

### Business, Government and Society

<b>Course Code</b>	<b>21BA1T4</b>	<b>Year</b>	<b>I</b>	<b>Semester</b>	<b>I</b>
<b>Course Category</b>	Core	<b>Branch</b>	Business Administration	<b>Course Type</b>	Theory
<b>Credits</b>	4	<b>L-T-P</b>	4-0-0	<b>Prerequisites</b>	Nil
<b>Continuous Internal Evaluation</b>	30	<b>Semester End Evaluation</b>	70	<b>Total Marks</b>	100

#### Course Outcomes

Upon successful completion of the course, the student will be able to:

<b>CO1</b>	<b>Identify</b> the relationships of business, government and society in the social, economic and political systems of the India and the world.	<b>L3</b>
<b>CO2</b>	<b>Apply</b> the elements of Corporate Governance and its importance into decision making in the corporate sector.	<b>L3</b>
<b>CO3</b>	<b>Analyse</b> the role of public policies in Organizing the issues of business/government and legal frame work of environmental issues.	<b>L4</b>
<b>CO4</b>	<b>Analyse</b> the concept of business ethics, decision making in ethical dilemma.	<b>L4</b>
<b>CO5</b>	<b>Evaluate</b> the level of commitment to CSR of various organizations and explain how it can be a source of competitive advantage.	<b>L3</b>

#### Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2-Medium, 1-Low)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
<b>CO1</b>	3	-	3	3	3	-	3	3	3	-	-	3	-
<b>CO2</b>	3	-	3	3	3	-	3	3	3	-	-	3	-
<b>CO3</b>	3	-	3	3	3	-	3	3	3	-	-	3	-
<b>CO4</b>	3	-	3	3	3	-	3	3	3	3	-	3	-
<b>CO5</b>	3	-	3	3	3	-	3	3	3	-	-	3	-

#### SYLLABUS

<b>Unit No.</b>	<b>Contents</b>	<b>Mapped CO</b>
<b>I</b>	<b>Introduction:</b> 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	CO1
<b>II</b>	<b>Corporate Governance:</b> Definition, Significance and principles- Corporate Governance – Historical Perspective of Corporate Governance – International Perspective on Corporate Governance (Overview) – Theoretical Foundations of Corporate Governance – Obligation to Stakeholders of Business – Major Corporate Governance Failures in Domestic and MNCs – Whistle-blowing and Corporate Governance.	CO2 CO1
<b>III</b>	<b>Public Policies:</b> The Role of Public Policies in Governing Business – Classification and Levels of Public Policy – Public Private Partnerships –	CO3 CO1

	Government Regulations in Business –Environmental Concerns and Corporations – Laws Governing Environment – New Industrial Policy, 2015 – Union Budget of India-analysis- NITI Aayog (History of Policy Commission in India).	
<b>IV</b>	<b>Business Ethics:</b> 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.	CO4 CO1
<b>V</b>	<b>Corporate Social Responsibility:</b> From Social Responsibility to Shared Value into Social Progress – Types of CSR – Arguments for and Against CSR – CSR Principles and Strategies – Models of CSR – Best Practices of CSR – CSR in Indian Perspective and its regulatory issues – recent CSR Initiatives in India-Movement from CSR to Shared Value and Beyond the Thinking of Social Progress.	CO1 CO5
<b>Case Study Compulsory.</b> Relevant cases have to be discussed in each unit.		

<b>Learning Resources</b>	
<b>Text Books:</b>	
<ol style="list-style-type: none"> <li>1. Francis Cherunilam (2019), “Business Environment-Text and Cases”, Himalaya Publishing House, Mumbai.</li> <li>2. Aswathappa K. (2021), “Essentials of Business Environment”, Himalaya Publishing House, Mumbai.</li> </ol>	
<b>Reference Books:</b>	
<ol style="list-style-type: none"> <li>1. Manuel G. Velasquez (2012) “Business Ethics”, PHI Learning, New Delhi.</li> <li>2. Fernando A.C. (2012) “Business Ethics and Corporate Governance”, Pearson Education., New Delhi, 2/e.</li> <li>3. Dutt and Sundaram, (2016) “Indian Economy”, S. Chand, New Delhi.</li> <li>4. Justin Paul (2018) “Business Environment”, Tata McGraw Hill, New Delhi.</li> <li>5. Shaikh Saleem (2015) “Business Environment”, Pearson Education, New Delhi.</li> <li>6. Government of India, Latest Economic Survey Report.</li> </ol>	
<b>e- Resources &amp; other digital material:</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://bit.ly/3zneIpN">https://bit.ly/3zneIpN</a> (CII)</li> <li>2. <a href="https://www.sebi.gov.in/legal/circulars/feb-2000/corporate-governance_17930.html">https://www.sebi.gov.in/legal/circulars/feb-2000/corporate-governance_17930.html</a> (SEBI)</li> <li>3. <a href="https://www.mca.gov.in/Ministry/pdf/InvitationOfPublicCommentsHLC_18012019.pdf">https://www.mca.gov.in/Ministry/pdf/InvitationOfPublicCommentsHLC_18012019.pdf</a> (MCA)</li> </ol>	