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| **Part A: Introduction** | | | | |
| Program: **Certificate Course** | | Class: **B.Com. Semester I** | Year: **2022** | Session:**2022-2023** |
| 1 | Course Code | **BBCGE-101** | | |
| 2 | Course Title | **Business Environment(Paper-V)** | | |
| 3 | Course Type | Generic Elective | | |
| 4 | Pre-requisite  (if any) | Pass in Class XII | | |
| 5 | Objectives | This paper aims at acquainting the students with the emerging issues in business at the national and international level in the light of the policies of liberalization and globalization. | | |
| 6 | Course Learning  Outcomes (CLO) | At the end of this course, the students will be able to  1. Understand the relationship between environment and business applying the environment analysis techniques in Practice. 2. Understand the various social and economic problems and factors that affect economic growth.  3. Familiarize with the Nature of local business environment and its component. 4. Acquaint students will govt. policies and different roles for the emergence, upliftment and smooth functioning of business organization.  5.The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business | | |
| 7 | Credit Value:04 | Theory : 03 Tutorial:01 | | |
| 8 | Total Marks | Max. Marks:100 | | Min Passing Marks :40 |

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| **Part B: Content of the Course** | | |
| Total No. of Lecturer in per week:05  Total Lectures:70 | | |
| Unit | Topics | No. ofLectures |
| I | **Business Environment:** Concept, Components and Importance, Factors Affecting Business Environment, Economic System **Economic Trend (Overview):** Income, Saving & Investment, Trade & Balance of Payment. | 20 |
| II | **Economic Problem of Growth:** Inflation ,Parallel Economy Industrial Sickness . **Economic Factors of Growth:** Foreign Direct Investment (FDI), Foreign Portfolio Investment (FPI), Micro, Small and Medium Enterprises (MAMEs). | 15 |
| III | **Economic Planning in India:** Need, Objective, Strategy, Review of Previous Plan, NITI AAYOG. **Role of Government:** Monetary & Fiscal Policy, Industrial Policy, Industrial Licensing, Privatization, Liberalization, Globalization, Demonetization, Disinvestment, Foreign Exchange Management Act 2000. | 15 |
| IV | **International Environment:** Trends in World Trade & The Problems of Developing Countries, Foreign Trade & Economic Growth, Export-Import Policy **International Economic Groups**: GATT, WTO, UNCTAD, World Bank, IMF, TRIPS, TRIMS **Regional Trade Agreements:** European Union (EU), ASEAN, SAARC, NAFTA | 20 |
| **Keywords:** | | |

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| **Part C - Learning Resource** |
| Text Books, Reference Books, Other Resources |
| **Suggested Readings:**  **Text Books:**  1.Cherunilam, Francis. Business Environment.Mumbai: Himalaya Publishing House  2. K. Aswathapa, Essential of Business Environment, Himalaya Publishing House  3. Sundaram & Black; The International Business Environment; Prentice Hall, New Delhi.  4. Misra S.K. and Puri V.K.; Indian Economy; Himalaya Publishing House, New Delhi.  5.Pailwar,Keshav Veena.Business Environment. New Delhi:PHI,Publication  6.Sinha V.C.and Sinha Pushpa. Business Environment(Hindi and English).Agra:SBPD Publishing House  7.Rishiswar,Vinay.Vyavsayik Paryavaran.Agra SBPD Publications.  8.Dayal,Gupta,Soni. Business Environment.Jaipur: RBD Publication.  9.Swami,Gupta,Vaishnaw.Economic and Business Environment. Jaipur: RBD Publication.  Online resources (Try to include similar course available on SWAYAM/NPTEL/CEC etc. |

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| **Part A: Introduction** | | | | | |
| Program: **Certificate Course** | | Class: **B.Com.Semester I** | Year: **2022** | | Session:**2022-2023** |
| 1 | Course Code | BBCGE-102 | | | |
| 2 | Course Title | **BUSINESS ETHICS & CORPORATE GOVERNANCE** | | | |
| 3 | Course Type | Generic Elective (Paper-V) | | | |
| 4 | Pre-requisite  (ifany) | Pass in Class XII | | | |
| 5 | Objectives | The objective of this paper is to make the students aware about the importance of ethics in the business, practices of good governance to encourage moral imagination and heightening sensitivity towards the ethical dimension of managerial problems. | | | |
| 6 | Course Learning  Outcomes (CLO) | At the end of this course, the students will be able  to understand the business ethics.  to Analyze corporate social Responsibility.  to analyze various ethical codes in corporate governance.  to Analyze the Employees conditions and Business Ethics. | | | |
| 7 | Credit Value 04 | Theory : 03 Tutorial: 01 | | | |
| 8 | Total Marks | Max. Marks:100 | | Min Passing Marks :40 | |

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| **Part B: Content of the Course** | | |
| Total No. of Lecturer in per week:05  Total Lectures:70 | | |
| Unit | Topics | No. of Lectures |
| I | Business ethics: Introduction, Meaning of ethics, Types of business ethic issues, why ethical problems occur in business, Ethical dilemmas in business Ethical principles in business,  Utilitarianism: weighing social cost and benefits, Rights and duties Justice and fairness, The ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles, virtue ethics, Morality in international context Ethical decision making-personal and professional moral development and moral reasoning Computer ethics and business. Computer crime, Computers and corporate responsibility Property: information and software, Computer and privacy Professional ethics: Ethics in international business | 15 |
| II | Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Corporate governance abuses, Role played by regulators to improve corporate governance. Different Approaches to Corporate Governance, Leadership and Corporate  Governance, Different models of Corporate Governance, Landmarks of Corporate Governance,Rights and Privileges of shareholders, Investor’s Problem and protection,Corporate Governance and Other Stakeholders, Board of Directors; Role,Duties and Responsibilities of Auditors, Bank and Corporate Governance, Business ethics and Corporate Governance.  Indian experience- imperatives,CII code of best practices, Kumar Mangalam Birla, Naresh Chandra, Narayan Murthy committee report. Accounting standards and corporate governance Corporate governance rating- need, importance, process, parameters. | 20 |
| III | Moral issues in business: Importance of moral issues and reasoning, Principles of moral reasoning, Quality of work life, implications of moral issues in different functional areas of business like finance, HR and marketing.  Whistle blowing: Kinds of whistle blowing, Blowing as morally prohibited, Whistle blowing as morally permitted, Whistle blowing as morally required, precluding the need for whistle blowing.  Marketing truth and advertising: Marketing, Advertising, Truth and advertising, Manipulation and coercion, Allocation of moral responsibility in advertising.  Trade secrets, corporate disclosure, insider trading: Trade secrets, corporate disclosure, insider trading.  Accounting, finance, corporate takeovers: Accounting finance and banking, corporate restructuring and takeovers.  Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring  Environmental protection: Safety and acceptable risk, Environmental harm, Pollution and its control, Product safety and corporate liability, strict liability. | 20 |
| IV | Corporate social responsibility: Meaning, Evolution of corporate social responsibility, Limits of corporate social responsibility, Voluntary responsibility Vs. Legal requirements, Profit maximization vs. social responsibility Socially Responsive Management: Strategies of response, formulating socially responsive strategies. Implementing social responsiveness, making a social strategy work, Conceptual framework of social responsibilities of business, SWOT analysis for evaluating organizational framework for discharging social responsibility, Financial incentives for social responsibility, Role of self regulation in discharge of social responsibility | 15 |
| **Keywords:** | | |

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| **Part C - Learning Resource** |
| Text Books, Reference Books, Other Resources |
| **Suggested Readings:**  A.C. Fernando-Business Ethics, Prentice Hall, Latest Edition.  Andrew Crane and Dark Matter- Business Ethics,Oxford Publications.  Adrain Davies.,Best Practices in Corporate Governance (Gower),Latest Edition.  A.C. Fernando **.,**Corporate Governance –Principles , Policies, and Practices (PearsonEducation).  M.Jennings-Business Ethics , Latest Edition.  Hartman-Business Ethics,Latest Edition.  MannuelG.Velasquez-Business Ethics-Concepts and Cases.  Corporate Governance – Solomon Wiley Student Edition.  Christine and Mallin-Corporate Governance,Oxford Publication.  Bob Tricker-Corporate Governence,Oxford Publication.  Harvard Business School Press- Harvard Business Review on Corporate Governance,2000  Lynn Sharp Paine,Cases in Leadership, Ethics and Organizational Integrity- A strategicPerspective,2000.  Economic India, Reports on Corporate Governance, Academic Foundation, 2004.  IndrajitDube- Corporate Governence,LexisNexisButterworths Wadhwa,2009.  Fredrick ,Lawerence and Williams- Society and Business  K.M. Mittal - Social Responsibility of Business.  Tom MC Evans - Managing Values and Believes in Organization.  LuthansHodgett and Thompson - Social Issues in Business.  Adrian Davies -Strategic Approach to Corporate Governance.  N. Gopalsamy - Corporate Governance a new paradigm.  N.Balasubramaniam - Corporate Board and Governance.  Online resources (Try to include similar course available on SWAYAM/NPTEL/CEC etc.) |