

# 17MB111-BUSINESS ENVIRONMENT & ETHICS

## Course Objective:

To analyze the overall business environment and evaluate its various components in business decision making. And provides an analysis and examination of significant contemporary ethical issues and challenges existing throughout the professional business arena. Emphasis will be placed upon the manager's social and environmental responsibilities to a wide variety of stakeholders, including employees, customers and the public.

## Course Outcomes:

On completion of this course, learners will be able to:

- Familiarize with the nature of business environment and its components.
- The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business.
- Understand the definition of ethics and the importance and role of ethical behavior in the business world today.

## UNIT - I

**The Concept of Business Environment:** Meaning of business environment – Types of environment – Nature and scope of business – Business objectives and its characteristics – Environmental Analysis and Forecasting – Importance of business environment.

## UNIT - II

**Economic systems and their impact on business:** Capital Market – Money Market – Investor Protection and role of SEBI – Stock Exchange and its regulation - Liberalization – Privatization – Globalization.

## UNIT - III

**Industrial Policies:** A brief review of industrial policies since independence, Industrial policy of 1991 and recent developments – policy on foreign direct investment in Indian Industry – Privatization and disinvestment.

## UNIT - IV

**Business Ethics:** Nature of ethics - Ethical Principles in Business - Relationship between ethics and business – Ethical organization – Characteristics of ethical organization- ethical corporate code – Ethical leadership.

## UNIT - V

**Ethics in HRM:** Ethics in Marketing - Ethics in Finance - Ethics at workplace – Corporate Social Responsibility – Corporate Governance – KM Birla Committee Report on Corporate Governance - Consumer Protection Act – Small Investor Protection.

## Skill Development:

*(These activities are only indicative, the Faculty member can innovate)*

1. List out the various cyber offences and the penalties for the same.
2. List at least 3 MNCs of G-8 Countries operating in India along with products they manufacture.

3. Collect the latest Fiscal, Monetary Policies on business
4. Students are expected to study any five CSR initiatives by Indian organizations and submit a report for the same.
5. A group assignment on “The relationship between Business houses and Society in Indian Context and relating the same with respect to the models studied.
6. Mini Project: Collect details of unethical practices by businesses in today’s context in the areas of Production, Marketing, HRM, and Financial services and make a report.
7. Case studies/Role plays related ethical issues in business with respect to Indian context.

**TEXT BOOKS:**

1. Francis Cherunilam: Business Environment: Text and Cases, 17/e, Himalaya, 2007.
2. Manuel G. Velasquez, Business Ethics: Concepts and Cases, PHI, New Delhi, 2009.

**REFERENCE BOOKS:**

1. Justin Paul: Business Environment, 1e 2006, Tata MH.
2. Misra and Puri: Indian Economy, Himalaya, 2007.
3. Dutt and Sundaram, Indian Economy, S. Chand, New Delhi, 2007.