

GANPAT UNIVERSITY															
FACULTY OF MANAGEMENT STUDIES															
Programme		Bachelor of Business Administration				Branch / Spec.		Marketing Management							
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 basics 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 Outcomes:															
On successful completion of the course, CO1- Students will be able to identify the key objectives of business ethics in modern business practices. CO2- Students will be able to understand the meaning and types of ethical dilemmas faced by professionals. CO3- Students will be able to 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	2	1	2	1	2	3	3	2	3	2	1	2
	CO2	2	3	1	2	3	2	3	2	2	3	2	1	3	2
	CO3	1	2	3	2	1	3	2	3	1	2	2	3	2	3
	CO4	2	1	2	3	2	3	1	2	2	1	3	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 <i>Case: Coke-Ethical Issue Vs. The Fizz of Rage/HLL Mercury Spill in Kodaikanal</i> Theories of Business Ethics: Theory of Virtue Ethics, Theory of Justice as Fairness <i>Case: Maruti Recalls One Lakh A-Stars, When Bulls Fight Crops Suffer</i> Meaning and Types of Ethical Dilemma <i>Case: Ethical Dilemma of a Marketing Manager.</i>								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 <i>Case: CSR at BPCL/CSR at HUL</i>								15						
	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
<b>Online Resource:</b>	
	<a href="https://onlinecourses.swayam2.ac.in/cec20_mg32/preview">https://onlinecourses.swayam2.ac.in/cec20_mg32/preview</a> (Business Ethics-By Archana Vechalekar) <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> (Business Ethics and Corporate Governance-By Dr. Sweta Banerjee, Dr. Leena Dam)