Course based on Environment and Sustainability

Sem	Course Code	BUSINESS ENVIRONMENT AND ETHICS IN GLOBAL SCENARIO	Total Marks: 100		Hours Per Week	Credits
IV	17PBDCT401		CIA: 25	ESE: 75	5	5

OBJECTIVE:

The objective of this course is to impart students the knowledge of various aspects of internal and external environment of business in India and business ethics. This will help them in gaining a deeper understanding of the business environment and recent trends in present scenario.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 Describe basis on environmental analysis and various business environment.

CO2 Exhibit awareness and importance of business ethics.

CO3 Demonstrate the understanding of various stakeholder responsibilities towards business society.

CO4 Gain exposure on agreements and functions of world trade organization.

CO5 Analyze the application oriented case studies on recent trends in business environment.

UNIT - I

Business environment - Nature - Importance - Environmental analysis - Need - Process - Factors affecting environmental analysis - Techniques - Types of environment - Internal environment - External - Micro - Macro environment.

UNIT - II

Ethics in business - Nature - Objectives - Principles of business ethics - Factors influencing business ethics - Types of ethics - Ethical values in Gita - Moral rules - Environmental Pollution - Sources - Types of pollution - Measures to control environmental pollution.

UNIT - III

Business and Society - Social responsibility of business - Responsibilities of stakeholders - Barriers to social responsibility - Corporate social responsibility - CSR stakeholders - Elements - Process of CSR - Benefits - Key issues in CSR.

UNIT - IV

World Trade Organisation - WTO Features - Origin - Objectives of World Trade Organisation - GATT and WTO - WTO Structure -Principles - Functions of WTO - Agreements of World Trade Organisation - Advantages- Key subjects in world trade organization.

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UNIT - V

Global business - Nature - Factors motivating firms go to international business - Mode of entry - Exporting - Forms of exporting - Export Procedure - Stages in exporting - Benefits - Export Finance - Types of export finance - Export assistance in India - Recent trends in business environment.

CASE STUDY from I to V Units

TEXT BOOKS:

1. Francis Cherunilam, "Business Environment - Text and Cases", 12th Edition, 2011, Himalaya Publishing House Private Ltd, Mumbai.

2. R.V.Badi and N.V.Badi, "Business Ethics", 6th Edition, 2010, Vrinda Publications Private Limited, New Delhi.

BOOKS FOR REFERENCE:

1. Ashish Bhalla, "Business Environment", 1st Edition, 2011, Vayu Education of India, New Delhi.

2. Francis Cherunilam, "International Business - Text and Cases", 4th Edition, 2008, Prentice Hall India Private Limited, New Delhi.

3. Aswathappa, "International Business", 6th Edition, 2015, McGraw Hill Education India private Limited, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
5 x 6 = 30 Marks	3 x10 = 30 Marks	1 x 15 = 15 Marks
(Either or Type)	(Any 3 Out of 5)	(Compulsory)
Two questions from each unit	One Question from each unit	One case study out of five units

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