

BUSINESS ENVIRONMENT AND ETHICS

Objective of Course:

To inculcate knowledge and awareness of Indian environment of business and imbibe the ethical values in the minds of young entrepreneurs.

UNIT – I

Business Environment: Introduction, Importance of Business Environment – External and Internal Environment – External Environment, Demographic, Social, Cultural, Political, Economic, Legal, Internal Environment of Business.

UNIT – II

Socio – Political Environment: Demographic Environment, undertaking demographic, Demographic classification, Social Environment, Undertaking Society, Social Class and Social Status, Social Stratification, understanding family, political environment, impact of political environment on business.

UNIT – III

Techno – Economic – legal environment: A brief review of industrial policies, since independence – Monetary policy – Balance of payments – Money and Capital Markets, Technological Environment–understanding technology and technology science.

UNIT – IV

Business Ethics: Ethics Analysis based on understanding of perceptual differences, Ethics and corporate social responsibility, Social responsibility.

UNIT – V

Ethical implication technology, ethics in natural and global environment – corporate environmental responsibility.

TEXT BOOKS:

1. K.Aswhappa, “Essentials of Business Environment”, 5th ed., Himalaya 2007.
2. S.K.Chakraborty, “The Management and Ethics”, 5th ed., Oxford University Press, 2008.

REFERENCE BOOKS:

1. Francis cherunilam, “Business Environment Text and Cases”, 17th ed., Himalaya, 2008.
2. Dutt and Sundaram, “Indian Economy”, 17th ed., S. Chand, New Delhi, 2009.
3. William H. Shaw, Vincent Barry, “Moral Issues in Business”, 6th ed., Thomson, 2008.
4. R.C. Sekhar, “Ethical Choices in Business”, 2nd ed., Response Books, 2006.
5. R.P. Benerjee, “Ethics in Business and Management”, 10th ed., Himalaya Publications, 2009.

