

Business and Society

Course Objectives

The objectives for this course are the following:

1. To develop broader and more complete understanding of the business and society relationship
2. To help the student perceive and understand the importance of sound business ethics practices in the effective functioning of organizations.
3. To comprehend major stakeholder groups which interact with business organizations and the kinds of expectations they may hold with respect to their role in business enterprise and society.
4. To understand major corporate social responsibilities of business:
5. Impact of the human activities on the environment

Syllabus

Business Environment, Economic Growth, CSR, Public private Partnerships, Privatization, Environmental Management, Sustainable Development

Expected Outcome

The successful completion of this course will impart an understanding of the relationship between business and society. This will enable students to perceive sound business ethics and social responsibilities of business.

References

1. John Steiner, George Steiner, Business, Government and Society: A Managerial Perspective, 13/e, McGraw-Hill Higher Education, 2011
2. John F. Steiner, Business, Government, and Society: A Managerial Perspective, Text and Cases 12/e, McGraw-Hill/Irwin, 2008.
3. Francis Cherunilam, Business and Government, HPH, 2013.
4. Fernando A. C, Corporate Governance: principles, policies and practices, 2/e, Pearson Edn., India, 2011.
5. Ghosh B. N, Business Ethics and Corporate Governance, McGraw Hill Education (India) Private Limited, 2011.
6. Bala Krishnamurthy, Environmental Management: Text and Cases, PHI, New Delhi.

7. Arindita Basak, Environmental Studies, Pearson Education, New Delhi.

8. Justin Paul, Business Environment -Text and Cases, Tata McGraw Hill Education, New Delhi, 2010

COURSE PLAN

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I Roles of Business, Government, and Society: Interdependence and Conflict, Regulation of Business, Functions of State; Economic roles of government; Government and legal environment; Poverty, Inequality and Economic Growth: Industrial Development, Rural- Urban Dynamics, Population and Development, Finance for Development

II Business in a Global Environment: Business as Blending of People Technology and Ethical Behaviour, Achieving Business Success through Social Responsibilities. Trade and Development, State and the Market, Privatization and Regulation, Institutions and Growth.

First Internal Examination

III Public Private Partnerships: The Rationale for Public Private Partnerships, Different Kinds of Public Private Partnerships with a special emphasis on the Build Operate and Transfer Model (BOT). Issues in Regulation that come about with privatization, Pricing mechanisms available to a regulator to ensure universal access and efficiency, Discussion of the privatization experience in different sectors, water, electricity, telecommunication, and railways with a special emphasis on India.

III Coping with Global Competition, Conflict with Nation States. Non- Governmental organizations (NGO) - impact on Indian rural development, education and charity. Types and nature of social responsibilities, CSR principles and strategies, models of CSR, Best practices of CSR, Need of CSR, Indian perspective

Second Internal Examination

IV Environmental Management - Definition, scope, importance and need - Concept of Ecosystem: Kinds of Resources: Renewable and Non Renewable resources- forests, water, mineral, food, energy, land resources - Role and Impact of Humankind: Population and development- pollution-definition- kinds-effects-climate change

V Sustainable Development: Concept, principles- social, economic and environmental dimensions- hurdles, Indicators-Millennium Development Goals- Environment Management Systems: EMS- planning, implementation – environmental audit- environmental labeling- insight into current developments in energy conservation-3Rs

Final Examination