

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		Semester-VI	Session: 2024-2027
1	Course Code	BBSC- 16	
2	Course Title	Business Ethics	
	Course Type	Discipline Specific Course (DSC)	
4	Pre-requisite(if,any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Identify and evaluate Business Ethics theory and corporate social responsibility ➤ Introduction and orientation to an ethical decision-making framework ➤ Explore ethical theories. 	
6	Credit Value	4 Credits	<i>Credit=15Hours-learning& Observation</i>
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
PART-B: Content of the Course			
Total No. of Teaching-learning Periods(01 Hr.per period)- 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Business Ethics: Meaning, Scope, Types of Ethics, Characteristics, Factors influencing Business Ethics; Importance of Business Ethics Arguments for and against Business Ethics; Basics of Business Ethics. Ethical Practices in Management		15
II	Ethics in Management: Ethics in HRM , Marketing Ethics , Ethical aspects of Financial Management , Technology Ethics and Professional ethics. Ethics in Managing Ethical Theories, Enterprise Mission, Institutionalizing Ethics Code of ethics and its implementation. Role of Corporate Culture in Business: Meaning; Functions; Impact of Corporate Culture; Cross cultural issues in Ethics. Social Audit-Evaluation of concept, Objectives; Needs, Features, Benefits, Approaches to Social Audit.		15
III	Application of Business Ethics: Application of Business Ethics in the world of business (Intellectual property rights like designs, patents, trademarks, copy rights). Ethics in Marketing (consumer rights, advertising, dumping). Ethics in Finance (financial disclosures, insider trading, window dressing). Ethics in Information Technology and systems usage (data confidentiality). Ethics in Human Resources Management (whistle blowing, discrimination), Environmental Ethics (Carbon trading).		15
IV	Corporate Social Responsibility: Concept, Rational Dimensions and Tools of Social Responsibilities, Social Responsibility and Social Responsiveness. Nature and significance; arguments for and against CSR. Corporate governance: Scope of Corporate Governance, Benefits and Limitations of Corporate Governance. Ethical issues in Corporate Governance; (Learning Through Experience In Chhattisgarh Area)		15
Keywords	<i>Business Ethic, Corporate Culture, Corporate Social Responsibility.</i>		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
1. Patyrick J.A. & Quinn (J) F. Management Ethics, Response			
2. Sherlekar, Ethics in Management Himalaya			

Annas

Sal B. Arif

3. R.C. Sekhar Ethical Choices in Business Response, New Delhi 1998. 4. Peter F. Drucker – Management Tasks, Responsibilities and Practices. 5. Report of Study Group of the Calcutta Seminar on Social Responsibility of Business Oxford and IBH Publishing Co. New Delhi		
Online Resources– https://learninglink.oup.com/access/cranebe5e-student-resources&ved https://edge.sagepub.com/spinello&ved		
PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods: Maximum Marks: 100 Marks Continuous Internal Assessment (CIA): 30 Marks End Semester Exam (ESE): 70 Marks		
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type–5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit–4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]