



## KAUTILYA SCHOOL OF PUBLIC POLICY

GITAM (Deemed to be University)

Rudraram, Patancheru Mandal

Hyderabad, Telangana 502329

<b>Course Code:</b> PPOL2041	<b>Course Title:</b> Policy, Business and the Public Interest	
<b>Semester :</b> 4	<b>Course Type:</b> Minor	<b>Credits:</b> 3
<b>Home Program(s):</b> MPP	<b>Batch/Academic Year:</b> 2025-2026	
<b>Course Lead:</b> Dr. Ajay Kumar Gautam	<b>Assigned T/RA:</b>	

### Course Description

How do businesses and governments shape each other's decisions? What does it mean for companies to act in the *public interest*? This course helps students unpack the dynamic relationship between business, policy, and society. Using real-life cases—from corporate responsibility to infrastructure projects and sustainability challenges—students will learn how businesses navigate regulations, social expectations, and ethical dilemmas. The course equips them with the tools to think critically about pressing policy-business issues and to design responsible strategies that align profit with people and the planet.

### Learning Objectives

By the end of the course, students will be able to:

- Explain the interdependent relationships between business, government, and society.
- Understand the role of public policy and institutions in shaping business practice.
- Critically assess corporate governance, ethics, and CSR frameworks in India.
- Evaluate contemporary challenges such as digital economy regulation, ESG, and climate policy.
- Communicate policy and business analysis effectively through written and oral presentations.

## Course Outcomes

By the end of the course, students will be able to:

1. **Identify** key concepts, frameworks, and stakeholders in the business–government–society relationship.
2. **Compare and evaluate** different policy instruments and their impact on business and society.
3. **Analyze** case studies to assess trade-offs between profitability, regulation, and the public interest.
4. **Design** responsible business responses that integrate ethical, social, and policy considerations.

## Assessment Rubric

- **Assignment 1 (20 marks):** Written Report
- **Assignment 2 (20 marks):** Policy presentation – 30%
- **Class Examination (30 marks)**
- **Class participation (15 marks):** Students must engage in class and listen attentively.
- **Attendance (15 marks):** Subject to Attendance Policy

## Classroom Etiquette

The consumption of food and the use of laptops, tablets, smartphones, and other addictive electronic devices are not allowed. If you are unable to take notes by hand, please discuss an alternative arrangement with the teaching team. Phones must be turned off at the start of class.

## Course Schedule

Unit I	(Sessions 1–7)	Foundations of Business–Government–Society
<b>Objective:</b> Introduce core concepts of public policy, business responsibility, and the idea of the "public interest."		
1. Why Policy–Business–Society Matters Today?		
2. What is Public Policy? (Concepts, Processes, Stakeholders)		

3. Public Interest as a Normative Framework; Social License to Operate 4. Theories of the Firm: Shareholder vs. Stakeholder Perspectives (Freeman, Friedman debates) 5. Public Choice & State Failure: Why Government Sometimes Fails Too 6. Role of the Indian State – Welfare, Regulation, and Development 7. India’s Mixed Economy and State–Capital Relations		
<b>Unit II</b>	<b>(Sessions 8–13)</b>	<b>Governance, Regulation &amp; State–Market Relations</b>
<b>Objective:</b> Explore how governance structures and state–market frameworks shape business–policy interaction. 8. Understanding Governance: Government vs. Governance; Principles of Good Governance 9. Why Regulation? Market Failures, Public Interest Theory, Capture Theory 10. Theories of State–Market Relations (Developmental State, Neoliberal State) 11. Economic Reforms: From License Raj to Liberalization and Beyond 12. Privatization Debates and State vs. Market in Delivering Public Goods 13. Globalization and India – WTO, Trade Wars, Atmanirbhar Bharat		
<b>Unit III</b>	<b>(Sessions 14–19)</b>	<b>Democracy, Interest Groups &amp; Civil Society</b>
<b>Objective:</b> Understand how collective action, networks, and democratic institutions influence policy–business outcomes. 14. Collective Action, Rent-Seeking, and Lobbying vs. Advocacy 15. Industry Associations, Trade Unions, and Social Movements in India 16. Social Capital, Networks, and Trust in Economic Growth 17. Nation-Building and the Role of Civil Society Organizations 18. Dark Sides of Social Capital: Exclusion, Capture, Inequality 19. Media, Digital Platforms, Misinformation & Their Role in Democracy		
<b>Unit IV</b>	<b>(Sessions 20–25)</b>	<b>Business, Ethics &amp; Inclusive Development</b>
<b>Objective:</b> Critically assess how businesses engage with responsibility, ethics, and social justice. 20. Corporate Social Responsibility in India – Legal Mandates & Debates 21. Business Ethics, Governance Failures, and Whistleblowing (Infosys/Satyam) 22. Social Entrepreneurship, Impact Investing, and Financial Inclusion 23. Social Justice and Policy – Caste, Gender, and Inclusive Business Practices		

24. Public Goods, Market Failure, and the Rationale for PPPs		
25. PPPs in Practice: Infrastructure and Social Sectors		
<b>Unit V</b>	<b>(Sessions 26–30)</b>	<b>Contemporary Debates &amp; Future Challenges</b>
<b>Objective:</b> Engage with pressing challenges at the intersection of business, policy, and society in India.		
26. Critiques of PPPs: Risks, Accountability, and Equity Concerns		
27. Inequality and Wealth Concentration – India’s Billionaires vs. Welfare State		
28. Business, Democracy, and Elections – Corporate Funding & Electoral Bonds		
29. Reservation in the Private Sector & the Future of Inclusive Business		
30. The Future of Business–Policy–Society Relations in India (Synthesis & Reflections)		
<b>Unit VI</b>	<b>(Sessions 31–36)</b>	<b>Course Wrap-Up</b>
<ul style="list-style-type: none"> <li>• Student presentations (policy briefs)</li> </ul>		

## Textbooks and Course Materials

### I. Core Texts (Conceptual & Theoretical Foundations)

- Baron, David. *Business and Its Environment* (Chs. 1–2; Corporate Responsibility chapter).
- Steiner, John F. & Steiner, George A. *Business, Government, and Society* (Introductory + governance chapters).
- Chakrabarty, B. & Chand, P. (2022). *Public Policy in India*. Routledge.
- Majumdar, M. (2018). *Introduction to Economic Policies in India*.
- Raghbendra Jha. *Indian Economy* (chapter on Reforms & Liberalization).
- Kohli, Atul. *State-Directed Development: Political Power and Industrialization in the Global Periphery*. (Ch. 1 – Developmental State).
- Joseph Stiglitz. *Globalization and Its Discontents* (selected chapters on governance of globalization).
- Monks, R. & Minow, N. *Corporate Governance* (Introduction + Principles).
- Fernando, A. C. (2019). *Corporate Governance: Principles, Policies, and Practices* (India Edition).
- Nag, B. (2016). *Business Ethics and Corporate Governance*.

## II. Indian Policy Documents & Frameworks

- **Foundational:**

- Constitution of India (Preamble, DPSPs).
- Planning Commission (2013). *Twelfth Five Year Plan: Overview*.
- NITI Aayog (2017). *Three-Year Action Agenda*.
- NITI Aayog (2018). *Strategy for New India @ 75*.
- Government of India, *Industrial Policy Statement 1991* (summary/excerpts).

- **Corporate Governance & CSR:**

- Companies Act, 2013 (Sections 135, 149 – CSR, Independent Directors).
- SEBI (2015). *Listing Obligations & Disclosure Requirements*.
- SEBI, *Annual Report* (sections on regulatory role, investor protection).
- SEBI (2019). *Stewardship Code*.
- SEBI, *Business Responsibility and Sustainability Reporting (BRSR) Guidelines*.
- Ministry of Corporate Affairs (2011). *National Voluntary Guidelines on Social, Environmental, and Economic Responsibilities of Business*.
- Ministry of Corporate Affairs (2019). *National Guidelines on Responsible Business Conduct (NGRBC)*.
- RBI, *Master Direction on Corporate Governance for Banks*.

- **Regulation & Market Institutions:**

- Jena, P. R. (2013). *Regulatory Commissions in India*.
- RBI, *Trends and Progress of Banking in India* (relevant sections).
- Competition Act, 2002.
- Consumer Protection Act, 2019.
- Environmental (Protection) Act, 1986.
- Digital Personal Data Protection Bill, 2023 (PRS summary/excerpts).

- **Labour, Climate & Development Policy:**

- Ministry of Labour & Employment (2020). *Code on Social Security* (gig workers section).
- India's *Nationally Determined Contributions* (Paris Agreement, 2015; 2022 update).
- DPIIT (2016). *Startup India Action Plan* (highlights).

- **Public–Private Partnerships (PPP):**

- o Iyer, S. & Chawla, R. (2017). *Public–Private Partnership Models and Finance*.
  - o NITI Aayog (2020). *National PPP Policy*.
  - o PricewaterhouseCoopers (2020). *PPP in India – Strategy, Case Studies, and Analysis*.
  - o Department of Economic Affairs, *Model Concession Agreements* (roads, ports).
  - o PPP Appraisal Committee Guidelines.
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### III. Articles & Essays (Scholarly & Practitioner Debates)

- **Foundations & Theory:**

- o Freeman, R. E. (1984). “Stakeholder Theory of the Firm” (excerpt).
- o Friedman, M. (1970). “The Social Responsibility of Business is to Increase Its Profits.” *NYT Magazine*.
- o Sen, Amartya (1993). “Markets and Freedoms.” *Oxford Economic Papers*.
- o Carroll, A. B. (1991). “The Pyramid of CSR.” *Business Horizons*.
- o Prahalad, C. K. *Fortune at the Bottom of the Pyramid* (Preface + Ch. 1).

- **Political Economy & State–Business Relations:**

- o Dani Rodrik (2001). “Trading in Illusions.” *Foreign Policy*.
- o Kohli, Atul (2006). “Politics of Economic Growth in India, 1980–2005.” *EPW*.
- o T. N. Srinivasan. “Privatization in India: Lessons from Experience.” *India Policy Forum*.
- o Mehta, Pratap Bhanu (2003). *The Burden of Democracy* (excerpt on state–business nexus).
- o Kapur, Devesh & Vaishnav, Milan. *Quid Pro Quo: Business–Politics Nexus in India*. (Carnegie India).
- o Jenkins, R. (2016). “State Capacity and Development in India.” *JEP*.
- o Krishna, P. (2016). “Policy Paradigms in India.” *EPW*.

- **Ethics, Governance & Responsibility:**

- o Bansal, S. & Dastidar, R. G. (2021). “Promoting Good Corporate Governance in India through Institutional Investors’ Activism.” *EPW*.
- o Jayaraman, R. (2008). “Whistleblowing and Corporate Fraud: The Case of Satyam.” *EPW*.

- o Deshpande, A. (2003). "Caste and Discrimination in the Indian Economy." *IJLE*.
  - o Kabeer, N. (2005). "Gender Equality and Women's Empowerment." *Gender & Development*.
  - o KPMG India (2022). *ESG: Driving Sustainable Business in India*.
  - **Development, Civil Society & Environment:**
    - o Walter Fernandes. "Singur and the Displacement Debate in India." *EPW*.
    - o Sanjeev Prashar. "NGO–Business Partnerships: India's Emerging Development Model." *Management Review*.
    - o Joyeeta Gupta (2014). "Climate Change Governance." *WIREs Climate Change*.
    - o Rajeswari Sengupta & Harsha V. Singh. "Make in India: What's New? What's Old?" *EPW*.
    - o World Bank (2023). *Doing Business in India* (report on regulatory improvements).
    - o EPW Debate (2018). "Digital India and Data Privacy."
    - o Subramanian, A. & Jayaraj, D. (2015). "The Evolution of Inequality in India." *EPW*.
    - o Vaishnav, M. (2017). *When Crime Pays* (Ch. on Electoral Finance).
    - o Phuyal, M. (2024). "Analyzing the Indian Way of Public–Private Partnership (PPP)." *SSRN*.
    - o Asian Development Bank (2021). *India: PPP Monitor*.
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#### IV. Cases & Applied Readings (Teaching Cases & Contemporary Issues)

- IIM-A Case: *The Bhopal Gas Tragedy*.
- IIM-B Case: *Telecom Regulation & AGR Dispute*.
- IIM-B Working Paper: *The Satyam Scandal: A Governance Failure*.
- HBS/IIM-A Case: *ITC e-Choupal*.
- IIM-B Case: *Ola and the Regulatory Challenge*.
- ILO Case Note: *Uber and Indian Gig Workers*.
- Adani–Hindenburg Controversy (news + SEBI documents review).