

# JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

**PGDM (SM) Batch 2020-22; Term-II | Academic Year: 2020-21**

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| Course code and title | **:** | **ECO201: Business and Economic Environment** |
| Credits | **:** | 3 |
| Term and year | **:** | 2nd trimester, 2020-21 |
| Course requirement(s) | **:** | Regular reading of national and international current affairs ofeconomic and business relevance |
| Course schedule (day & time of class) | **:** | As per time table |
| Classroom number and location | **:** | As per time table |
| Course instructor: Name | **:** | Dr. Vranda Jain |
| Course instructor: Email Id | **:** | vranda.jain@jaipuria.ac.in |
| Course instructor: Phone (office) | **:** | 0120-463800 Ext. 380 |
| Course instructor: Office location | **:** | CS 12 (A) |
| Student Consultation Hours | **:** | Monday-Thursday 4.00-5.00 pm |

1. **COURSE OVERVIEW**

In the previous course on Managerial Economics, students learnt how individuals and firms make decisions and interact with each other in the market. This course shall expose students to the external environment of a business and how various environmental and macroeconomic factors affect the business decision making. The course also aims to help students to comprehend the dynamics of various macroeconomic indicators and issues that simultaneously act and give rise to a particular situation in an economy. The students after completing this course should be able to draw out the relationship across macroeconomic variables such as income, inflation, investment, money supply, etc. Specific macroeconomic problems like inflation, slow growth, exchange rate fluctuations, current account deficit, and business cycles will be discussed through this course both at conceptual level and with respect to the Indian economy. Policy interventions to address macroeconomic issues in India and their impact on business will also be discussed. This course has forward linkage with courses like Business Strategy, International Finance and International Business.

1. **PROGRAM OUTCOMES(POs)**

PO 1: Communicate effectively

PO 2: Demonstrate the ability to work in teams to achieve desired goals

PO 3: Reflect on business situations applying relevant conceptual frameworks in service management context

PO 4: Evaluate different ethical perspectives

PO 5: Discuss the centrality of customer experience in service management

PO 6: Exhibit innovative and creative thinking

# Course Outcomes (COs) COs:

At the end of the course, the students should be able to:

CO 1: Interpret the current macroeconomic issues impacting the economy. (Understand – Conceptual) CO 2: Analyze business implications of macroeconomic disequilibrium. (Analyze – Procedural)

CO 3: Examine the impact of macroeconomic policies on business and economic environment. (Analyze – Metacognitive)

# Mapping CO with POs

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|   | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
| CLO 1 | I\* |   | I\* |   |   |   |
| CLO 2 |   |   | R\* |   |   |   |
| CLO 3 |   |   | R\* |   |   |   |

1. **TEXT BOOK**

Dwivedi, D N. Macroeconomics- Theory and Practice, 5th Edition, McGraw-Hill Education (India), New Delhi.

# Additional Resources:

1. Cherunilam, F. (2014). Business Environment: Text and Cases; New Delhi: Himalaya Publishing.
2. Global Economics, Robert J. Carbaugh, Cengage Learning, 13th Edition
3. International Economics: Theory and Practice, Paul R. Krugman, Pearson Pub.
4. Principals of Macroeconomics, 6th Edition, N. Gregory Mankiw, Thomson South Western, New Delhi.
5. Business Environment – Text & Cases, 3rd Edition, Justin Paul, McGraw-Hill Education (India), New Delhi.

# ASSESSMENT PLAN For Grading:

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| --- | --- | --- |
| Assessment task/component | Weightage (%) | CO reference |
| Quizzes | 20 | CO1, CO2, CO3 |
| News Log and Presentation | 20 | CO1 |
| Group Project | 20 | CO2 |
| End Term Examination | 40 | CO1, CO2, CO3 |
| Overall | 100 |  |

**For AOL purpose:**

|  |  |  |
| --- | --- | --- |
| Assessment task/component | Marks | CO reference |
| News Log and Presentation | 20 | CO1 |
| Group Project | 20 | CO2 |
| End Term Examination | 20 | CO3 |
| Overall | 60 |  |

**Course-embeddedness of AOL:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **CO1** | **CO2** | **CO3** |
| News Log and Presentation | Embedded |  |  |
| Group Project |  | Embedded |  |
| End Term Examination |  |  | Embedded |

**Description of assessment tasks/components:**

|  |  |
| --- | --- |
| Assessmenttask/component | Description |
| Quizzes | Quizzes will be conducted either on Moodle or in pen & paper mode. Questions may be MCQs,fill in the blank, short answer, etc. |
| News Log and Presentation | It will be an individual task. Every student will prepare/maintain a Log of News items (soft/scanned copies) related to ‘current macroeconomic issues impacting the economy’ published in Economic Times, Business Standard, etc. There must be at least 5 news items in the News Log. Student will have to write their own interpretation, understanding and analysis of the news item and its implications for economy and business. Soft copy of news items along with student’s analysis will be submitted through Moodle in single MS Word document.Students will also have to present verbally through video conferencing or in face-to-face mode (without using PowerPoint) one news item of his/her choice and its analysis for which each student will be given 5 minutes followed by question & answers.Allocation of marks: 10 marks for News Log and 10 marks for presentation. |
| Group Project | It will be a group task. Each group of 5-6 students will be assigned an industry. The group will be mandated to analyze business implications of macroeconomic disequilibrium for the assigned industry and prepare a report. Faculty will share with students detailed guidelines for groupproject work and comprehensive rubrics for assessment. |
| End-term Examination | End-term hall examination will have essay type questions. Fifty percent of the questions will aim to assess the attainment of CO3. Remaining 50 percent questions will refer to CO1and/or CO2. |

1. **RUBRICS FOR ASSESSMENT COMPONENTS Quizzes**

|  |  |  |
| --- | --- | --- |
| Trait | Performance level | Score |
| Poor(0.00-7.99 marks) | Average (8.00-13.99marks) | Good (14.00-20.00marks) |
| Clarity and understanding of the terms and concepts related to macroeconomic issues impacting the economy, business implications of macroeconomic disequilibrium, and impact of macroeconomic policies on business and economicenvironment | Most of the terms and concepts are not clear and student is unable to understand the same. | Many terms and concepts are clear and understood by the student | Most of the terms and concepts are clear and understood by the student |  |

**News Log & Presentation**

|  |  |  |
| --- | --- | --- |
| Criterion | Performance level | Score |
| Poor(0.00-7.99 marks) | Average(8.00-13.99 marks) | Good(14.00-20.00 marks) |
| Analysis of news item (Weight: 50%) | News items are merely paraphrased without adequate analysis and explanation | Some analysis of the news items has been done and reasonable explanation is given | News items are analyzed for their relevance, probable causes and effects on business andeconomy; elaborate explanations given |  |
| Delivery of presentation (Weight: 50%) | Over usage of hand notes while making presentation; poor body language; ineffectivecommunication | Low usage of hand notes while making presentation; acceptable body language; faircommunication | No/minimal usage of hand notes while making presentation; positive body language; good and effective communication |  |
| Weighted score out of 20 |  |

**Group Project**

|  |  |  |
| --- | --- | --- |
| Traits | Performance level | Score |
| Poor(0.00-7.99 marks) | Average(8.00-13.99 marks) | Good(14.00-20.00 marks) |
| Ability to analyze business implications of macroeconomic disequilibrium | Student is able to analyze very few/none of business implications of macroeconomic disequilibrium for the assignedindustry | Student is able to analyze some business implications of macroeconomic disequilibrium for the assigned industry | Student is able to analyze all major business implications of macroeconomic disequilibrium for the assigned industry |  |
| Weighted score out of 20 |  |

**End-term exam**

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| --- | --- | --- |
| Trait | Performance level | Score |
| Poor(0.00-7.99 marks) | Average(8.00-13.99 marks) | Good(14.00-20.00 marks) |
| Examination of the impact of macroeconomic policies on business and economic environment | Student has undertaken vague examination of the impact of given fiscal policy measures on business and economic environment | Student has undertaken partial examination of the impact of given fiscal policy measures on business and economic environment | Student has undertaken full examination of the impact of given fiscal policy measures on business and economic environment |  |
|  | Student has undertaken vague examination of theimpact of given | Student has undertaken partial examination of theimpact of given | Student has undertaken full examination of theimpact of given |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | monetary policy measures on business and economic environment | monetary policy measures on business and economic environment | monetary policy measures on business and economic environment |  |
| Student has undertaken vague examination of the impact of given foreign trade/investment policy measures on business and economic environment | Student has undertaken partial examination of the impact of given foreign trade/investment policy measures on business and economic environment | Student has undertaken full examination of the impact of given foreign trade/investment policy measures on business and economic environment |

1. **SESSION PLAN**

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| --- | --- | --- | --- | --- | --- |
| **Session No.** | **Topic** | **Reading/ References** | **Pedagogy** | **Session Learning Objective** | **CO** |
| 1 | Introduction[Course overview & assessment plan; economic systems, classification of economies, economic environment ofbusiness) | Handout-01 | Class discussion | To familiarize students about various economic systems, economic classification of economies and economic environmentof business |  |
| 2-3 | Circular flow of income, GDP and related aggregates in India | Handout-02 | Class discussion Worksheet | To enable students describe working of macro-economy and describe GDP andrelated aggregates | CO2 |
| 4-5 | Aggregate Expenditure and Aggregate Output | Handout-03 | Class discussion Worksheet | To explain various components of aggregateexpenditure and multiplier effect | CO2 |
| 6 | Macroeconomic equilibrium[aggregate demand and aggregate supply analysis] | Handout-04 | Class discussion | To explain implications ofmacroeconomic disequilibrium | CO2 |
| 7 | Business Cycles | Handout-05 | Class discussion Case study | To develop an understanding of different phases of business cycles and their implications forbusinesses | CO2 |
| 8 | Inflation in India[measurement and causes, effects and control measures] | Handout-06 | Class discussion | To enable students analyze business implications of inflationary situation andpolicy response | CO3 |
| 9 | News Analysis and Presentation(1-12) |  |  |  | CO1 |
| 10-11 | Monetary policy in India [Objectives, targets and tools] | Handout-07 | Class discussion Case study | To examine monetary policy transmission mechanism in India and itsbusiness implications | CO3 |
| 12 | News Analysis and Presentation(13-25) |  |  |  | CO1 |
| 13 | Fiscal policy in India [Objectives and tools] | Handout-08 | Class discussionCase study | To examine business implications of fiscal policychanges | CO3 |
| 14 | News Analysis and Presentation(25-36) |  |  |  | CO1 |
| 15 | Exchange rate determination | Handout-09 | Class discussion | To explain determinants ofexchange rate between INR and other key currencies | CO3 |
| 16 | News Analysis and Presentation(37-48) |  |  |  | CO1 |

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| 17 | Balance of payments of India | Handout-10 | Class discussion Worksheet | To examine business implications of adverse/favorable balanceof payments of India | CO3 |
| 18 | News Analysis and Presentation(49-60) |  |  |  | CO1 |
| 19 | Foreign Trade Policy of India | Handout-11 | Class discussion | To examine the impact of foreign trade policy onbusiness and economy | CO3 |
| 20 | Foreign Investment in India [FDI and FPI] | Handout-12 | Class discussionWorksheet | To explain pattern of FDI and FPI in India and itsbusiness implications | CO3 |

1. **Institute’s Policy Statements**

It is the responsibility of every student to be aware of the requirements for this course, and understand the specific details included in this document. It is emphasized that this course requires a significant commitment outside of formal class contact. The learning tasks in this course may include classes (lectures or seminars), required reading, the preparation of answers to set questions, exercises and problems, and self-study. In addition, students may be required to complete an assignment, test or examination.

# LMS-Moodle/Impartus:

LMS-Moodle/Impartus is used to host course resources for all courses. Students can download lecture, additional reading materials, and tutorial notes to support class participation.

# Late Submission

Assessment tasks submitted after the due date, without prior approval/arrangement, will be not be accepted. Requests for extension of time must be made with the faculty member concerned and based on Special Consideration guidelines.

# Plagiarism:

Plagiarism is looked at as the presentation of the expressed thought or work of another person as though it is one's own without properly acknowledging that person.

Cases of plagiarism will be dealt with according to Plagiarism Policy of the institute. It is advisable that students should read Student Handbook for detailed guidelines. It is also advisable that students must not allow other students to copy their work and must take care to safeguard against this happening. In cases of copying, normally all students involved will be penalized equally; an exception will be if the student can demonstrate the work is their own and they took reasonable care to safeguard against copying.