

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							
<b>Pre-requisite:</b>																
Students should be clear about the basic aspects of general management																
<b>Objective:</b>																
The course aims to provide fundamental knowledge and exposure to the concepts, theories, and practices of Business Ethics and Corporate Governance.																
<b>Learning Outcomes/Course Outcome</b>																
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.																
<b>Mapping of PO-CO and PSO-CO:</b>																
Course Outcome (CO) No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO-CO Mapping			PSO-CO Mapping				
									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
<b>Theory Syllabus</b>																
Unit	Content											Hrs.				
1	<b>Business ethics</b>											15				
	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.															
2	<b>Corporate Governance and Corporate Social Responsibility (CSR)</b>											15				
	<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															

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)">https://onlinecourses.swayam2.ac.in/cec20_mg32/preview(Business Ethics-By Archana Vechalekar)</a> <a href="https://onlinecourses.nptel.ac.in/noc21_mg46/preview">https://onlinecourses.nptel.ac.in/noc21_mg46/preview</a> <a href="https://onlinecourses.nptel.ac.in/noc21_mg54/preview">https://onlinecourses.nptel.ac.in/noc21_mg54/preview</a> <a href="https://onlinecourses.swayam2.ac.in/imb25_mg62/preview">https://onlinecourses.swayam2.ac.in/imb25_mg62/preview</a>	