

MNG 202
BUSINESS, ENVIRONMENT & SOCIETY
Credit-3 Class Hours-35

Objectives:

1. To analyze different issues of environment and measures to control those.
2. To enrich the students' understanding of current scenario of society and related problems.
3. To direct the attention of students towards activities meant for betterment of the society.
4. To make the students understand the initiatives of corporate to pay back to the society and how they derive a social return in long run.

Module I: Concept of business environment: Business Environment : Classification (Internal; External :- Micro & Macro – Economic, Political-legal, Socio-Cultural, Technical, Demographic, Natural International), Techniques of Analysis and Diagnosis ((SWOT, ETOP, Forecasting; The New Economic Policy (LPG); National and State Level Industrial Policies.

Module II: Environmental Issues and Controlling Measures: Cause, effect and control measures of pollution (Air, Water, Soil, Marine, Noise, Nuclear hazards); Cause, effect and control measures of urban and industrial wastes; Managing Natural Disasters (flood, earthquake, cyclone and landslides) and Manmade Disasters.

Module III: Contemporary Social issues: Population explosion; Poverty-cause, effect and control measures; Unemployment; Dowry, Domestic violence; Child labour; Terrorism; Cyber crime; Corruption in public sphere; Inequality of caste and gender; Issues related to religious, ethnic, regional, minority, backward class, dalits in India.

Module IV: Corporate Social Responsibility(CSR): Concept, Dimensions of CSR, Models of CSR: Philanthropic, European and Indian; CSR initiatives by public and private sector organizations in India; Social audit; Social Return on Investment(SROI)- Concept, steps to measure, Implications, Community Welfare, Elevated Executives.

Module – V: The concerned faculty shall have the liberty to define the course contents under this module and teach students accordingly. The teacher concerned may assign projects to group of students relating to above areas.

Reference Books:

1. Business, Environment and Society: Badi, Mohapatra and Patra, HPH
2. Indian Social Problems- A Sociological Perspective, Rao CNS, S Chand
3. Essentials of Business Environment, KAswathhapa, HPH
4. Business Environment – B.N Ghosh, Oxford
5. Business Environment, Paleri, Cengage
6. Business Environment , Justin Paul , Tata McGrawHill

7. Corporate Social Responsibility in India by Sanjay K Agarwal – Sage Publication
8. Environmental Studies, Basak, Pearson