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**\*Minimum (8 out of 10) 80% attendance compulsory.**

## MBA (3rd Semester)

**BMGT 901C**

**BUSINESS ETHICS AND SOCIAL RESPONSIBILITY**

### 1. INTRODUCTION TO ETHICS:

Ethics, Wisdom, Sequential and Holistic Ethical inquiry, Ethical approach to business. Business ethics and ethics in business. Triple bottom line agenda. Institutionalising Ethics.

### 2. MAJOR ETHICAL THEORIES:

Action based theories. Virtue based theories. Ethical issues in Marketing Management, Financial Management and Human Resource Management.

### 3. HUMAN VALUES FOR MANAGEMENT:

Management: A function for skills and values, The role of skills, the roll of values, Human journey from disvalues to human values, Human values and other values.

### 4. INDIAN ETHOS FOR MANAGEMENT:

Management thinking from the wisdom literature of India, Some Indian ethos for wisdom Management: The Guna Dynamics, The Art and Science of work, The moral law of cause and effect, The giving model of inspiration, The lower self and the higher self.

### 5. CORPORATE GOVERNANCE:

Aspects of Corporate Governance, Owners and Stakeholders, Directors and Board Structure, Corporate Governance in India.

### 6. CORPORATE RESPONSIBILITY:

Introduction, Managing and implementing Corporate responsibility, Corporate responsibility and Corporate Governance, Future of Corporate responsibility.

**SUGGESTED BOOKS:**

1. Business Ethics	Richard T. De George	Pearson Education
2. Corporate Responsibility - A critical introduction	Michael Blowfield & Alan Murray	Oxford University Press
3. Corporate Governance	Christine A. Mallin	Oxford University Press
4. Business Ethics - An Indian Perspective	P.S. Bajaj & Raj Agrawal	Biztantra Publication
5. Management by Values	S.K. Chakroborty	Oxford University Press

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## **BMGT 902C PROJECT PAPER (EXTERNAL)**

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### **A. FORMAT OF PROJECT REPORT**

#### **With general guide lines on how to write a Project Report**

- Consult your Guide from time to time, as well as whenever necessary, carry out suggested changes by your guide and then proceed for next step.
- Do take signature of your project guide as required on your progress report sheet.
- Work regularly with commitment and ensure you are following Project Report Activity Completion Schedule and avoid last minute's hustle.

**Note:** For any query contact your respective Project Guide / Class coordinator

#### **Schedule for Project Completion Department of Business Management Summer Training Project Report**

<b>S. No.</b>	<b>Activities to be Completed.</b>	<b>Signature with Date</b>
1.	Initial discussions & finalization of title.	
2.	Finalization of chapter scheme.	
3.	Finalization of chapter 1 & 2	
4.	Finalization of chapter 3	
5.	Finalization of chapter 4 & 5	

<b>BMGT 1002 C</b>	<b>Business Environment</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.01	Date of Approval	3	0	0	3
Prerequisite	Managerial Economics				
Co-requisites					

### **Course Background and Learning Objectives:**

Business is not done in isolation. Business decisions are affected by the environment under which it is carried out. Many factors are responsible for the success or failure of any business. It is necessary to understand what those factors are and how they can affect the profit, revenue or cost of any business organization. This course is designed to provide a broad framework about the factors which can potentially create opportunities or pose threat to any business organization. The business organizations can't afford to simply overlook those factors. Some of these factors are within the control of the organization and some are outside its control. Government policies like monetary policy, fiscal policy, industrial policy, foreign trade policy etc. are really important in today's world. It is required to understand all this in a systemic and logical manner.

This course focuses on the external and internal environments in which companies operate. The main objective of this course is to enable the students to have a clear understanding of the theories and models that provides a fundamental building block of business as well as blending theory with practical scenarios. The course will further help students to identify the nature and complexity of the competitive environment, the technological environment, the dynamic and multifaceted social environment, the legal environment and the political issues that may have a potential impact on business organizations.

The *learning goals and objectives* of this course for students to pursue management education are:

1. To acquaint students with the factors which can affect the business decision making and to identify the stakeholders and analyze their behaviour.

2. To assist students in developing their creativity and innovative thinking to make good decisions in a complex global environment by correctly identifying problems and opportunities, analyzing alternatives properly, and making the best choices in a given condition.
3. To critically analyse situations for forward thinking through innovation.

**Text Book:**

1. Francis Cherunilam - Business Environment: Text and Cases, Himalaya Publishing House

**Reference Books:**

1. Shaikh Saleem: Business Environment , Second edition, Pearson
2. A.C. Fernando : Business Environment , Pearson
3. Justin Paul : Business Environment - text and cases , Third edition, TMH
4. Andrew Harrison : Business Environment in global context, Second edition, Oxford University Press
5. Veena K. Pailwar: Business Environment, PHI

**Course Content:**

**Unit I: Introduction to Business Environment and National Income 8**

**hours** Meaning of Business and Characteristics of Business; Internal environment, External environment; Micro environment, Macro environment; Economic environment, Non economic environment; Different type of economic system, Global environment; Political environment, Legal environment; Natural environment and Technological environment; National income- Different aggregates and its measurements

**Unit II: Structure of Indian Economy 8 hours** Characteristics and Problems of Indian economy; Inflation- Meaning, Measurement, Causes and its impact on the business; Role of agriculture in the Indian economy; Economic growth and economic development, Human development index; Nationalization, Privatization,

Disinvestment; Economic Planning- Meaning and Objectives; Five year plans in India, Twelfth Five year plan

**Unit III: Indian Financial Market and Government Policies** **8 hours**

Money market, Capital market; Stock exchanges In India; Terms related to the stock market; Functions of SEBI; Monetary policy- Meaning and objectives; Instruments of monetary policy; Fiscal policy- Meaning and objectives; Different types of deficits and expenditures; Industrial Policy- Meaning and objectives; Different industrial policies in India, Economic reform of 1991

**Unit IV: External Sector** **8 hours**

Significance and pattern of India's foreign trade; Tariff and non tariff barriers to trade; Case Study- South East Asian economic crisis; Export promotion policies; Trade policy (2009-14); WTO- Objectives and agreements Case study- Whose Basmati is it?; MNCs- meaning and impact; FDI and Outsourcing- meaning and importance; Balance of payment- Meaning and components

**Unit V: Regulatory Business Laws** **8 hours**

FERA and FEMA, MRTP and Competition Act; Consumer Protection Act; Environment Protection Act; IT Act; Case Study- McKinsey's Agenda for India's Economic Reform

<b>Evaluation</b>	Theory	
Component	Internal	SEE
Marks	30	70
Total Marks	100	

<b>BMGT 1003 C</b>	<b>Values, Ethics &amp; Corporate Social Responsibility(CSR)</b>	L	T	P	C
Version 1.01	Date of Approval	2	0	0	2
Prerequisite	Knowledge of Principles and Practices of Management				
Co-requisites					

### Course Background and Learning Objectives:

Values, Ethics and Corporate Social responsibility (CSR) seek to familiarize students with basic understanding of values, skills, ethical principles for taking the human journey upward. Students will learn about the ethical theories and their applications in the various streams of management. Furthermore, this course also imparts the knowledge of corporate governance and importance of corporate social responsibility.

The *learning goals and objectives* of this course are:

1. Students will demonstrate understanding of the ethical principles in general or in application of specialized knowledge in other areas.
2. Create knowledge about values, disvalues and five-pillar model in particular to take the human journey upward.
3. Develop understanding of corporate governance, importance and implementation of corporate social responsibility across organizations.

### Text Book:

1. Business Ethics, Richard T. De George, Pearson Education.
2. Management by Values, S.K. Chakroborty, Oxford University Press.
3. Corporate Responsibility - A critical introduction, Michael Blowfield & Alan Murray, Oxford University Press.

### Reference Books:

1. Corporate Governance, Christine A. Mallin, Oxford University Press.
2. Business Ethics - An Indian Perspective, P.S. Bajaj & Raj Agrawal, Biztantra Publication.

**Course Content:****Unit I: Human Values for Management 4 hours**

Management: A function for skills and values, the role of skills, the role of values, Human journey from disvalues to human values, Human values and other values. Management thinking from the wisdom literature of India, Some Indian ethos for wisdom Management: The Guna Dynamics, The Art and Science of work, The moral law of cause and effect, The giving model of inspiration, The lower self and the higher self.

**Unit II: Introduction to Ethics 4 hours**

Ethics, Wisdom, Sequential and Holistic Ethical inquiry, Ethical approach to business. Business ethics and ethics in business, Triple bottom line agenda, Institutionalising Ethics.

**Unit III: Major Ethical Theories 4 hours**

Action based theories-Egoism, Utilitarianism, Deontology, Care Ethics, Virtue based theories

**Unit III: Application areas of Values and Ethics 4 hours**

Ethical issues in Marketing Management, Financial Management, Human Resource Management, Operations Management and IT/Systems.

**Unit V: Corporate Governance and CSR 4 hours**

Aspects of Corporate Governance, Owners and Stakeholders, Directors and Board Structure, Corporate Governance in India.

Introduction of corporate social responsibility, Managing and implementing corporate social responsibility, corporate social responsibility and Corporate Governance, Future of Corporate social responsibility.

<b>Evaluation</b>	<b>Theory</b>	
Component	Internal	SEE
Marks	30	70
Total Marks	100	