



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University
 Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

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| COURSE TITLE | Entrepreneurship Environment | |
| Course Learning Outcomes: On successful completion of the module students will be able to: <ol style="list-style-type: none"> To Interpret Layers of Business Environment and its significance to Business Enterprise. To Identify and make use of different tools of Environment analysis tool. To interpret SDG's and identify business opportunities To know how to do business the right way | | |
| Gist of this course in maximum 3 to 4 lines | To provide an understanding about the dynamic business environment and to provide information about the institutional support system for entrepreneurship and sources of finance for a new enterprise as well to prepare the students with information to face the challenges and risks in doing business. | |
| Unit | CONTENTS OF THE COURSE | No. of Lectures |
| 1. | Entrepreneur's Environment: An Overview 1.1 Concept of Environment and its significance to Business Enterprise 1.2 Layers of environment of a firm 1.3.1 Macro Environment 1.3.2 Industry (Sectoral Environment) 1.3.3 Competitors. 1.3.4 Firm (Internal Environment) | 12 |
| 2. | Introduction to tools for business Environment screening 2.1 SWOC and SCOPE 2.2 PESTEL 2.3 Porters Five force model 2.4 Blue ocean strategy. | 16 |
| 3. | Hindrances and opportunities in Doing Business 3.1 India specific Hindrances of growth in an economy 3.2 Unskilled Labour, Inconsistent Government policies, Bureaucracy, corruption, parallel economy. 3.3 Government support (via schemes and institutions) 3.4 (case study: Honey Bee Networks, Rural Archive) 3.5 Ease of Doing Business in India | 12 |
| 4. | Enterprise Sustainability: 4.1 Profitability and sustainability: Conflict resolution 4.2 Understanding SDG's 4.3 Triple Bottom Line approach to sustainability 4.4 Adopting sustainability at Small Businesses/ Start-ups enterprise. | 14 |
| 5. | Doing Business, the Right Way 5.1 Business ethics 5.2 CSR 5.3 Corporate Governance | |