

## **BUSINESS, GOVERNMENT AND SOCIETY**

Subject Code	: 14MBA14	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

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### **Objectives:**

1. To enable students to understand the challenges and complexities faced by businesses and their leaders as they endeavor maximize returns while responsibly managing their duties to stakeholders and society.
2. To help students to understand the rationale for government interventions in market systems.
3. To help students develop an understanding of Social Responsibility and make their own judgments as to the proper balance of attention to multiple bottom lines.
4. To help students develop the skills needed to work through ethical dilemmas

### **Module 1:**

**(8 Hours)**

**The Study of Business, Government and Society (BGS):** Importance of BGS to Managers –Models of BGS relationships – Market Capitalism Model, Dominance Model, Countervailing Forces Model and Stakeholder Model – Global perspective – Historical Perspective.

### **Module 2:**

**(8 Hours)**

**Corporate Governance:** Introduction, Definition, Market model and control model, OECD on corporate governance, A historical perspective of corporate governance, Issues in corporate governance, relevance of corporate governance, need and importance of corporate governance, benefits of good corporate governance, the concept of corporate, the concept of governance, theoretical basis for corporate governance, obligation to society, obligation to investors, obligation to employees, obligation to customers, managerial obligation, Indian cases

### **Module 3:**

**(4 Hours)**

**Public Policies:** The role of public policies in governing business, Government and public policy, classification of public policy, areas of public policy, need for public policy in business and levels of public policy.

### **Module 4:**

**(8 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.

### **Module 5:**

**(8 Hours)**

**Business Ethics:** Meaning of ethics, business ethics, relation between ethics and business ethics, evolution of business ethics, nature of business ethics, scope, need and purpose, importance, approaches to business ethics, sources of ethical knowledge for business roots of

unethical behaviour, ethical decision making, some unethical issues, benefits from managing ethics at workplace, ethical organizations

#### **Module 6:**

**(6 Hours)**

**Corporate Social Responsibility:** Types and nature of social responsibilities, CSR principles and strategies, models of CSR, Best practices of CSR, Need of CSR, Arguments for and against CSR, CSR in Indian perspective, Indian examples.

#### **Module 7:**

**(14 Hours)**

**Business Law:** Law of contract - meaning of contract, agreement, essential elements of a valid contract. Law of agency- meaning, creation and termination of agency. Bailment and Pledge - meaning, rights and duties of bailor and bailee.

**Negotiable Instruments Act 1881:** Nature and Characteristics of Negotiable instruments, Kinds of Negotiable Instruments – Promissory Notes, Bills of Exchange and Cheques. Discharge and Dishonour of Negotiable Instruments.

**Sale of Goods Act 1930:** Definition of Sale, Sale v/s Agreement to Sell, Goods, Condition and Warranties, Express and Implied Condition, “Doctrine of Caveat Emptor”, Right and duties of Unpaid Seller.

Meaning, scope and objectives of - Intellectual property law, law relating to patents, law relating to copyrights, law relating to trade mark.

#### **Practical Components:**

1. Students are expected to study any five CSR initiatives by Indian organizations and submit a report for the same.
2. A group assignment on “The relationship between Business, Government and Society in Indian Context and relating the same with respect the models studied in Module 1.
3. Case studies/Role plays related ethical issues in business with respect to Indian context.

#### **RECOMMENDED BOOKS:**

1. Business, Government, and Society: A Managerial Perspective, Text and Cases – John F. Steiner, 12/e, McGraw-Hill, 2011.
2. Business and Government – Francis Cherunilam, HPH.
3. Corporate Governance: principles, policies and practices – Fernando A. C, 2/e, Pearson, 2011.
4. Business Ethics and Corporate Governance - Ghosh B. N, Tata McGraw-Hill, 2012.
5. Business Law for Managers, Goel P. K, Biztantra, 2012.
6. Corporate Social Responsibility: A Study of CSR Practices in Indian Industry, Baxi C. V & Rupamanjari Sinha Ray, Vikas Publishing House, 2012.

#### **REFERENCE BOOKS:**

1. Business and Society - Lawrence and Weber, 12/e, Tata McGraw- Hill, 2010.
2. Business Ethics - Bajaj P. S & Raj Agarwal, Biztantra, 2012.
3. Corporate Governance - Keshoo Prasad, 2/e, PHI.
4. Corporate Governance, Ethics and social responsibility - Balachandran V, & Chandrashekharan V, 2/e, PHI, 2011.
5. Corporate Governance – Machiraju H. R, HPH.
6. Business Ethics and Corporate Governance – Prabakaran S, Excel BOOKS.
7. Corporate Governance – Badi N. V, Vrinda Publications, 2012.
8. Civic Sense – Prakash Pillappa, Excel BOOKS, 2012.