

GANPAT UNIVERSITY																	
FACULTY OF MANAGEMENT STUDIES																	
Programme		Bachelor of Business Administration					Branch / Spec.		International Business								
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 Outcomes/Course Outcome																	
On successful completion of the course, the students will be able to:																	
CO1- Students will identify the key objectives of business ethics in modern business practices.																	
CO2- Students will understand the meaning and types of ethical dilemmas faced by professionals.																	
CO3- Students will recognize the importance of good corporate governance.																	
CO4- Students will be able to 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	1	1	1
			CO2	2	3	2	1	2	3	2	3	2	3	1	3	2	1
			CO3	1	2	3	2	1	2	3	2	1	2	3	3	2	1
		CO4	2	1	2	3	2	3	2	3	1	2	2	2	3	3	
Theory Syllabus																	
Unit	Content														Hrs.		
1	<b>Business ethics</b> 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	<b>Corporate Governance and Corporate Social Responsibility (CSR)</b> <b>Corporate Governance:</b> 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 <b>CSR:</b> Meaning of CSR Difference between corporate philanthropy and CSR Forms of CSR Dimensions of CSR														15		

	Case: CSR at BPCL/CSR at HUL	
	Exam: Theory 100%	
<b>Text Book:</b>		
	Dr. S.S. Khanka Business Ethics & Corporate Governance, A division of S. Chand & Company Pvt. Ltd., New Delhi.	
<b>Reference Books:</b>		
	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	
<b>Online Resource:</b>		
	<a href="https://onlinecourses.swayam2.ac.in/cec20_mg32/preview(Business Ethics-By Archana Vechalekar)"><u>https://onlinecourses.swayam2.ac.in/cec20_mg32/preview(Business Ethics-By Archana Vechalekar)</u></a> <a href="https://onlinecourses.nptel.ac.in/noc21_mg46/preview"><u>https://onlinecourses.nptel.ac.in/noc21_mg46/preview</u></a> <a href="https://onlinecourses.nptel.ac.in/noc21_mg54/preview"><u>https://onlinecourses.nptel.ac.in/noc21_mg54/preview</u></a> <a href="https://onlinecourses.swayam2.ac.in/imb25_mg62/preview"><u>https://onlinecourses.swayam2.ac.in/imb25_mg62/preview</u></a>	