



PODDAR
BUSINESS SCHOOL
Nurturing Leaders of Tomorrow

Approved by AICTE

POST GRADUATE DIPLOMA IN MANAGEMENT

Course Structure

Trimester I

Business Environment and Ethics – BEE 103

1. Course Overview:

To analyze the overall business environment and evaluate its various components in business decision making. And provides an analysis and examination of significant contemporary ethical issues and challenges existing throughout the professional business arena. Emphasis will be placed upon the manager's social and environmental responsibilities to a wide variety of stakeholders, including employees, customers and the public. A key feature of the programme is to blend both teaching of these employability, business skills with academic study skills, in order to widen the opportunities for students in both education and employment. Students will gain knowledge of business in general as well as higher level thinking skills such as empathy, critical analysis and evaluation, which are increasingly important in a world where technology and Artificial Intelligence are taking over key business functions. Students will develop a good understanding of the nature of Business in an uncertain and rapidly changing world. The programme will equip them with knowledge of changing consumer behaviour as well as transforming business strategies. Students will get opportunity to apply and integrate all the learnings and knowledge in the planning and delivery of live projects.

2. Programme Outcomes (PGDM)

PO 1: Domain Knowledge.

(Domain specific overview and knowledge)

PO 2: Critical Thinking and Problem-Solving Skills.

(Apply knowledge of management theories and practices to solve business problems)

PO 3: Communication Skills.

(Written, Verbal, Non-Verbal Communication and Presentation Skills)

PO 4: Team Skills.
(Leadership and Team Skills by working effectively in Teams)

PO 5: International Perspective.
(Issues related to global significance)

PO 6: Sustainability Perspective.
(Impact of Business Practices on Business Environment and Society)

3. Course Learning Outcomes

CLO 1: (Outcome of Module I) Students will develop understanding of the various external factors that influence businesses and their strategic decisions.

CLO 2: (Outcome of Module II) Students will learn analysing the complexities of the global business landscape and address current challenges affecting international operations.

CLO 3: (Outcome of Module III) Students will learn to identify and evaluate emerging trends and innovations that are shaping the future of business environments.

CLO 4: (Outcome of Module IV) Students will develop understanding for the fundamental principles of business ethics and their application in organizational decision-making processes.

CLO 5: (Outcome of Module V) Students will explore and critically assess contemporary ethical issues and their practical implications for businesses today.

4. Assessment Tasks: (Common for all Subjects)

Assessment Item	Description	Weightage
Final Term Exams	Final Exams at the end of every trimester	40%
Group Project	Industrial Project / Live Project / Other Academic Project	10%
Case studies	2 cases per module	10%
Individual Assignments	Subjective and Practical	5%
Quiz	Subjective / Business World	10%
Class or College Participation	Seminars, Case Discussions, GDs, Academic and Non-Academic Events	5%
Attendance	Classroom/ workshops/ seminar/ other academic events	10%
Presentations	Assigned by subject faculties	10%

Name of the Module	Content of the Module
Module 1: Understanding the Business Environment	<ul style="list-style-type: none"> • Business Environment: Definition, scope, importance, and components (T) • Types of Business Environment: Internal Environment, External Environment, Micro Environment, Macro Environment (T) • PESTEL Analysis (P) • Economic Environment: Different Economic Systems: Capitalism, Socialism, Mixed Economy, Economic Policies: Fiscal Policy, Monetary Policy, Trade Policy, Economic Indicators: GDP, Inflation, Unemployment Rates, Exchange Rates (T) • Fiscal Policy, Monetary Policy of India (P) • Political and Legal Environment: Role of Government in Business, MSME, Regulatory Bodies: SEBI, FDA, RBI, FCC, etc. (T) • Role of MSME (P)
Module 2: Global Business Environment and Contemporary Issues in Business Environment	<ul style="list-style-type: none"> • Globalization: Basics of Globalization, Benefits and Challenges (T) • Overview of International Trade (T) • Overview of Cultural Environment (T) • Global Business Environment SWOT Analysis (P)

	<ul style="list-style-type: none"> • Technological Environment: Impact of Technology on Business: Automation, AI, Big Data, Digital Transformation: E-commerce, FinTech, IoT, Industry 4.0: Smart Manufacturing, Cyber-Physical Systems • AI Adoption and Input on Worldwide Economies (P) • Environmental Issues: Corporate Social Responsibility (CSR): Concepts, Strategies, and Case Studies, Sustainable Business Practices: Environmental Impact Assessments, Green Marketing
Module 3: Emerging Trends in Business Environment:	<ul style="list-style-type: none"> • Gig Economy: Characteristics, Benefits, Challenges (T) • Satisfaction of Gig economics (T) • Remote Working: Tools, Productivity, Work-Life Balance (T) • Business and Climate Change: Risks, Opportunities, Regulatory Frameworks (T) • Strategic Adaptation: Strategic management in a changing environment (T) • Consumer behavior trends (P) • Industry-specific emerging trends (P) • Workforce diversity and inclusion (T) • Work Life Balance and Employee well-being and mental health (T)

<p>Module 4: Foundations of Business Ethics</p>	<ul style="list-style-type: none"> • Introduction to Business Ethics: Definition and Scope, Importance of Ethics in Business, Ethical Theories and Approaches: Deontological Ethics, Utilitarianism, Virtue Ethics (T) • Corporate Governance and Ethical Leadership: Principles and Frameworks of Corporate Governance, Role and Responsibilities of Board of Directors, Ethical Leadership: Traits and Practices, Ethical Decision-Making Models (T) • Ethical Decisions Followed by Global Leaders (P) • Corporate Social Responsibility (CSR): Concept and Evolution of CSR, CSR Strategies: Philanthropy, Community Engagement, Environmental Sustainability (T) • Measuring and Reporting CSR: Global Reporting Initiative (GRI), Triple Bottom Line (T) • CSR Activity (P)
<p>Module 5: Contemporary Issues and Applications in Business Ethics</p>	<ul style="list-style-type: none"> • Ethical Issues in Global Business: Ethical Challenges of Globalization, Managing Cross-Cultural Ethical Differences, Ethical Issues in International Trade and Operations • Ethical dilemmas faced by multinational companies (P) • Technology and Ethics: Ethical Issues in Technology: Data Privacy,

	<p>Cybersecurity, Artificial Intelligence, Digital Transformation: Ethical Considerations and Challenges (T)</p> <ul style="list-style-type: none"> • Ethical dilemmas in technology and practical solutions to address these issues (P) • Ethics in Marketing and Consumer Protection: Ethical Marketing Practices: Honesty, Transparency, and Fairness, Consumer Rights and Protection: Ethical Advertising, Product Safety, and Consumer Privacy
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Practical Exercises:

- Analyze a country's economic environment and its impact on a specific industry
- Conduct a SWOT analysis for a company planning to enter a new international market.
- Conduct a survey to analyze consumer behavior in response to a technological trend
- CSR Plan Development: Students will develop a CSR plan for a chosen company, including objectives, strategies, and metrics for success.
- Ethical Marketing Campaign: Students will create a marketing campaign for a product or service, ensuring ethical considerations are addressed.
- Group Project on Technology Ethics: Students will work in groups to develop ethical guidelines for the use of emerging technologies, such as AI or big data analytics.