

Course Title: Business, Government and Society

Course Code	: 17BA1T5	External Marks	: 60
Core / Elective	: Core	Internal Marks	: 40
Credits	: 3	Contact Periods	: 3
Year/Semester	: I year/I semester	Tutorial Periods	: 2

Course Objectives

The aim of this course is to ensure that the students are able:

1. To understand the challenges and complexities faced by businesses and their leaders as they endeavor to maximize returns while responsibly managing their duties to all stakeholders of business.
2. To understand the rationale for government interventions in market systems. Understand and appreciate the social aspects of business.
3. To develop Social Responsibility and make their own judgments as to the proper balance of attention to multiple bottom lines.
4. To develop the skills needed to work through ethical dilemmas in a globalised economic era.

Course Outcomes

Student shall be able to:

1. List the relationships of business, government and society in the social, economic and political systems of the India and the world.
2. Demonstrate the elements of corporate governance.
3. Organise the issues in business/government relations, regulation, business ethics, law and international competition.
4. Make use of a comprehensive understanding of corporate social responsibility.

Unit 1 - Introduction: Relationship among Business, Government and Society (BGS) – Importance of Business, Government and Society to Managers – Dynamic Forces Changing Business Environment – Models of BGS Relationships – Market Capitalism Model, Dominance Model, Countervailing Forces Model and Stakeholder Model.

Unit2 - Corporate Governance: Definition and Significance of Corporate Governance – Historical Perspective of Corporate Governance – International Perspective on Corporate Governance (Overview) – Theoretical Foundations of Corporate Governance – Elements of Governance in Organizations – Obligation to Stakeholders of Business – Major Corporate Governance Failures in Domestic and MNCs – Whistle-blowing and Corporate Governance.

Unit 3 - Public Policies: The Role of Public Policies in Governing Business – Classification and Levels of Public Policy – Public Private Partnerships – Government Regulations in Business – Environmental Concerns and Corporations – Laws Governing Environment – New Industrial Policy, 2015 – India’s Competitiveness in the World Economy.

Unit 4 - Business Ethics: Concept and Definition of Business Ethics – Importance of Ethics, Values and Morals for Business Success – Evolution of Business Ethics – Ethical Theories and Approaches – Unethical Issues in Business – Ethical Dilemmas and Decision Making – Managing Ethical Organizations.

Unit 5 - Corporate Social Responsibility: From Social Responsibility to Shared Value into Social Progress – Types and Nature of Social Responsibilities – Arguments for and Against CSR – CSR Principles and Strategies – Models of CSR – Best Practices of CSR – CSR in Indian Perspective – Movement from CSR to Shared Value and Beyond the Thinking of Social Progress.

Case Study: Compulsory. Relevant cases have to be discussed in each unit.

ReferenceBooks

1. Francis Cherunilam, “Business Environment-Text and Cases”, Himalaya Publishing House, Mumbai.
2. Fernando A.C, “Business Ethics and Corporate Governance”, Pearson Edn., New Delhi, 2/e.
3. Manuel G. Velasquez, “Business Ethics”, PHI Learning, New Delhi, 2010.
4. Aswathappa K., “Essentials of Business Environment”, Himalaya Publishing House, Mumbai.
5. Dutt and Sundaram, “Indian Economy”, S. Chand, New Delhi, 2012.
6. Justin Paul, “Business Environment”, Tata McGraw Hill, New Delhi, 2006.
7. Shaikh Saleem, “Business Environment”, Pearson Education, New Delhi, 2008.
8. Rajeev Roy, “Entrepreneurship”, Oxford University Press, New Delhi, 2010
9. Avid W. Conklin: “Cases in Environment of Business”, Sage Pub. India Pvt. Ltd, New Delhi.
10. Marianne M Jennings: “Cases in Business Ethics”, Cengage Learning, New Delhi, 2012.
11. Government of India, Latest Economic Survey Report.