

**School of Business, Public Policy and Social Entrepreneurship  
Ambedkar University, Delhi**

**Course Code: SBP2MB121, Title: Business, Culture and Society**

**Type of Course:** Core

**Cohort for which it is compulsory:** NA

**Cohort for which it is Core:** MBA

**No of Credits:** 2

**Attendance:** 80% attendance is mandatory

**Semester and Year Offered:** Trimester IV- August - 2017 to September -2017

**Course Coordinator and Team:** K.Valentina

**Email of course coordinator:** valentina@aud.ac.in

**Pre-requisites:** Not Applicable

**Aim:** The objective of this module is to introduce the students to the International and Indian business environment and the history of evolution of business along with contemporary issues of multiculturalism and globalization. This course will also enhance their understanding of various dimensions of relationship between Business, Culture and Society.

**Brief description of modules/ Main modules:**

- Unit 1: Business, origin and growth Introduction to Strategic Management
- Unit 2: Caste, Class, Gender and Business in India
- Unit 3: Immigration and Multiculturalism
- Unit 4: Stakeholders and business
- Unit 5: Values and Business

**Assessment Details with weights:**

- |                  |                              |
|------------------|------------------------------|
| 1. Role Play     | 10% (second week)            |
| 2. Mid semester  | 40% (4/5 <sup>th</sup> Week) |
| 3. End semester  | 40% (8 <sup>th</sup> Week)   |
| 4. Group Project | 10% (throughout trimester)   |

**Reading List**

**Suggested Readings:**

Bagla, G (2008) Doing Business in 21<sup>st</sup> century, 1st Edition, Hachette.

Bardhan, P.(2010) *Awakening Giants, feet of clay*, 1st Edition, Princeton University Press.

Damodaran, H. (2008) *India's New Capitalists: Caste, Business and Industry in a Modern Nation*, Permanent Black.

Harris,J (2006) *Power matters: Essays on Institutions, Politics and Society in India*,Oxford University Press.

Kohli, Atul *Politics of Economic growth in India, 1980-2005*, Part 1 and 2, EPW, Vol 41. April 2009

Lawrence,A(2010) *Business and Society-Stakeholders,Ethics and Public Policy*,Academic internet publishers

Tripathi, Dwijendra (2004) *The Oxford History of Indian Business*, Oxford University Press.