



# C. U. SHAH UNIVERSITY – WADHWAN CITY



## FACULTY OF MANAGEMENT STUDIES

### BACHELOR OF BUSINESS ADMINISTRATION (BBA)

**SEMESTER V (FIVE)**

**CODE 4MS05ESR1**

**Name of Subject** Business Ethics and Corporate Social Responsibility

#### Teaching & Evaluation Scheme

Teaching Hours / Week				Evaluation Scheme (Marks)		
Th	Tu	P	Total	Sessional Exam	University Exam	Total
04	0	0	04	30	70	100

#### Objective

- Stimulate the moral imagination of students.
- Help students recognize moral issues and analyze key moral concepts and principles.
- Stimulate students' sense of responsibility.
- Help students deal effectively with moral ambiguity and disagreement

#### Course outline

Sr. No.	Course Contents	Number of Hours
1	<b>Business Ethics:</b> Nature of Ethics, Ethical Concept and Theories, Tools of Ethics <b>Corporate Social Responsibility</b> What is CSR, arguments for and against corporate social responsibility	15
2	<b>Creative Accounting</b> – meaning and its role in business scandals, examples of some of the major business scandals <b>Whistle Blowing</b> – meaning and the guidelines <b>Introduction to Social Reporting</b>	15
3	<b>Business Ethics and Corporate Governance:</b> Meaning of corporate governance, importance of corporate governance, <b>Reports of Various Committee and their recommendation</b> 1. Narayanmurthy 2. Ganguly 3. CII 4. OECD	15
4	<b>Introduction to Marketing Ethics</b> Defining Marketing Ethics, Areas in Marketing Ethics, Beyond the Four Ps <b>Ethical issues in Human Resource Management :</b> Definition, Scope of Human Resource Management, HR related ethical issues	15
<b>Total Hours</b>		<b>60</b>

#### Learning Outcomes

##### *Theoretical Outcome*

Understand the theoretical aspects of Ethics, Corporate Governance and Corporate Social Responsibility

##### *Practical Outcome*

Develop morale of the students and they are able to take business decision Ethically.

## **Teaching – Learning Methodology**

- Lectures
- Case study
- Assignments

## **RecommendedBooks**

1. **‘Business Ethics – An Indian perspective’**, *A C Fernando*, Pearson Education
2. **‘Business Ethics and Corporate Governance’**, *RiyaRupani*, Himalaya Publishing