

Course Learning Objectives (CLOs):

- To introduce the students to the challenges and complexities faced by businesses and their leaders as they endeavor to maximize returns while responsibly managing their duties towards stakeholders and society.
- To make students aware of the intricacies of corporate governance and benefits to corporations of good governance.
- To introduce the students to the rationale behind the government interventions in market systems.
- To introduce the students to the concept of Social Responsibility and make their own judgment as to the proper balance of attention to multiple bottom lines.

Course Outcomes (COs):

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs (1,5)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	State the interrelation between Business and Society and its impacts on each other.		1	
CO-2	Recognize the significance of the theoretical and practical applications of corporate governance to businesses	1		
CO-3	Recognize the importance of interdependence of environment and corporation.		5	
CO-4	Demonstrate awareness towards legal and regulatory context of business	4		

POs	PO-1	PO-2	PO-3	PO-4	PO-5
Mapping Level	2.5			3	2

Contents:

Unit-1: (10 Hours)

Corporate Governance: An overview: Introduction, Definition, Market model and control model, Issues in corporate governance, Relevance of corporate governance, Need and Importance of corporate governance, Benefits of good corporate governance.

Theory and Practice of Corporate Governance: The concept of Corporate, the concept of Governance, theoretical basis for corporate governance, obligation to Society, Investors, Employees, Customers, Managerial obligations.

Unit-2: (6 Hours)

Environmental Concerns and Corporations: History of environmentalism, environmental preservation: Role of stakeholders, international issues, Sustainable development, costs and benefits of environmental regulation, industrial pollution, Role of corporate in environmental management, Waste management and pollution control, key strategies for prevention of pollution, environmental audit, Laws governing environment.

Unit-3: (6 Hours)

The role of Public Policies in Governing Business: Public policy-Definition, classification of public policy, Areas of public policy, Levels of public policy, Elements of Public policy. Public policies and the Government. Need for public policies in Business. The involvement of Business in public policy decision making. Business and politics-Levels of involvement. Business and Politics levels of involvement. National economic growth. Public policy and Government regulations in India, functional regulations.

Unit -4: (10 Hours)

Consumer Protection: The rise of consumer protection, the government's role, consumer duties and responsibilities, consumer protection in India. The current scenario. Legal protection to consumers.

Consumer Protection Act 1986: Meaning, Scope and Objectives, Consumer Protection Councils, Consumer Disputes Redressal Agencies.

Unit-5: (10 Hours)

Indian Contract Act, 1872: Meaning of contract, Agreement, General Principles of law of contract- Essential elements of a valid contract.

Unit-6: (10 Hours)

Companies Act 1956: Meaning and features, kinds of companies, registration and incorporation, Memorandum of Association & Articles of Association, Prospectus. Winding up of companies

Practical components:

- A group assignment on “The relationship between Business and Society in Indian Context
- Case studies on relevant topics related to business with respect to Indian context.

Reference books:

1. Fernando A. C, Business Environment, Pearson Publications.
2. John F. Steiner, Business, Government, and Society: A Managerial Perspective, Text and Cases, 12/e, McGraw-Hill, 2011.
3. Kapoor N.D, Elements of Mercantile law, 32/e, Sultan Chand & Sons, 2011.



Head of Department
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Course Learning Objectives (CLOs):

- To provide exposure towards the nature of business environment.
- To enable student to understand the rationale of globalization and its impact on the business environment.
- To sensitize the students about the impact of the cultural, economic and technological environment on businesses.
- To sensitize the students to the role of business and society and the impact they have on each other.

Course Outcomes (COs):

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs (1 to 5)/PSOs(6 to 8)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Identify and evaluate the complexities of business environment and their impact on the business.	2	1	6
CO-2	Apply the understanding of complexities of globalization and provide effective business solutions.	7,1	2	
CO-3	Analyze cultural, economical, social and technological impact on business environment.	3		
CO-4	Analyse the relationship between Business and society and their roles in mutual development.	4		

POs/PSOs	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-6	PSO-7	PSO-8
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Mapping Level	2.5	2.5	3	3		1	3	
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Contents:

1. Understanding the nature of Business:

Nature of Business, Scope of business, Characteristics of contemporary business, Business objectives, Critics of Business

Environment and Strategic Management:

Nature and types of environment, Internal and external forces, Knowing the environment, Objectives and uses of study, Limitations of Environmental Analysis, the process of environmental analysis, Linkages among stages, organization for analysis, Inputs for strategic Management, Strategic management process.

6L+2P=8Hrs

2. Meaning and rationale for Globalization:

Nature of Globalization, drivers of globalization, Ripple effects of globalization, players in international business, India's presence, Goals of MNC's, Fundamental goals of host governments, Criticisms of MNC's, How can MNC's become acceptable, Fading globalization, Challenges of international business.

Strategies for going Global: Strategies of globalization

Foreign Direct Investment: Nature of FDI, Why FDI, Factors influencing FDI, India's share, attracting foreign capital, Destination India, FDI outflows.

6L+2P=8Hrs

3. Technological Environment:

Features of technology, Impact of technology, Management of Technology, Status of technology in India, Science and Technology Policy 2003, Institutional and other facilities to promote Science and Technology, Science, Technology and Innovation policy 2013.

Economic Environment: Nature of Economic environment, Economic factors, NITI Ayog, Claims and counter claims, Agenda for future, Make in India.

**6L+2
P=8Hrs**

4. Public Sectors Enterprises:

Definition, objectives, Evolution of the Public sector, Rationale for State owned Enterprises, Growth and Role, Performance, What needs to be done, 1991 industrial policy and Public Sector, Challenges of PSU's, Expert panel Recommendations, Ownership pattern of PSU's, Private sector.

Privatization:History, Nature and objectives, Privatization routes, Record to date, Disinvestment in India, Arguments for Privatization, Arguments against privatization, Organization for disinvestment, Present stand of the Government, National Investment Fund, Public Private partnership.

Micro, Small and Medium Enterprises:Meaning, Growth, Significance of Small scale enterprises, Facilities, Problems and Remedies, Small Sector industrial Policy, Recommendations of AbidHussain Committee, Mudra card.

10L+2P=12 Hrs

5. **Social Responsibility of Business:** Social responsibility models, Forces pressurizing social responsiveness, The CSR debate, Prominence of Social responsibility, Barriers to social responsibility, Social responsibility implementation, Principles of CSR, Limits of CSR, Common characteristics, Indian scenario, Governments Responsibility.

Cultural environment:Nature of culture, Cultural dimensions, impact of culture on business.

6L+2P=8Hrs

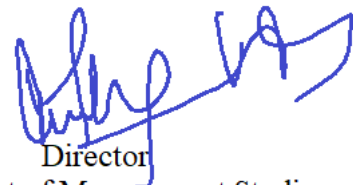
6. **Business Ethics:** Nature of ethics, Source of business ethics, why ethics is important, Are businessmen ethical, Ethical dilemmas, Managing Ethics, Improving ethical decision Making.

Corporate Governance:Nature of corporate Governance, the context, Factors influencing corporate governance, Mechanisms of Corporate Governance, The present, Towards better governance, the future, Regulatory framework in different countries, Models of Corporate governance.

7L+1P=8Hrs

Reference Book:

- 1) K. Aswanthappa, Essentials of Business Environment, 15th edition, Himalaya Publications.
- 2) Justin Paul, Business environment, 4th edition, McGraw Hill Publication.
- 3) Francis Cherunilam, Business Environment Text and cases, 27th Edition, Himalaya Publishing.



Director

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