

Course Code	Course Title	C	H	I	E	T
17P1KMC1	Business Environment and Ethics	4	5	25	75	100

Unit I Introduction to Business Environment 18 Hrs

Introduction - Scope of Business - Characteristics of Business - Business Goals - Factors influencing Business Environment - Environmental Analysis and Forecasting.

Unit II Economic Environment 18 Hrs

Introduction - Nature of Economy - Economic Policies and Planning the Economic conditions. Political Environment - Economic roles of the Government. Social Environment - Business and Society Ecology - Consumerism and Consumer Rights - Cultural Environment - Technological Environment - Legal Environment.

Unit III Global Environment 18 Hrs

Introduction - GATT – GATS – TRIPs – TRIMs – WTO - International Investments - FDI & FII - Development Regulation of Foreign Trade - EPZs, EOUs, TPs – SEZs - FEMA Act 1999.

Unit IV Introduction to Business Ethics 18 Hrs

Introduction – Meaning – Definition - Nature – Purpose - Morals for Organisational Interest - Ethics and Conflicts of Interest - Ethical and Social Implications of Business Policies and Decisions - Corporate Social Responsibility.

Unit V Ethical Management 18 Hrs

Introduction – Meaning – Definition - Ethics in Work place - Ethics in Marketing and Consumer Protection - Ethics in Accounting and Finance.

Text Book(s):

1. Francis Cherunilam, “**Business Environment Text & Cases**”, Twenty Third Edition, 2014, Himalaya Publishing House, Mumbai.
2. S. Parthasarathy & P. Rengarajan, “**Concepts and Realities in Business Ethics**”, 2003, Sadagopan Publishers.

Reference Books

1. Dr.A. Mushtafa, “**Business Environment and Law**”, 2010, AITBS Publishers and Distributors, Delhi.
2. H.C. Mruthyunjaya, “**Business Ethics and Value System**”, 2013, PHI Learning Pvt., Ltd., Delhi.
3. Namita Gopal, “**Business Environment**”, Second Edition, 2009, McGraw Hill Education Pvt. Ltd., New Delhi.