

DSEG001 – Business, Society and Commerce

Masters of Commerce
Semester I
DSE – Elective Paper
DSEG001: Business, Society and Commerce

Course Type/ Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Pre-requisites
DSE – DSEG001	Business, Society and Commerce	3	1	0	4	NIL

Objective: This course examines the interplay between business, commerce, and society. It introduces students to philosophical, sociological, and scriptural perspectives on commerce, focusing on its transformation in both historical and contemporary contexts.

Learning Outcomes: On successful completion of the course, students will be able to:

- Interpret the role of business as a social institution.
- Analyze cultural, historical, and ethical dimensions of commerce.
- Apply scriptural and philosophical frameworks.
- Evaluate social impacts of global, digital, and informal commerce.

Contents:

Unit I (12 hours)

Historical evolution of commerce in India; Commerce as a social institution; morality of markets; social contract and common good, legitimacy, and purpose of business. Gandhi's Sarvodaya, Kautilya's Arthashastra on regulation and ethics.

Unit II (10 hours)

Classical and contemporary philosophical perspectives on commerce; Commerce and the good life; Morality in business leadership and decision-making.

Unit III (11 hours)

Capitalism and its critiques: rethinking markets, institutions, and value; Public interest vs private gain: navigating competing logics; Economic Growth and Human well-being; Money-Happiness debate,

Unit IV (12 hours)

Institutions shaping commerce; Digital platforms, surveillance capitalism, and gig work ethics; Future of commerce: AI, minimalism, degrowth, and sustainable models.

Tutorial Exercise: Students will write a reflective assignment on contemporary issue in business. Class discussions will involve ethical dilemmas in the platform or informal economies.

Suggested Readings:

- Sandel, M. (2012). What Money Can't Buy: The Moral Limits of Markets. Penguin.
- Polanyi, K. (2001). The Great Transformation. Beacon Press.
- Rangarajan, L. N. (1992). Kautilya's Arthashastra. Penguin Classics.
- Bhagavad Gita (any edition) – Chapters on Karma Yoga and Svadharma.
- Zuboff, S. (2019). The Age of Surveillance Capitalism. PublicAffairs.
- Harari, Yuval N. (2024). Nexus - A Brief History of Information Networks from the Stone Age to AI. Penguin Random house.
- Sen, A. (1999). Development as freedom. Oxford University Press
- Smith, Adam. (1759). The Theory of Moral Sentiments. Penguin Classics
- Easterlin, R. A. (2001). Income and happiness: Towards a unified theory. Economic Journal, 111(473), 465–484.
- Stiglitz, J. E., Sen, A., & Fitoussi, J. P. (2010). *Mismeasuring our lives: Why GDP doesn't add up*. The New Press.
- Jackson, T. (2009). Prosperity without growth. UK. Earthscan.
- Piketty, T. (2014). *Capital in the Twenty-First Century*. Harvard University Press.