

LESSON PLAN

CLASS – XII

TOPIC – BUSINESS ENVIROMENT

PERIODS REQUIRED - 12

Gist of the lesson	Targeted skills	Targeted learning outcomes	Activities planned	Assessment Strategies Planned
Business Environment- concept and importance	Understanding Analytical skills	• Understand the concept of ‘Business Environment’. • Describe the importance of business environment	• Newspaper & magazine reading • Role play	1. Slip test 2. MCQ 3. Quiz 4. Class test 5. Case study based questions
Dimensions of Business Environment- Economic, Social, Technological, Political and Legal Demonetization - concept and features	Analytical skills Knowledge Understanding	• Describe the various dimensions of ‘Business Environment’. • Understand the concept of demonetization	• Imagine some changes in the 6business environment and their effects on the business and individuals and society as a whole:- 1. After effects of COVID 19 2. Demonetization 3. Increase in GST on medicines 4. Restrictions on foreign investments	6. Measuring Attainment Of Learning Objectives (see below) 7. Worksheet (see below) 8. Home assignment (see below)
Impact of Government policy changes on business with special reference to liberalization , privatization and globalization in India	Critical thinking skills Knowledge Application	• Examine the impact of government policy changes on business in India with reference to liberalisation, privatization and globalisation since 1991. • Discuss the managerial response to changes in business environment.		

ACTIVITIES PLANNED

Newspaper & magazine reading	Newspaper of the last one week or a business magazine shall be read out in the class with special mention of the changes in economic policies of the Government and their effect.
Role play	Students Will act as a businessman and react to the changes in their business due to change in the business

Instructional aids	• Chalk board, • Duster • Pointer • Led projector • Internet connection • Apple iPad (if available)
Class transaction	Total: 12 periods (approx. 40 min each)
Transaction methodology (the teacher can use the mentioned techniques, wherever applicable, and can use any other too.)	Transaction would proceed in the following manner :- Strategy used: inductive and deductive reasoning, brainstorming, graphic organizer, think pair and share: In this activity, students think about a particular question individually, then they form pairs to discuss their answers. Following this, the results are shared in a large classroom discussion. Alternatively, two pairs of students can pair up to compare and discuss answers. This process forces students to think individually, and then allows them to analyse and clarify their response collaboratively. Brain storming: In this activity, students are asked to generate ideas on a certain topic, category or question while facilitator facilitate and record the answers on the board. Inquiry based learning: inquiry-based learning uses different approaches to learning, including small-group discussion and guided learning. Instead of memorizing facts and material, students learn by doing. This allows them to build knowledge through exploration, experience, and discussion. Inductive and deductive learning: in inductive type students proceed from particular to general statement (example to formula) and in deductive type students proceed from general to particular. Students are given formula and they solve problems using them. Muddiest point: check comprehension and identify confusion, what was most confusing about the material? Brain storming-the class would start with a discussion on what the students have already learnt in the previous classes and hence what is it that they would learn now. They would also be told the significance of the topic that they would be studying. Introduction of the topic - PPT and digital content would be shared Guided practice followed by independent practice- NCERT questions to be discussed in the classroom. Techniques to be used: 1. Quiz 2. Daily practice problem 3. MCQ 4. Peer assessment 5. Case studies 6. Any other
Resources	Text book: • NCERT text book E-resources • PPT • Magazines • Newspaper cutting's • You tube videos

Self-study, home work, assignments	Independent practice: students would do some questions from NCERT in their homework notebooks and later try to solve the questions asked in the previous year question papers and also the question given in the sample papers This would enable them to prepare for the board exam level of questions and test their mental skills It is also advised that the students come to the class with proper background knowledge of the topic under discussion. They can refer to the resources stated above.
Addressing classroom diversity	Due to various social backgrounds and multiple intelligences, the classroom might be a diverse arena. The following techniques can be used for various groups: For gifted students: • Encouragement for referring other resources • Using NCERT and other relevant web sites for preparation material For weak students: • Buddy help to be provided • Provide grade-up classes • Adopt an easy to difficult method of concept learning For differently abled students: • Ignore spelling mistakes • Call parents at regular intervals • Care for them on one to one basis • Provide grade-up classes • Give them graded assignments
Measuring attainment of learning objectives	Low order thinking skills questions Q List any two examples of business environment list the major impacts of new industrial policy. Q What were the reasons to implement new economic policy of india ? Q Explain any five positive effects of liberalization and globalization on business and industry in India? Q Explain any five negative impacts of liberalization and globalization on business and industry in India? Q Under which environment does change in taste fashion and print fall in? Q Give the meaning of business environment. Explain any three features of business environment? Q Why is the understanding of business environment important for managers? explain with the help of any four points? High order thinking skills based question Q A recent rate cut in the interest on loans announced by the banks encouraged Amit a science student of progressive school to take a loan from state bank of India to experiment in develop a car to be powered by fuel produced from garbage. He develops such a car and exhibits it in the science fair organised by directorate of education, he was awarded first prize for his invention. identify and explain the dimensions of business environment discussed in the above case? Q The court passed an order to ban polythene bags as these bags are creating many environmental problems which affect the life of people in general society in general is more concerned about quality of life the government has decided to give subsidy to jute industry to promote this business innovative techniques are being developed to manufacture jute bags at low rates income arising and people can afford to buy this bags identify the different dimensions of business environment by quoting the lines from the above particulars? Q Identify the type of dimension of business environment to which the following are related :-

	1. bank reduces the interest rate on personal loans 2. number of working women is increasing 3. number of demand for consumer appliances is increasing 4. prohibition of smoking in local places is to be advertised Q Which component of business environment requires that in every packet of cigarettes there must be a statutory warning? Q A good understanding of environment by business managers enables them not only to identify and evaluate but also to react to the forces external to their business. In the light of the above statement explain any four points of importance of understanding business environment by a manager.
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HOME ASSIGNMENT

- Q1. Mahinder Agro Ltd. started a new venture for distribution of harmful and chemical free fertilizers vegetables. They conducted a survey to find out consumer preferences for such vegetables. They found that most of the consumers were concerned about the harmful chemicals being used in growing the vegetables. They found out that 90% of the households were searching for alternatives. The company contacted a group of agricultural experts to lay down the procedure for growing the vegetables by the farmers. They decided to train the farmers in new technology to grow chemical free vegetables according to new innovative methods. The experts also suggested soil management techniques through which farmers would be able to create an abundant and lasting harvest. Identify and explain the two dimensions of business environment highlighted in the above para.
- Q2. 'Konark Ltd.' is electric goods manufacturing enterprises situated in Shivpuri, Madhya Pradesh. It is earning very low revenue in comparison to competing electronic goods manufacturing enterprise, 'Nova Ltd.' situated in Mumbai. Both Konark's and Nova's operations are affected directly by the investors, customers, competitors and suppliers, which are unique to their respective locations. In addition to this, individual forms of this field are affected indirectly by the factors like the money supply in the economy, composition of the families, the technological changes, etc.
- (a) Identify and state the feature of the concept discussed in the above paragraph.
 - (b) Also, state any four points of importance of this concept.
- Q3. Nandrachal Networks and Technologies Ltd. is a leader in technology innovation in U.S.A. creating products and solutions for a connected world. It has a large Research and development team which invented the first smart watch W-I, which besides showing the time would also monitor few health parameters like heartbeat, blood pressure, etc. While in search of markets abroad, the company found that in India, the reform process was underway with the aim of accelerating the pace of economic growth. The company decided to take advantage of the fact that licensing requirements had been abolished. The company was also aware that there had been increased level of interaction and interdependence among the various nations of the world and India could be made a base for its international trade. It set up its office in Gujarat with a view to capture the Indian market. In a short span of time, the company emerged as a market leader. Success of the company attracted many other players to enter the market. Competition resulted in reduction in prices, thereby benefitting the customers.
- (a) In the above paragraph, two major concepts related to government policy have been discussed. Identify and explain those concepts.
 - (b) Also, explain briefly any three impacts of those concepts on Indian business and industry.
- Q4. Just after declaration of Lok Sabha Elections 2014 results, the Bombay stock exchange's price index (Sensex) rose by 1000 points in a day. Identify the environmental factor which led to this rise giving reason. Also explain any two other dimensions of business environment.
- Q5. It is common now to see computerized information kiosks, and Internet/World Wide Web multimedia pages highlighting the virtues of products.
- Name the dimension of the business environment highlighted by this statement.
- Q6. "Zero Defect Zero Effect" (ZED) is a slogan coined by the Prime Minister of India, Narendra Modi with reference to the Make in India initiative launched by the government. The slogan reflects the efficiency of production processes, i.e. the products have no defects and the process through which the product is made has zero adverse environmental and ecological effects. The Zed model aims to make India the manufacturing hub of the world and prevent the products developed in India from being rejected by the global market. Moreover, before the initiative was launched, the limits of foreign direct investment in various sectors had been relaxed. The application for licences was made available online and the validity of licences was increased to three years. Various other norms and procedures were also relaxed by the government. In the light of the above paragraph, identify and

explain the major component of New Economic Policy of 1991 that are being referred to by quoting lines from the paragraph.

- Q7. Government of India is seriously thinking to allow oil marketing public sector, undertaking to fix their own price for petrol and diesel.
1. Name the economic reform related to this decision of government.
 2. Name other two reforms recommended in new economic policy.
- Q8. With change in the consumption habits of people, Neelesh who was running a sweets shop shifted to chocolate business. On the eve of Diwali he offered chocolates in attractive packages at reasonable prices. He anticipated huge demand and created a website chocolove.com for taking orders online. He got lot of orders online and earned huge profits by selling chocolates. Identify and explain the dimensions of business environment discussed in the above case.
- Q9. The Government of India announced ‘Demonetisation’ of Rs. 500 and Rs. 1000 currency notes with effect from the midnight of November 8, 2016. As a result, the existing Rs 500 and Rs.1000 currency notes ceased to be legal tender from that date. New currency notes of denomination of Rs 500 and Rs 2,000 issued by RBI after announcement. Discuss “demonetisation” in light of the legal and economic environment.
- Q10. In the year 2016, the State Government of Kerala had made it mandatory for anganwadi, hostels and canteens in educational institutions to secure the Food Safety and standards Authority of India (FSSAI) licence to ensure food safety. As the educational institutions also get categorized as food business operators in the event of the annual turnover of the hostels, they run exceeding Rs. 12 lakh per annum. In context of the above case:
1. Identify and explain the various dimensions of business environment being referred to here.
- Q11. Make in India is an initiative launched by the Government of India to encourage national and multinational companies to manufacture their products in India. It focuses on job creation and skill enhancement and is in twenty five sectors of the economy. Under the initiative, brochures on these sectors and a web portal were released. The initiative aims at high quality standards and minimizing the impact on the environment. It also seeks to attract foreign capital investment in India. In context of the above case:
1. Identify the various dimensions of business environment being referred to by quoting lines from the paragraph.

WORKSHEET

What is Business environment?

Business environment has the following features:

1.

2.

3.

4.

5.

6.

7.

Importance of Business Environment

Modern business world is a world of competitions. Those who are incompetent to face this competition will be out of the field. For this it is vital to adapt things according to the environment. For adjusting the operations of an organization according to the environment, environment scanning is essential. Environment scanning means monitoring the environment of each organization and identifying the constraints and opportunities before them.

1. Helps in improving performance

2.

3. Tapping useful resources

4.

5. Copping with rapid changes

6.

Dimensions of Business Environment

1.

2.

3.

4.

5.

Components of Economic Environment

6. _____

New Industrial Policy

The Government of India announced a new industrial policy in July 1991. The broad features of this policy were as follows:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Liberalisation:

Liberalisation of the Indian industry has taken place with respect to:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Privatisation:

Globalisation:

Demonetisation

Features

1. _____

2. _____

3. _____

4. _____

Impact of Demonetisation

1	Money / Interest rates	
2	Private wealth	
3	Public sector wealth	
4	Digitization	
5	Real estate	
6	Tax collection	

Impact of government policy Changes on business and Industry

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

A Truly Globalised Economy

A truly global economy implies a boundary less world where there is

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____
