with Computer Applications	
Course Code:	20PCC103	Course Title	Batch :	2020-'22
Hrs/Week:	6	Core-III : Business Environment	Semester :	I
			Credits:	4

Course Objective

To expose the students to the environmental aspects of business

Course Outcomes (CO)

K1	CO1	To understand the elements that shapes the business and economic structure of India
K2	CO2	To comprehend the concept of LPG in business environment
K3	CO3	To analyze the environment of a business from political, technological and social perspectives
K4	CO4	To figure out the information relating to business environment in the present scenario

Syllabus

Unit	Content	Hours
Unit - 1	Business Environment: Objectives – Importance – Characteristics - Types of Environment – Nature and Scope – Relationship between Economic and Non-Economic Environment – Elements of Business Environment.	16
Unit - 2	Economic Environment: Industrial Policy 1991 – Liberalization – Privatization: Merits and Demerits – Forms of Privatization - Privatization in India – <i>Globalization: Pros and Cons of Globalization – Globalization in India.</i>	15
Unit - 3	Political Environment: Government and Business Relationship – Different Roles of Government in Indian Economy – State Intervention: Meaning - Objectives – Expansion. Indian Constitution – The Preamble Fundamental Rights.	16
Unit - 4	Technological Environment: Features – Status of Technology in India - Impact of Technology on Society and Economy – Restraints on Technological Growth – Technology Policy.	15
Unit - 5	Social Environment: Social Responsibilities of Business – Business and Society – Business Ethics - Women and Business Opportunities – Financial Support for Women Entrepreneur - Child Labour – Corporate Governance.	16

* *Italicized* texts are for self-study.

Teaching Methods

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion, Brain storming, Activity, Case study

Book for Study

1. Francis Cherunilum (2017), *Business Environment: Text and Cases*, 25th Revised Edition, Mumbai: Himalaya Publishing House.

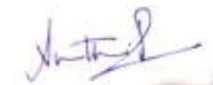
Books for Reference

1. Ashwathappa, K. (2017), *Essentials of Business Environment*, 14th Revised Edition, Mumbai: Himalaya Publishing House.
2. Sankaran, S. (2013), *Business Environment*, 3rd Revised Edition, Chennai: Margham Publications.
3. Premavathy, N. (2008), *Business Environment*, 3rd Revised Edition, Chennai: Sri Vishnu Publications.

Mapping

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	M
CO2	M	L	L	L	M
CO3	H	L	M	L	H
CO4	M	M	M	L	H

H-High; M-Medium; L-Low.

Course Designed by	Verified by HoD	Checked by CDC	Approved by COE
Dr. P. Jayanthi	Dr. P. Anitha	Prof. K. Srinivasan	Dr. R. Muthukumaran
			

Programme Code:	MCCA	Programme Title :	Master of Commerce with Computer Applications	
Course Code:	20PCC3E1	Course Title	Batch :	2020-'22
		Major Elective I: Research Methodology	Semester :	III
Hrs/Week:	6		Credits:	5

Course Objective

To give exposure to the students on the basic research skills

Course Outcomes (CO)

K1	CO1	To keep in mind the significance of doing a research
K2	CO2	To get the idea on various steps in research process
K3	CO3	To apply the various statistical tools to analyse the real business situations
K4	CO4	To analyse the various methodology to carry out the research work successfully

Syllabus

Unit	Content	Hours
Unit - 1	Introduction to Research: Meaning - Definition - Functions - Components - Purpose - Types of Research - Significance - Qualities of a good research and researcher - Steps in Research. Research Problem: Meaning - Identification, Selection and Formulation of Research Problem. Research Design: Components of Research Design - Methods of Research Design.	16
Unit - 2	Sampling Design: Census and Sample Survey - Characteristics of a Good Sample Plan - Steps in Sampling - Types of Sampling - Advantages and Limitations of Sampling.	14
Unit - 3	Pre-testing and Pilot Study. Data Collection: Primary Data - Meaning - Significance. Methods of Collecting Data: Observation - Interview Schedule - Questionnaire. Secondary Data - Sources of Secondary Data - Precautions while using Secondary Data.	16
Unit - 4	Hypothesis: Characteristics of a good Hypothesis - Formulation of Hypothesis - Procedure for Testing of Hypothesis - T test, F test and Chi Square Test, Karl Pearson Correlation, Spearman Rank Correlation, Regression	16

Unit - 5	Analysis and Interpretation of Data: Meaning – Need for Interpretation – Techniques of Interpretation. Report Writing: Types of Report – Layout of the Report – Steps in Writing the Report – Evaluation of Report-Research Ethics.	16
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Note:

The question paper shall cover 80% theory and 20% problems

* *Italicized* texts are for self-study.

Teaching Methods

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brain storming and Activity

Book for Study

1. Kothari, C.R. (2018), *Research Methodology – Methods and Techniques*, New Delhi: New Age International (P) Limited Publishers.

Books for Reference

1. Mittal, P.C. and Sushil Mehra (2010), *Business Research Methods and Techniques 1st Editon*, New Delhi: Vayu Education of India.
2. Krishnaswami, O.R. and M. Ranganatham (2011), *Methodology of Research in Social Sciences*, Mumbai: Himalaya Publishing House Pvt. Ltd.
3. Gupta, S.P. (2014), *Statistical Methods*, 44th Edition, New Delhi: Sultan Chand and Sons.

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	L	L	M
CO2	M	L	L	L	M
CO3	H	M	M	H	H
CO4	M	L	L	L	M

H-High; M-Medium; L-Low.

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