

| GANPAT UNIVERSITY | | | | | | | | | | | | | | | | | |
|---|--|-------------------------------------|---------------|------------------|-----|-------|---|-----------|--------------------|-----|----------------|-----------|------|-------|------|------|---|
| FACULTY OF MANAGEMENT STUDIES | | | | | | | | | | | | | | | | | |
| Programme | | Bachelor of Business Administration | | | | | Branch / Spec. | | Business Analytics | | | | | | | | |
| Semester | | IV | | | | | Version | | 1.0.0.0 | | | | | | | | |
| Effective from Academic Year | | | | 2025-26 | | | Effective for the Batch Admitted in | | | | | July 2024 | | | | | |
| Subject Code | | BAEC205 | | Subject Name | | | Business Ethics and Corporate Social Responsibility | | | | | | | | | | |
| Teaching Scheme | | | | | | | Examination Scheme (Marks) | | | | | | | | | | |
| (Per week) | | Lecture (DT) | | Practical (Lab.) | | Total | | | | CE | | SEE | | Total | | | |
| | | L | TU | P | TW | | | | | | | | | | | | |
| Credit | | 02 | 00 | 00 | 00 | 02 | | Theory | | 25 | | 25 | | 50 | | | |
| Hours | | 02 | 00 | 00 | 00 | 02 | | Practical | | 00 | | 00 | | 00 | | | |
| Pre-requisite: | | | | | | | | | | | | | | | | | |
| Students should be clear about the basic aspects of general management | | | | | | | | | | | | | | | | | |
| Objective: | | | | | | | | | | | | | | | | | |
| The course aims to provide fundamental knowledge and exposure to the concepts, theories, and practices of Business Ethics and Corporate Governance. | | | | | | | | | | | | | | | | | |
| Learning Outcome/Course Outcome: | | | | | | | | | | | | | | | | | |
| On successful completion of the course, the students will be able to: | | | | | | | | | | | | | | | | | |
| CO1- Identify the key objectives of business ethics in modern business practices. | | | | | | | | | | | | | | | | | |
| CO2- Understand the meaning and types of ethical dilemmas faced by professionals. | | | | | | | | | | | | | | | | | |
| CO3- Recognize the importance of good corporate governance. | | | | | | | | | | | | | | | | | |
| CO4- Get conceptual clarity on corporate social responsibility. | | | | | | | | | | | | | | | | | |
| Mapping of PO-CO and PSO-CO: | | | | | | | | | | | | | | | | | |
| | | Course Outcome (CO) No. | PO-CO Mapping | | | | | | | | PSO-CO Mapping | | | | | | |
| | | | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | |
| | | | CO1 | 3 | 2 | 1 | 2 | 1 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 1 | 1 |
| | | | CO2 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 1 |
| | | | CO3 | 1 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 1 | 2 | 3 | 1 | 2 | 1 |
| | | | CO4 | 2 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 1 | 1 | 3 | 3 | 3 |
| Theory Syllabus | | | | | | | | | | | | | | | | | |
| Unit | Content | | | | | | | | | | | | | | Hrs. | | |
| 1 | Business ethics Meaning and Objectives of Business Ethics Scope of Business Ethics Argument for and Against Business Ethics, Principles of Business Ethics Case: Coke-Ethical Issue Vs. The Fizz of Rage/HLL Mercury Spill in Kodaikanal Theories of Business Ethics: Theory of Virtue Ethics, Theory of Justice as Fairness Case: Maruti Recalls One Lakh A-Stars, When Bulls Fight Crops Suffer Meaning and Types of Ethical Dilemma Case: Ethical Dilemma of a Marketing Manager. | | | | | | | | | | | | | | 15 | | |
| 2 | Corporate Governance and Corporate Social Responsibility (CSR) Corporate Governance: Concept and Objectives of Corporate Governance, Features and Advantages of Good Corporate Governance, Principles of Corporate Governance Theories of Corporate Governance: Agency theory, Transaction cost economics theory, Stakeholder theory, Stewardship theory | | | | | | | | | | | | | | 15 | | |

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| | <u>CSR:</u> Meaning of CSR Difference between corporate philanthropy and CSR Forms of CSR Dimensions of CSR Case: CSR at BPCL/CSR at HUL | |
| | Exam: Theory 100% | |
| Text Book: | | |
| | Dr. S.S. Khanka Business Ethics & Corporate Governance, A division of S. Chand & Company Pvt. Ltd., New Delhi. | |
| Reference Books: | | |
| | A. C. Fernando, Business Ethics, An Indian Perspective, Pearson S. A. Sherlekar, Ethics in Management, Himalaya Publication, New Delhi. Patrick O'Sullivan, Business Ethics a Critical Approach: integrating ethics across the business world, Routledge, London, and New York | |
| Online Resource: | | |
| | https://onlinecourses.swayam2.ac.in/cec20_mg32/preview (Business Ethics-By Archana Vechalekar) https://onlinecourses.nptel.ac.in/noc21_mg46/preview https://onlinecourses.nptel.ac.in/noc21_mg54/preview https://onlinecourses.swayam2.ac.in/imb25_mg62/preview (Business Ethics and Corporate Governance-By Dr. Sweta Banerjee, Dr. Leena Dam) | |