



**SARDAR PATEL UNIVERSITY**

**Vallabh Vidyanagar**

**(Reaccredited with ‘A’ Grade by NAAC (CGPA 3.25))**

**Master of Social Work (Human Resource) – Semester I**

**(With Effect from June 2021)**

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| <b>Paper Code</b><br><b>PA01CSHR51</b> | <b>Title of the paper</b><br><b>Business Environment &amp; Entrepreneurships</b> | <b>Credits:</b><br><b>05</b> |
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|--------------------------|--|
| <b>Course Objectives</b> | <ul style="list-style-type: none"> <li>• To understand concept and various factors affecting business</li> <li>• To familiarize with dynamic culture of business and consumer rights</li> <li>• To examine collaborative practices and development of businesses</li> <li>• To impart knowledge of various business legislations for corporate governance</li> </ul> |
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| <b>Course Outline:</b> |   |                   |
|------------------------|---|-------------------|
| <b>Unit</b>            | <b>Unit Description</b>   | <b>Weightage*</b> |
| 1                      | <b>Business environment and Business Ethics</b>   | 20 %              |
|                        | 1. Types of environment: Internal environment & External Environment, Micro and Macro<br>2. Nature and Scope of Business<br>3. Nature of Business Ethics and Sources of Ethics<br>4. Competitive Structure of Industry,<br>5. Environmental Analysis & Strategic Management |                   |
| 2                      | <b>Social Environment</b>   | 20 %              |
|                        | 1. Changing objects of business; change in organizational culture;<br>2. Consumers rights & protection; Ecological issues; Adoption of cross-cultural issues by multinational and transnational Companies;<br>3. International experience NGOs and their operation.         |                   |
| 3                      | <b>International Environment</b>  | 20 %              |
|                        | 1. Foreign Collaboration and Cross border Merger& Acquisitions; Multinational Corporations and<br>2. Globalisation; Foreign Capital and Foreign Investment; WTO & GATT.   |                   |

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|---|---|------|
| 4 | <b>Corporate Governance &amp; Business Legislation</b>  | 20 % |
|   | <ol style="list-style-type: none"> <li>1. Important Corporate Governance codes and Principles in India–International Corporate Governance: Corporate governance practices in USA, UK and other countries.</li> <li>2. HR perspective of Corporate Governance: Personal and Interpersonal governance–Integration of Employees, Owners and directors–Employees: Compensation and Ownership–Future directions of Corporate Governance.</li> <li>3. Elements of Contract Act, Sale of Goods Act, Companies Act 2013, Cyber law, Information</li> <li>4. Technology Act, 2000, Competition Laws, Right to Information Act, Legal issues relating to consumer protection, environment protection &amp; reporting etc.</li> <li>5. Policy on R&amp;D; Intellectual Property Rights;</li> <li>6. Patent, Trade mark and Copy Rights-Infringement of IPR; Technology Transfer &amp; related issues.</li> </ol> |      |
| 5 | <b>Case Studies and Project Work</b>  | 20 % |
|   | <ul style="list-style-type: none"> <li>• Corporate Governance</li> </ul>  |      |

**\*Units will have the same weightage in the evaluation as suggested in the course outline**

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| <b>Teaching-Learning Environment</b> | The course would be taught /learnt through various means like lectures, discussions, assignments (individual / group), viva-voce, seminars, and presentations and browsing e- resources and organisational visits and projects (classroom and field). |
|--------------------------------------|---|

| <b>Evaluation Pattern</b> |  |                  |
|---------------------------|--|------------------|
| <b>Sr. No</b>             | <b>Details of the Evaluation</b>   | <b>Weightage</b> |
| 1                         | Internal Written/Practical Examination   | 20%              |
| 2                         | Internal continuous assessment in the form of practical, Viva-voce, Quizzes, seminars, assignments, attendance, participation in co-curricular and extra-curricular activities | 10%              |
| 3                         | University Examination   | 70%              |

Note: Students will have to score a minimum of 40 (forty) percent to pass the course.

| <b>Course Outcome: After the completion of the course, the students should be able to</b> |   |
|---|---|
| 1   | understand about the clarification the collaborations and development of the business |
| 2   | have the understanding of changes in the objectives and culture of the business       |
| 3   | understand the scope, ethics and environment which impact the business                |
| 4   | have understanding of various business legislations.                                  |

| <b>Suggested References</b> |   |
|-----------------------------|---|
| 1                           | Fernando, A. C. (2011). Corporate Governance: Principles, Policies and Practices, 2/E. Pearson Education India.                   |
| 2                           | McGregor, L. (2000). The human face of corporate governance. New York, NY: Palgrave.  |
| 3                           | Monks, R., & Minow, N. (1995). Corporate Governance Blackwell. Cambridge, MA.   |
| 4                           | Tricker, R. B., & Tricker, R. I. (2015). Corporate governance: Principles, policies, and practices. Oxford University Press, USA. |
| 5                           | Yocam, E. (2010). Corporate governance: A board director's pocket guide: Leadership, diligence, and wisdom. iUniverse             |