

BUSINESS, GOVERNMENT AND SOCIETY

Subject Code	: 14MBA24	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		

Objectives :

- 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.
- To help students to understand the rationale for government interventions in market systems.
- 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.
- To help students develop the skills needed to work through ethical dilemmas

Module I

(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 II

(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 III

(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 IV

(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 V

(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 VI

(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 VII

(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.
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:

- Students are expected to study any five CSR initiatives by Indian organizations and submit a report for the same.
- 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.
- Case studies/Role-plays related ethical issues in business with respect to Indian context.

a Company's present strategies – SWOT analysis – Value Chain Analysis – Benchmarking Generic Competitive Strategies – Low cost provider Strategy – Differentiation Strategy – Best cost provider Strategy – Focused Strategy – Strategic Alliances and Collaborative Partnerships – Mergers and Acquisition Strategies – Outsourcing Strategies – International Business level Strategies.

Module V

(7 Hours)

Business Planning in different environments – Entrepreneurial Level Business planning – Multi stage wealth creation model for entrepreneurs – Planning for large and diversified companies – brief overview of Innovation, integration, Diversification, Turnaround Strategies – GE nine cell planning grid and BCG matrix.

Module VI

(10 Hours)

Strategy Implementation – Operationalizing strategy, Annual Objectives, Developing Functional Strategies, Developing and communicating concise policies, Institutionalizing the strategy, Strategy, Leadership and Culture, Ethical Process and Corporate Social Responsibility.

Module VII

(8 Hours)

Strategic Control, guiding and evaluating strategies, Establishing Strategic Controls, Operational Control Systems, Monitoring performance and evaluating deviations, challenges of Strategy Implementation, Role of Corporate Governance

Practical Components:

- Business Plan: Students should be asked to prepare a Business Plan and present it at the end of the semester. This should include the following:
 - Executive Summary
 - Overview of Business and industry analysis
 - Description of recommended strategy and justification
 - Broad functional objectives and Key Result Areas.
 - Spreadsheet with 5-year P&L, Balance Sheet, Cash Flow projections, with detailed worksheets for the revenue and expenses forecasts.
 - Analysing Mission and Vision statements of a few companies and comparing them
 - Applying Michael Porter's model to an industry (Retail, Telecom, Infrastructure, FMCG, Insurance, Banking etc)

- Pick a successful growing company. Do a web-search of all news related to that company over a one-year period. Analyse the news items to understand and write down the company's strategy and execution efficiency.
- Pick a company that has performed very badly compared to its competitors. Collect information on why the company failed. What were the issues in strategy and execution that were responsible for the company's failure in the market. Analyse the internal and external factors Map out GE 9-cell matrix and BCG matrix for some companies and compare them
- Conduct SWOT analysis of your institution and validate it by discussing with faculty
- Conduct SWOT analysis of companies around your campus by talking to them

RECOMMENDED BOOKS:

- Crafting and Executing Strategy, Arthur A. Thompson Jr., AJ Strickland III, John E Gamble, 18/e, Tata McGraw Hill, 2012.
- Strategic Management, Alex Miller, Irvin McGraw Hill
- Strategic Management - Analysis, Implementation, Control, Nag A, 1/e, Vikas, 2011.
- Strategic Management - An Integrated Approach, Charles W. L. Hill, Gareth R. Jones, Cengage Learning.
- Business Policy and Strategic Management, Subba Rao P, HPH.
- Strategic Management, Kachru U, Excel BOOKS, 2009.

REFERENCE BOOKS:

- Strategic Management: Concepts and Cases, David R, 14/e, PHI.
- Strategic Management: Building and Sustaining Competitive Advantage, Robert A. Pits & David Lei, 4/e, Cengage Learning.
- Competitive Advantage, Michael E Porter, Free Press NY
- Essentials of Strategic Management, Hunger, J. David, 5/e, Pearson.
- Strategic Management, Saroj Datta, jaico Publishing House, 2011.
- Business Environment for Strategic Management, Ashwathappa, HPH.
- Contemporary Strategic Management, Grant, 7/e, Wiley India, 2012
- Strategic Management-The Indian Context, R. Srinivasan, 4th edition, PHI



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48