



दून विश्वविद्यालय

मोथरोवाला रोड, केदारपुर, पो०ओ० डिफेन्स कालोनी,
देहरादून-248001 (उत्तराखण्ड) भारत

DOON UNIVERSITY

Mothrowala Road Kedarpur, P.O. Defence Colony,
Dehradun-248001 (Uttarakhand) INDIA.

Course Structure of Gender, Environment and Ethics

REGISTRAR

DOON UNIVERSITY
DEHRADUN (INDIA)

SLE- 512 (C) Gender and Literature

Course Objective: The main objective is to familiarize students with women studies, gender being an important area of study in most disciplines, including literary theory, drama studies, film theory, and the like.

Prescribed Texts:

Mary Wollstonecraft- *A Vindication of the Rights of Women*- Introduction and Book 1
Christina Rossetti- *Goblin Market*
Simone de Beauvoir – *The Second Sex* – Chapter 1
Maya Angelou – *I Know Why the Caged Birds Sing*
Baby Kamble – *The Prisons We Broke*

RECOMMENDED READINGS:

Sprague, Joey. *Feminist Methodologies for Critical Researchers: Bridging Differences*. Walnut Creek, CA: Altamira, 2005.
Rage, Sharmila. *Writing Caste/ Writing Gender: Reading Dalit Women's Writings*.
Brooks, A. (2007). *Feminist standpoint epistemology: Building knowledge and empowerment through women's lived experiences*. In Hesse- Biber, S.N. & Leavy, P.L. (Eds.), *Feminist Research Practice* (pp. 53-82). CA: Sage Publications.
Dill, T.B & Zambrana, R. (2009) *Emerging Intersections: Race, Class and Gender in Theory, Policy and Practice*. NJ: Rutgers University Press.
Fausto-Sterling, Anne (2000). *Sexing the Body: gender politics and the construction of sexuality*. NewYork: Basic Books.
Ruth, Sheila. *Issues in Feminism: An Introduction to Women's Studies*, 2000.
Tierney, Helen (1989- 1991). *Women's Studies Encyclopedia*. NewYork, NY: Greenwood Press
Rogers, Mary F. and C. D. Garrett (2002). *Who's Afraid of Women's Studies?: Feminisms in Everyday Life*. Walnut Creek, CA: AltaMira Press.
Rogers, Lasley. *Sexing the Brain*. Rogers, London: Wcidenfield and Nicolson, 1999.
Rosenblum, Naomi. *A History of Women Photographers*. Newyork: Abbeville Press, 1994.

SLE 513 Literary Theory- II

Course Description and Objectives

This course is in continuation of Literary Theory -1 offered in Semester III. It would further expand the students' understanding of critical theory by introducing texts from New Historicism, Marxist theory, Feminism, Post colonialism and Discourse theory. Reading the prescribed texts would enable the students to understand how critical/ literary theory provides frameworks and paradigms to analyse the canonical texts of English literature from the perspective of the class, race and gender. It would also provide them with theoretical tools to analyze feminist, Marxist and postcolonial and other marginal literatures.

Prescribed Texts:

Catherine Gallagher. *"Counter History and Anecdote"*
Louis Althusser *" Ideology and the Ideological State Apparatuses"*
Raymond Williams. *"Base and Superstructure"*
Michel Foucault *"What is an Author?"*
Edward Said *"Introduction" to Orientalism*
Gayatri Chakravorty Spivak. *"Can the Subaltern Speak?"*
Elaine Showalter. *"Feminist Literary Criticism in Wilderness"*
Helen Cixous. *"The Laugh of Medusa"*

Required Readings:

The prescribed pieces from,

Lodge, David ed. *Modern Criticism and Theory: A Reader*. London and New York: Longman, 1988.
Williams, Raymond. *Marxism and Literature*. Oxford: OUP, 1977.

Recommended Reading:

Eagleton, Terry. *Literary Theory, An Introduction*. Minneapolis, MN: University of Minnesota Press, 1996.
Selden, Raman. *A Reader's Guide to Contemporary Literary Theory*. New Jersey: Prentice-Hall, 1985.
Krishnaswamy et al, *Contemporary Literary Theory: A Student's Companion*. New Delhi: Macmillan, 2000.
Sim, Stuart. Ed. *AZ: Guide to Modern Literary and Cultural Theorist*. London: Harvester Wheatsheaf, 1995.
Seldon, Widdowson and Brooker. Eds: *A Reader's Guide to Contemporary Literary Theory.*, 5th Edition. (Indian ed. Cambridge University Press)

Course Title: Gender and Development (MSW-629) Program/Class: Degree	Year: Second	Semester: IV
Subject: MA in Social Work (MSW)		
Course Code MSW-629	Course Title: Gender and Development	
<p>Programme outcome: Developing a comprehensive understanding of social work as a profession and acquiring theoretical and practical knowledge, required skills and expertise in this field.</p>		
<p>Programme specific outcome: At the end of the programme, the students are expected to develop as Social Work professionals equipped with required interdisciplinary knowledge, attitude, skills and temperament to engage with different segments of communities, to emerge as social entrepreneurs, work as development workers and pursue careers in diverse sectors. All the while they will work as catalysts towards bringing out a positive social change.</p>		
<p>Course outcome : Upon completion of the course, the students are expected to develop a critical understanding of the following:</p> <ul style="list-style-type: none"> <input type="checkbox"/> To Understand the social construction of gender <input type="checkbox"/> To Develop gender perspectives in analyzing social realities <input type="checkbox"/> To Understand gender and development approaches and strategies with specific reference to India. 		
Credits: 4		
Units	Topic	No. of L/T/P
I Gender as a social construct	<ul style="list-style-type: none"> <input type="checkbox"/> Gender as a social construct, Gender identity, equity, discrimination <input type="checkbox"/> Patriarchy - Social structure and social institutions, Feminism: Major feminist thoughts <input type="checkbox"/> Women in India: The Changing Status of Women in India: Colonial and Post Colonial. <input type="checkbox"/> Status Indicators: Demographic, Social, Economic and Political. 	
II Perspective on Gender Studies	<ul style="list-style-type: none"> <input type="checkbox"/> Perspective on Gender Studies: Gender Studies in India, <input type="checkbox"/> Liberal, Radical, Socialist and Post Modernist. 	
III Women and Development	<ul style="list-style-type: none"> <input type="checkbox"/> Women and Development: Impact of Development Policies on Women's Empowerment. \ <input type="checkbox"/> Constitutional Provisions and State Initiatives to Uplift the Status of women, Violence against Women. 	
IV Women's Movement	<ul style="list-style-type: none"> <input type="checkbox"/> Women's Movement: Organizations, Movement and Autonomy. 	

	<input type="checkbox"/> An Overview of Women's Movement in India. From Chipko to Sati:- The Contemporary Indian Women's Movement. Challenges Before Women's Movement. <input type="checkbox"/> Status of Women in Uttarakhand: Opportunities and Challenges
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Suggested Readings:

1. Ahlawat, Neerja. (1995), Social Networks and Women Organizations, New Delhi; Rawat Publications.
2. Ahlawat, Neerja. (2008), „Violence Against Women: Voices from the field“ Violence Impact and Intervention Atlantic Publishers.
3. Altekar, A.S. (1985), The Position of Women in Hindu Civilization. Delhi: Motilal Banarsidas.
4. Chanana, Karuna (1988), Socialization, Education and Women, Explorations in Gender Identity, New Delhi: Orient Longman.
5. Das, Veena and Ashis Nandy (1986), “Violence, Victimhood and the Language of Silence” in The Word and The World: Fantasy, Symbol and Record (ed.), New Delhi: Sage Publication. Pp. 177-197.
6. Desai, Neera and M. Krishnaraj (1987). Women and Society in India, New Delhi; Ajanta Publications.
7. Dube, Leela and Ranji Parliwal (1990), Structures and Strategies, Women, Work and Family. New Delhi; Sage Publications.
8. Flavia Agnes (1995), “Redefining the Agenda of the Women's Movement within a Secular Framework” in Urvashi Butalia and Tanika Sarker (eds.) Women and the Hindu Right, New Delhi: Kali for Women.
9. Forbes, G. (1998), Women in Modern India, Cambridge University Press.
10. Gandhi, Nandita and Nandita Shah (1992), The Issues at stake. New Delhi: Kali for Women.
11. Gandhi, Nandita and Nandita Shah (1992), The Issues at stake. Theory and Practice in the Contemporary Women's Movement in India, New Delhi: Kali for Women.

Course Code: SLF 410
Course Title: Literary Translation
Credit: 4

Objectives:

The course is designed to familiarise students with the basics of literary translation, and to encourage active translation not only from French to English and vice-versa, but also from and into regional Indian languages. The teacher shall draw the attention of the student to the specificity of each literary genre, to techniques of narration, linguistic problems as well as the „fait littéraire“. One shall dwell upon concepts such as fidelity, adaptation and transcreation, all in a multicultural context. Questions such as the (in)visibility and the status of the translator, as well as translation and **gender with special reference to feminist literary translation practice** shall also be discussed during the semester.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content: Section 1

Unit 1:

Historique de la traduction littéraire en France et en Inde

Unit 2:

Les enjeux de la traduction littéraire

Unit 3:

Traduire la poésie

Unit 4:

La retraduction des oeuvres classiques

Section 2

Unit 5:

Traduire les éléments culturels

Unit 6:

La traduction et le genre

Unit 7:

La traduction post-coloniale

Unit 8:

La transcréation dans le contexte indien

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

Venuti Lawrence, *The Translation Studies Reader*, éd. Routledge, London & New York, 2000.
Available on <http://bokane.org/misc/XIStRe.pdf>

Books Recommended :

Ballard Michel, *La Traduction, contact de langues et de cultures*, éd. Artois Presses Université, coll. Traductologie, 2005.

- Berman, Antoine, *L'épreuve de l'étranger*, éd. Gallimard, Paris, 2002.

- Cordonnier, Jean-Louis, *Traduction et culture*, éd. Didier, Paris, 1995.

- Lefevre, André, *Translation. History. Culture*, éd. Routledge, New York, 1992.

- Mejri Salah, *Traduire la langue, traduire la culture*, éd. Maisonneuve et Larose, Paris, 2003.

Sitography:

Benjamin Walter, "The Task of the Translator" (1923) available on
<http://www.erudit.org/revue/TTR/1997/v10/n2/037302ar.pdf>

CONTEMPORARY INDIA: WOMEN AND EMPOWERMENT

ENG 251 (C)

Course Outcome:

1. Read, understand and examine closely narratives that seek to represent women, femininities and, by extension, gendering itself
2. Understand how gender norms intersect with other norms, such as those of caste, race, religion and community to create further specific forms of privilege and oppression
3. Identify how gendered practices influence and shape knowledge production and circulation of such knowledges, including legal, sociological, and scientific discourses
4. Participate in challenging gendered practices that reinforce discrimination

Details:

1. Social Construction of Gender (Masculinity and Femininity) and Patriarchy
2. History of Women's Movements in India (Pre-independence, post-independence) Women, Nationalism, Partition, Women and Political Participation
3. Women and Law, Women and the Indian Constitution, Personal Laws (Customary practices on inheritance and Marriage), (Supplemented by workshop on legal awareness)
4. Women and Environment: State interventions, domestic violence, female foeticide, sexual harassment
5. Female Voices: Rokeya Shekhawat Hossein. Sultana's Dream
6. Dalit Discourse: Sharmila Rege. "Dalit Feminist Standpoint". Gender and Caste. Ed. A. Rao. Kali for Women, 2003.

ENG700(B)

Course Outcome:

1. Understanding emerging intersections of race, class and gender
2. Understanding women through the readings of women's lived experiences
3. Understanding gender politics and constructions of sexuality

UNIT I Mary Wollstonecraft- A Vindication of the Rights of Women- Introduction and Book 1

UNIT II Christina Rossetti- Goblin Market

UNIT III Simone de Beauvoir – The Second Sex – Chapter 1

UNIT IV Maya Angelou – I Know Why the Cages Birds Sing

UNIT V Baby Kamble – The Prisons We Broke

RECOMMENDED READINGS:

3. Sprague, Joey. Feminist Methodologies for Critical Researchers: Bridging Differences.

Walnut Creek, CA: Altamira, 2005. Rage, Sharmila.

4. Writing Caste/ Writing Gender: Reading Dalit Women's Writings. Brooks, A. (2007).

5. Feminist standpoint epistemology: Building knowledge and empowerment through women's lived experiences. In Hesse- Biber, S.N. & Leavy, P.L. (Eds.), Feminist Research Practice (pp. 53-82). CA: Sage Publications. Dill, T.B & Zambrana, R. (2009)

6. Emerging Intersections: Race, Class and Gender in Theory, Policy and Practice. NJ: Rutgers University Press. Fausto-Sterling, Anne (2000).

7. Sexing the Body: gender politics and the construction of sexuality. NewYork: Basic Books. Ruth, Sheila.

8. Issues in Feminism: An Introduction to Women's Studies, 2000. Tierney, Helen (1989-1991).

9. Women's Studies Encyclopedia. NewYork, NY: Greenwood Press Rogers, Mary F. and C. D. Garrett (2002).

10. Who's Afraid of Women's Studies?: Feminisms in Everyday Life. Walnut Creek, CA: AltaMira Press. Rogers, Lasley. Sexing the Brain. Rogers, London: Wcidenfield and Nicolson, 1999.

11. Rosenblum, Naomi. A History of Women Photographers. Newyork: Abbeville Press, 1994.

Programme/Class: B.Com(Hons) Degree	Year: First	Semester: first
Course / Paper		
Course Code: BCH- 104	Course Title: Business Environment	
Course outcomes: To familiarize students with various type of business environment and to study the impact of all these environment with reference to India and the world.		
Credits: 2	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction: Concept, Components and Significance of Business Environment. Economic Systems – Salient Features of Capitalism, Socialism and Mixed Economy. A Brief Profile of Indian Financial System. Economic Environment:- Economic Planning In India since 1950 and NITI Ayog. Trade Agreements – Bilateral and Multilateral agreements. Export-Import Policy. Liberalization, Privatization and Globalization of Indian Economy: Its impact and Implications on Indian Economy.	9
II	Industrial Environment: Role of Govt. in Business: Profile of Public Sector, Private Sector, Joint Sector and Co-operative Sector in India, Pattern of Industrial Development in India, Salient Features of various Industrial Policy Resolutions since 1951. Regional Imbalances In India. Government and legal environment.	9
III	Socio-Cultural Environment: Nature of Indian Society and Ethos, Social Interest, Institutions and Values vis-à-vis Industrial Development. Social Responsibility of Business. social audit, Business ethics and corporate governance, Demographic environment	9
IV	International Environment: Concept and Rationale of Globalization of Indian Business. Status of technology in India; Management of technology; Features and Impact of technology. Choice and Transfer of Technology and Problems of Debt Servicing in India.	9
V	Important provisions of FEMA and FERA Multinational Corporations, International Economic Institution: WTO, UNCTAD, World Bank,IMF	9

<p>Suggested Readings: 1.Cherunilam, Francis; Business Environment -Text and Cases, Himalaya Publishing House. 2.Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi</p> <p>Suggestive digital platforms web links- epgpathshala, nptel, swayam, coursera, www.openkm.com, www.icsi.edu</p>		
<p>Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ </p>		
<p>Suggested equivalent online courses: </p>		
<p>Further Suggestions: Latest edition of text books may be used. </p>		

E-102, ECONOMIC ENVIRONMENT OF BUSINESS – 02 Credits

Course Objectives: To acquaint students with **the issues of domestic and global environment in which business has to operate** and to relate the impact of environment on business in an integrated manner.

Course Content: Dynamics Of Business And Its Environment – Technological, Political, Social And Cultural Environment - Corporate Governance And Social Responsibility - Ethics In Business - Economic Systems And Management Structure - Family Management To Professionalism - Resource Base Of The Economy - Land, Forest, Water, Fisheries, Minerals - Environmental Issues. Infrastructure - Economic- Social, Demographic Issues, Political Context - Productivity Factors, Human Elements And Issues For Improvement - Global Trends In Business And Management - MNCs - Foreign Capital And Collaboration - Trends In Indian Industry - The Capital Market Scenario.

Suggested Readings:

Keith-davis & William Frederick, BUSINESS AND SOCIETY, McgrawHill, Tokyo.

M.M. Sulphery & Az-Har Basheer, LAWS FOR BUSINESS, Phi Learning Pvt. Ltd. Delhi, 2011

Maheswari & Maheswari, MERCANTILE LAW, Himalaya Publishing House. Mumbai

Rudder dutt & Sundaram, INDIAN ECONOMY, Vikas Publishing House, New Delhi.

Veena Keshav Pailwar, ECONOMIC ENVIRONMENT OF BUSINESS, Phi Learning Pvt. Ltd, New Delhi, 2010

ECOLOGY AND LITERATURE I
ENG151 (A)

Course Outcome:

1. Develop critical awareness about sustainable practices
2. Explore environmental issues through literary and historical narratives
3. Understand environmental crises

Unit-I: Ruskin Bond's *The Lone Fox Dancing*(2017)

Unit-II: Ramchandra Guha: *The Unquiet Woods* (1989)

Unit-III: Vandana Shiva: *Staying Alive: Women, Ecology and Development* (1988)

Unit-IV: Amitav Ghosh: *The Great Derangement* (2016)

Suggested Readings

1. Curtin, Deana (2005) *Environmental Ethics for a Postcolonial world*, Lanham MD: Rowman & Littlefield
2. Guha, R. (2000) *The Unquiet woods: Ecological Change and Peasant Resistance in the Himalayas*, Berkeley: University of California Press

Programme/Class: B.Com(Hons) Degree	Year: First	Semester: Second
Course / Paper-5(B)		
Course Code: BCH-202C	Course Title: Business Environment	
Course outcomes: To familiarize students with various type of business environment and to study the impact of all these environment with reference to India and the world.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction: Concept, Components and Significance of Business Environment. Economic Systems – Salient Features of Capitalism, Socialism and Mixed Economy. A Brief Profile of Indian Financial System. Economic Environment:- Economic Planning In India since 1950 and NITI Ayog. Trade Agreements – Bilateral and Multilateral agreements. Export-Import Policy. Liberalization, Privatization and Globalization of Indian Economy: Its impact and Implications on Indian Economy.	9
II	Industrial Environment: Role of Govt. in Business: Profile of Public Sector, Private Sector, Joint Sector and Co-operative Sector in India, Pattern of Industrial Development in India, Salient Features of various Industrial Policy Resolutions since 1951. Regional Imbalances In India. Government and legal environment.	9
III	Socio-Cultural Environment: Nature of Indian Society and Ethos, Social Interest, Institutions and Values vis-à-vis Industrial Development. Social Responsibility of Business. social audit, Business ethics and corporate governance, Demographic environment	9
IV	International Environment: Concept and Rationale of Globalization of Indian Business. Status of technology in India; Management of technology; Features and Impact of technology. Choice and Transfer of Technology and Problems of Debt Servicing in India.	9
V	Important provisions of FEMA and FERA Multinational Corporations, International Economic Institution: WTO, UNCTAD, World Bank, IMF	9
Suggested Readings:		
1.Cherunilam, Francis; Business Environment -Text and Cases, Himalaya Publishing House.		
2.Asathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi		
Suggestive digital platforms web links- eppathshala, nptel, swayam, coursera, www.openkm.com , www.icsi.edu		
Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ		
Suggested equivalent online courses:		
Further Suggestions: Latest edition of text books may be used.		

Programme/Class: PG Degree	Year: 1	Semester: I
Subject: MBA		
Course Code: MBA704	Course Title: Business, Society and Law	
<p>This course begins with the understanding of business environment concepts and components. After that, this course will cover the analysis of Indian economy and global changes in the business environment. Thesecond unit will discuss about business laws and political development in business environment. Lastly, this course will cover the financial markets and it related development in Indian market and global.</p> <p>a. Course Objectives</p> <ul style="list-style-type: none"> To acquaint students with the knowledge of economic environment and policy framework underlying the economic system. To enable students to interpret major economic and environmental trends, and government policy decisions that affects industry and economy as a whole. <p>b. Course Outcomes</p> <ul style="list-style-type: none"> To develop broad knowledge of business environment and its components To outline the impact of economic policies on the prospects of a business 		
Credits: 4	Core Compulsory / Elective: Core Compulsory (HR Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Components of business environment, Process of business environment Analysis	12
	Economic environment, Different economic systems (Capitalism, socialism and mixed economy), Economic policies (Monetary & Fiscal), Global trends in business and management, Foreign capital and collaboration, Economic trends in Indian industries.	
II	Relationship between business and political environment, Constitutional provisions affecting business; Competition law, Industrial policy after 1991, Consumer Protection Act 1986, Environment Protection Act 1986, Dimensions of these laws and their impact on business.	10
III	Composition of Indian money and capital markets, Role of commercial banks, Financial institutions and non-banking financial institutions.	

	RBI and capital market reforms, Foreign direct investment (FDI),WTO, Its roles and functions, MNCs, International institutions: World Bank and IMF, Trading Blocs	13
IV	Economic development and ecology, Green marketing,Environmental technologies, Ecological implications of technology, Sustainable development.	10
a. Textbooks / Reference Books <ol style="list-style-type: none"> 1 Paul, J. 2118. Business Environment: Text and Cases, 4thEdition, Tata McGraw Hill, India, ISBN:9789353162498. 2 Cherunilam, F. 2117. Business Environment: Text and Cases.26thEdition, Himalaya Publishing, India, ISBN:978-9352733361. 3 Fernando, A. 2111. Business Environment, 13th Edition, Pearson Education India, India, ISBN: 9788131731581 		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Simulation exercises, Group Discussions and Case Studies.This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: PG Degree	Year: 1	Semester: II
Subject: MBA		
Course Code: MBA813	Course Title: Global Business Management	
<p>Course objectives:</p> <p>The course focuses on key global business environmental factors and introduces to the students the nature of international business and the internationalised firm. It will help the students to understand the factors contributing to the diverse and complex international business environment and the influence of global competitive forces and the resources needed to compete effectively in global markets.</p>		
Credits: 4	Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Introduction to Global Business Globalization – Meaning, Implications, Globalization as a driver of International Business, International Business contrasted with domestic Business, Drivers of International Business, The Multinational Corporation – evolution, features and dynamics – from the Conglomerate to the Born Global Enterprise.	11
II	Theories of International Business (Traditional theories for developed country incumbents vs Modern theories for Emerging Markets – Stage Model, Accelerated Internationalisation Models, LLL Theory, Leapfrogging and Spring-boarding theories, Modes of Entry into International Business – Trade, Contractual Entry and Investment related modes.	11
III	Global Trading Environment Theories of International Trade, Political Economy of International Trade – Tariff and Non-tariff Barriers, Global Regulation of International Trade – WTO, UNCTAD; Regional Economic Integration – theory, stages, working	12

IV	<p>Global Investment Environment</p> <p>Theories of Foreign Direct Investment, Traditional and Modern theories of FDI, Modes of FDI - Greenfield, Mergers and Acquisitions and Brownfield Investment, Motives of FDI, FDI contrasted with FPI</p>	<p>11</p>
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Adekola, A., & Sergi, B.S. (2007). Global Business Management: A Cross-Cultural Perspective (1st Ed.). Routledge. 2. Hill, C. W., & Arun, K. (2017) International Business: Competing in the Global Marketplace (10thed). McGraw Hill Education 3. Daniels, John D, Lee H Radenbaugh, Daniel P Sullivan, Prashant Salwan (2010) International Business – Environments and Operations, (12th edition), Pearson Ltd. 4. Michael R. Czinkota, Ilka A. Ronkainen and Michael H. Moffett, International Business, John Wiley & Sons Inc., eighth edition, 2011. 5. Griffin, Ricky R and Michael W Pustay (2007) International Business: A Managerial Perspective, Prentice Hall. 6. Morrison, Janet (2012) International Business: Challenges in a Changing World, Palgrave Macmillan 7. Cherunilam, F. (2010). International Business: Text and Cases (5th Ed.). Prentice Hall India 8. Varma, S. (2012). International Business (1st Ed.). Pearson. 		
<p>This course can be opted as an elective by the students of following subjects: Open for all</p>		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.</p>		
<p>Suggested equivalent online courses:</p>		
<p>Further Suggestions:</p>		

Programme/Class: BBA Hons	Year: First	Semester: First
DSC-4		
Course Code:	Course Title: Business Ethics and Governance	
Course outcomes:		
<p>The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows - To develop understanding of business ethics and values.</p> <p>-To provide relationship between ethics and corporate excellence. -To give an overview about Gandhian philosophy and social responsibility.</p>		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures- 90 LH		
Unit	Topics	No. of Lectures Total= 90
I	Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments against business ethics.	18
II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.	18
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.	18
IV	Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	18
V	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.	18
Suggested Readings:		
<ol style="list-style-type: none"> 1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers. 2. Chakraborty S.K., Human values for Managers, Excel Books (30 April 2010) 3. McCarthy, F.J., Basic Marketing, Irwin Professional Publishing; 6th ed. edition (1 January 1992) 4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press. 		
Suggested Continuous Evaluation Methods:		
<p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>		
Suggested equivalent online courses:		
Business Ethics by Prof. Archana Vechalekar, <i>Savitribai Phule Pune University via SWAYAM.</i>		
Further Suggestions:		
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E-302: Business Ethics and Corporate Governance (2 Credits)

Course Objectives

The course seeks to bridge the gap between ethical behaviour of the individual and ethical challenges posed by organized business activity in the global marketplace. It further seeks to educate students about the importance of Corporate Governance and its implications with legal, social and personal ethics in business. The course aims to sensitize participants towards consequences of their decisions involving ethics. Finally the course does not provide solutions to critical dilemmas, but encourages critical ethical thinking and decision-making that are aligned with law of the land and morality.

Course Learning Outcomes

1. The course seeks to develop an understanding of philosophical frameworks that shape sense of morality while doing business in a cross-cultural global business environment.
2. It sensitizes participants towards negative outcomes of unethical practices at the level of organization, community, environment and self.
3. Facilitates the development of critical thinking to solve ethical dilemmas in work life.
4. Understand how areas of business often engage in unethical practices while conducting business functions like marketing, finance, human resources and others.
5. Learning to build an ethical work culture in an organization through an ethical policy, and its implementation.
6. Understanding the role of Corporate Governance in creating ethical and sustainable organizations.

Contents

Conceptual framework: Ethical considerations in business and the costs of being unethical. What is the purpose of business: profit maximization versus corporate social responsibility?

Philosophical frameworks for ethical decisions: Western Teleological, Deontological and Modern theories; Islam and business ethics; Chinese and Confucian ethics of business and Indian ethics.

Workplace ethics in human resources management: hiring, promotions, discipline, discharge; and discrimination related to gender, caste and class. Sexual harassment.

Mergers & Acquisitions: reorganization, rationalization & redundancy. Labor and unions tactics that are not ethical but practiced by organizations.

Marketing ethics: price, packaging and labelling problems; issues related to ethical advertising and communication; consumer protection and product safety.

Financial issues: insider trading, integrity of financial statements and reporting and disclosure issues.

Ethical choices facing employees: obligation and loyalty to the firm; abuse of official position; bribes & kickbacks; gifts and entertainment. Whistle blowing.

Corporate governance systems in Indian & multinational organizations. Institutionalizing ethics in organizations. Regulatory mechanisms and ethical audit and code for ethical conduct in organizations. International agencies like the United Nations Global Compact 10th principle on anti-corruption and Triple Bottom Line.

Suggested Readings

1. Fernando, A.C. (2012). *Business Ethics and Corporate Governance*. New Delhi: Pearson.
2. Mohapatra, S. (2012). *Case Studies in Business Ethics and Corporate Governance*. New Delhi: Pearson.
3. Griseri, P., & Seppala, N. (2010). *Business Ethics and Corporate Social Responsibility*. South-Western Cengage Learning.
4. Sims, R.R. (2003). *Ethics and Corporate Social Responsibility: Why Giants Fall*. Greenwood Publishing.
5. Sekhar, R. C. (2002). *Ethical Choices in Business*. New Delhi: Response.
6. Flynn, G. (2008). *Leadership and Business Ethics*. Springer.
7. Chakraborty, S. K. (2001). *The Management of Ethics Omnibus*. Oxford University Press.
8. Coomaraswamy, A. K. (1993). *Spiritual Authority and Temporal Power in the Indian Theory of Government*. New Delhi: Indira Gandhi Centre for Arts.
9. AIMA (2007). *Corporate Governance and Business Ethics*. New Delhi: Excel.
10. Valasquez, M. G. (2011). *Business Ethics: Concepts and Cases* (7th ed.). USA: Prentice Hall.

MPHD 02 RESEARCH & PUBLICATION ETHICS Credit: 02

Course Objective: To aware the research scholars about **the research and publication ethics, and publication misconducts**. **Course Outcome:** The outcome of the course is to acquaint the research Scholars about the research and publication ethics, and publication misconducts.

THEORY

Module – 01: Philosophy and Ethics (3 hrs.): Introduction to philosophy: definition, nature and scope, concept, branches; Ethics: definition, moral philosophy, nature of moral judgements and reactions.

Module – 02: Scientific Conduct (5 hrs.): Ethics with respect to science and research; Intellectual honesty and research integrity; Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP), Redundant publications: duplicate and overlapping publications, salami slicing; Selective reporting and misrepresentation of data.

Module – 03: Publication Ethics (7 hrs.): Publication ethics: definition, introduction and importance; Best practices/ standards setting initiatives and guidelines: COPE, WAME, etc.; Conflicts of interest; Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types; Violation of publication ethics, authorship and contributorship; Identification of publication misconduct, complaints and appeals; Predatory publishers and journals.

PRACTICE

Module – 04: Open Access Publishing (4 hrs.): Open access publications and initiatives; SHERPA/RoMEO online resource to check publisher copyright & Self-archiving policies; Software tool to identify predatory publications developed by SPPU; Journal finder/ journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

Module – 05: Publication Misconduct (4hrs.): (i) Group Discussions (2 hrs.): Subject specific ethical issues, FFP, authorship; Conflicts of interest; Complaints and appeals: examples and fraud from India and abroad. (ii) Software tools (2 hrs.): Use of plagiarism software like Turnitin, Urkund and other open-source software tools. **Module – 06:** Databases and Research Metrics (7hrs.): (i) Databases (4 hrs.) – Indexing databases; Citation databases: Web of Science, Scopus, etc. (ii) Research Metrics (3 hrs.): Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score; Metrics: h-index, g-index, i10 index, altmetrics.

References:

1. Bird, A. (2006). *Philosophy of Science*. Routledge.
2. Macintyre, Alasdair (1967) *A Short History of Ethics*. London.
3. P. Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*, ISBN:978-9387480865
4. National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.
5. Resnik, D. B. (2011). What is ethics in research & why is it important. National Institute of Environmental Health Sciences, 1-10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
6. Beall, J. (2012). Predatory publishers are corrupting open access. *Nature*, 489(7415), 179-179. <https://doi.org/10.1038/489179a>
7. Indian National Science Academy (INSA), *Ethics in Science Education, Research and Governance* (2019), ISBN: 978-81-939482-1-7. <http://www.insaindia.res.in/pdf/EthicsBook.pdf>
8. Satarkar, S.V., 2000. *Intellectual property rights and Copy right*. Ess EssPublications.
9. Wadehra, B.L. 2000. *Law relating to patents, trademarks, copyright designs and geographical indications*. Universal Law Publishing.
10. Carlos, C.M., 2000. *Intellectual property rights, the WTO and developing countries: the TRIPS agreement and policy options*. Zed Books, New York.

Course Code: BCH04GE		Course Title: Business Ethics	
Course outcomes: To acquaint students with the ethical framework within which corporations should function and to give an overview of the corporate governance system and corporate social responsibility.			
Credits: 4		Minor Elective	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics	No. of Lectures	Total=60
I	Values – Importance, Sources of Value Systems, Types, Values, Loyalty and Ethical Behaviour, Values across Cultures; Business Ethics – Nature, Characteristics and Needs, Ethical Practices in Management.	9	
II	The Ethical Value System – Universalism, Utilitarianism, Distributive Justice, Social Contracts, Individual Freedom of Choice, Professional Codes; Culture and Ethics – Ethical Values in different Cultures, Culture and Individual Ethics.	9	
III	Law and Ethics – Relationship between Law and Ethics, Other Bodies in enforcing Ethical Business Behaviour, Impact of Laws on Business Ethics; Social	9	
IV	Responsibilities of Business – Environmental Protection, Fair Trade Practices, Fulfilling all National obligations under various Laws, Safeguarding Health and well- being of Customers.	9	
V	Indian Ethos Components of Indian ethos, Principles of Indian ethos, Teachings from Major Indian Scriptures, Application of Indian Ethos to Management, Quality of work life and Indian Ethos Impact of Ethics on Business Ethics impact in business, Ethical issues in capitalism and market systems, Ethics and social responsibility, Ethics and marketing, Ethics in finance, Ethics in human resource, Ethics in information technology, Intellectual property rights, Designs, Patents, Trademarks, Copy rights.	9	
Suggested Readings:			
<ol style="list-style-type: none"> 1. Kitson Alan- Ethical Organisation, Palgrave 2. L. T. Hosmer : The Ethics of Management, Universal Book. 3. D. Murray : Ethics in Organizational, Kogan Page. 4. S. K. Chakraborty : Values and Ethics in Organisation 5. Hartman, L.P. and Chatterjee, A.; <i>Business Ethics</i>; McGraw Hill 6. Blowfield, Michael, and Murry, A.; <i>Corporate Responsibility</i>, Oxford University Press 			

7. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and HarperCollins, USA

Suggested Continuous Evaluation Methods: Assignment, Class Tests, MCQ

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Suggested equivalent online courses:

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Further Suggestions:

Latest edition of text book may be used.

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Media Policies, Laws, Regulations and Ethics, (COMM-517) 3 (3+0)

Course Outcome:

In this course, the students will learn the provisions of Indian Constitution and the laws that restrict or regulate the flow of information in Indian society. The course also examines specific policies and regulations pertaining to media and communication sector.

Unit – I: Constitutional structure of India

- i) Media Law: Constitution of India: fundamental rights-freedom of speech and expression and their limits-directive principles of state policy
- ii) Provisions of declaring emergency and their effects on media-provisions for amending the constitution;
- iii) Provision for legislature reporting;
- iv) Parliamentary privileges and media
- v) Theory of basic structure: union and states; and election commission and its machinery.

Unit – II: Press Laws in India

- i) Specified press laws; history of press laws in India-
- ii) Official Secrets Act.1923,
- iii) Contempt of court Act 1971
- iv) Civil and criminal law of Defamation
- v) Laws of obscenity
- vi) Intellectual property right
- vii) Legislations including Copyright Act.
- viii) Trade Marks Act and Patent Act- information technology,
- ix) Right to information- Press and Registration of Books Act.1967.
- x) Working Journalists and other Newspaper Employees (conditions of service and Miscellaneous Provisions) Act.1955: -
- xi) Cinematograph Act.1953: Prasar Bharati Act
- xii) Cyber laws and Cable Television Act
- xiii) Relevant provisions of Indian panel code with reference of sedition
- xiv) Crime against women and children
- xv) Media and public interest litigation

Unit – III: Media Ethics and Society

- i) **Ethics**: Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism, Freebies, bias colored reports.
- ii) **Ethical and press ombudsmen in the world**
- iii) Press council of India and its broad guidelines for the press
- iv) Codes suggested for the press by the Press council and Press commissions and other national and international organizations
- v) Codes for radio, television, advertising and public relations.

vi) Accountability and independence of media.

Reading List-

- 1) Professional Journalism-M V Kamath
- 2) Media Ethics- Pronjoy Guha Thakurta
- 3) Media laws and Ethics: Readings in communication regulations- Kiran Prasad(volume 1&2)
- 4) Mass communication living in media world- Ralph E. Hanson
- 5) Press Laws and Ethics of journalism- P.K. Ravindranath
- 6) Essentials of Practical journalism-Vir Bala Agarwal
- 7) Media Laws and Ethics- IGNOU readings
- 8) Media Problems and Prospects published by National Media Centre,
- 9) Selected Chapters

Evaluation Method-

The evaluation method is 80% percent written
20 % is continuous evaluation

Media Laws and Ethics COMM: 154 – 2 credit[2+0]

Course Outcomes: Upon completion of the course:

- • The students will have **understanding of media laws and ethics** to be followed by a responsible media person.

Press, Law, Society & Democracy
Constitutional Safeguards to Freedom of Press
Press Commissions & their recommendations
Press & Registration of Books Act
Working Journalist Act
Law of Libel & Defamation
Contempt of Court
Parliamentary Privileges
Press Council Act
Official Secret Act
Right to Information
Copyright, Intellectual Property Right
Social Responsibility of Press
Ethics, Self-Regulation & Freedom of Expression