

School of Development Studies

Ambedkar University Delhi

Course Outline

Course Code: SDS2DS213

Title: Business and Social Development

Type of Course: Elective

Programme Title: MA Development Studies

No of Credits: Two

Semester and Year Offered: Winter 2019

Course Coordinator and Team: Anirban Sengupta

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Pre-requisites: None

Content

Traditionally, profit emerging out of business was always looked at with certain suspicion. Neo-liberal economic framework has developed a strong alternative to that in recent years. However, even such a framework highlights the need for business to invest considerable part of its profit for social development. While earlier initiatives towards social development were mostly restricted to financial donations, today one can identify advocacy of a much more proactive role of business enterprises. As a result, there's a gradual movement from philanthropy to corporate social responsibility. At the same time, social entrepreneurship is more and more becoming a popular concept. Other than providing occasional financial donations, conscientious large business in earlier days primarily considered their developmental responsibility to be restricted to the labourers who worked for them. However, today the perspective for understanding the relationship between business and social development has changed considerably. The aim of this course is to unfold before students the gradual transformation in this relationship and understand in details the current nature of such relationship. At the same time, the effort would be to critically engage with each of these concepts.

Learning Objectives

The course is intended for students who are interested in understanding and reflecting on the role of large business in social development. Upon completion of this course the students should be in a position to make sense of the trajectory of industry's response to the moral pressure on profit and also comprehend the development of social entrepreneurship.

Brief description of modules/ Main modules:

Module One: Business, Ethics and Society

Ethics has always been a concern behind development of business. Therefore, it should be of no surprise that today ethics has become a crucial tool that neo-liberalism is using to develop the credibility for business. With reference to social development, ethics has emerged as important in cases where business of an industry leads to disruption of natural environment and social setting, for example, mining industry. The aim of this module would be to look into the relationship between business and ethics and the process of development of its relationship.

Module Two: Business and Philanthropy

Business philanthropy has a long history to fall upon if one considers the involvement of business communities with religious institutions across the world. Still today it is possible to establish a strong connection between philanthropy and issues of religious morality. However, philanthropy has taken different shapes in today's context. In corporate sector, philanthropy has often been notionally replaced by a newer concept called corporate social responsibility. Elsewhere philanthropy does not only involve religious institutions alone. Often engagement of philanthropy is visible in sectors of social development like education, health and livelihood. In this module an attempt would be made to understand the concept of philanthropy as a tool emerging out of business to develop a connection between profit and social development.

Module Three: Corporate Social Responsibility

Although profit-motive has always been understood to be an integral part of any business enterprise finding ethical justification for profit-making has not been easy, particularly with the dominating presence of socialistic ideals across the world. Over the years numerous attempts have been made to neutralize the tension between profit-earning and exploitation. As a result, phrases like 'giving back to society' have emerged as popular strategies in facilitating such neutralization. 'Corporate Social Responsibility' (CSR), as a popular solution, has attained recognition in this context. However, still now significant debates exist about the popular interpretation of complicated concepts like 'social' or 'responsibility'. The aim of this module is to understand the concept of CSR, explore its diverse manifestations, and reflect on the debates that revolve around the validity of the concept.

Module Four: Industry and Labour Welfare

If one takes a look at the miserable life of a nineteenth century 'free' labourer working against a bare minimum wage for extremely long hours with no social security, it should come as no surprise that for Karl Marx employers were exploiters. This is not to say that the situation has drastically changed all over the world today. In fact, a large majority of world's labour force are still underpaid and without social security. However, the difference between nineteenth century and today is that as per labour laws, in many countries a limit has been set to the number of hours a labourer can be made to work without payment of overtime. Besides, minimum wage to be paid to a labourer has also been determined by the state. Of course, violation of such laws is widespread, particularly in the informal sector. However, what is interesting to note is that many large industries have played a significant role in development of these laws. Some of them in the formal sector have even gone ahead to develop social security programmes for their employees much before the state asked the industry to do so. Therefore, while this module aspires to highlight violation of labour laws by

various industries, it also aims to reflect on the role played by business enterprises (primarily large business) in contributing to labour welfare.

Module Five: Social Entrepreneurship

As a concept 'social entrepreneurship' has a history of barely two decades. Emergence of this concept interestingly coincides with the gradual development of ethical acceptance towards business entrepreneurship throughout the neo-liberal world starting from the USA. As a concept it largely developed out of the attempt to understand whether initiatives towards social development have anything to learn from principles and practises of entrepreneurship. Whereas, in a limiting interpretation it only refers to the innovative not for profit initiatives for bringing social development, in a broader conceptualization it also incorporates novel for-profit initiatives which also brings in social development. This module would attempt to understand the concept of social entrepreneurship, explore its varied expressions, and discuss the debates which revolve around it.

Assessment Details with weights: Assessment for this course is going to be spread over the term. There would be approximately two to three assessment situations. Tentatively the assessments may include open book exams, take home assignments, analysis of industry data, etc.

Reading List:

- Sulek, M. (2010). On the modern meaning of philanthropy. *Nonprofit and Voluntary Sector Quarterly*, 39(2), 193-212.
- Payton, R.L. and Moody, M.P. (2008). *Understanding philanthropy: Its meaning and mission* (Chapter 2: Voluntary action for public good, pp. 27-61). Bloomington, USA: Indiana University Press.
- Sundar, P. (2013). *Business and community: The story of corporate social responsibility in India* (Chapter 2: Private wealth for public good, pp. 23-48 and Chapter 4: Merchant charity 1850-1941, pp. 77-113). New Delhi: Sage Publications.
- Joseph, B., Injodey, J., and Varghese, R. (2009). Labour welfare in India. *Journal of Workplace Behavioural Health*, 24(1 & 2): 221-242.
- Kling, B.B. (1998). Paternalism in Indian labor: the Tata Iron and Steel Company of Jamshedpur. *International Labour and Working-Class History*, 53: 69-87.
- Sivakumar, N. (2008). The business ethics of Jamsetji Nusserwanji Tata: A forerunner in promoting stakeholder welfare. *Journal of Business Ethics*, 83(2), 353-361.
- Garriga, E. and Melé, D. (2004). Corporate social responsibility theories: Mapping the territory. *Journal of Business Ethics*, 53(1/2): 51-71.
- Hopkins, M. (2006). What is corporate social responsibility all about? *Journal of Public Affairs*, 6, 298-306.
- Sundar, P. (2013). *Business and community: The story of corporate social responsibility in India* (Chapter 6: Towards corporate social responsibility 1960-1990 pp. 163-197). New Delhi: Sage Publications.
- Carroll, A.B. (1999). Corporate social responsibility: Evolution of a definitional construct. *Business & Society*, 38(3), 268-295.
- Bielefeld, W. (2009). Issues in social enterprise and social entrepreneurship. *Journal of Public Affairs Education*. 15(1): 69-86.
- Cook, B., Dodds, C., and Mitchell, W. (2003). Social entrepreneurship: False premises and dangerous forebodings. *Australian Journal of Social Issues*, 38(1): 57-72.
- Dees, J.G. (2001). The meaning of 'social entrepreneurship'. Retrieved from http://www.caseatduke.org/documents/dees_sedef.pdf.

Peredo, A. M., and McLean, M. (2006). Social entrepreneurship: A critical review of the concept. *Journal of World Business*, 41(1), 56-65.

ADDITIONAL REFERENCE:

Harvey, C., Maclean, M., Gordon, J., and Shaw, E. (2011). Andrew Carnegie and the foundations of contemporary entrepreneurial philanthropy. *Business History*, 53(3), 425-450.

Morvaridi, B. (2012). Capitalist philanthropy and hegemonic partnerships. *Third World Quarterly*, 33(7), 1191-1210.

Slim, H. (2002). Not philanthropy but rights: The proper politicisation of humanitarian philosophy. *International Journal of Human Rights*, 6(2), 1-22.

Jhabvala, R. (1998). Social security for unorganized sector. *Economic and Political Weekly*, 33(22): L7-L11.

Sen, S. and Dasgupta, B. (2009). *Unfreedom and wage work: Labour in India's manufacturing industry* (Chapter 5: Labour security in Indian organized manufacturing industries, pp. 154-185). New Delhi: Sage Publications

Davie, G. (2011). Social entrepreneurship: A call for collective action. *OD Practitioner*, 43(1), 17-23.

Trivedi, C. (2010). A social entrepreneurship bibliography. *The Journal of Entrepreneurship*, 19(1), 81-85.

Sud, M., VanSandt, C.V., Bougous, A.M. (2009). Social entrepreneurship: The role of institutions. *Journal of Business Ethics*, 85(1), 201-216.