

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

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	<p>Business ethics</p> <p>Meaning and Objectives of Business Ethics, Scope of Business Ethics, Argument for and Against Business Ethics, Principles of Business Ethics</p> <p><i>Case: Coke-Ethical Issue Vs. The Fizz of Rage/HLL Mercury Spill in Kodaikanal</i></p> <p>Theories of Business Ethics: Theory of Virtue Ethics, Theory of Justice as Fairness</p> <p><i>Case: Maruti Recalls One Lakh A-Stars, When Bulls Fight Crops Suffer</i></p> <p>Meaning and Types of Ethical Dilemma</p> <p><i>Case: Ethical Dilemma of a Marketing Manager.</i></p>	15
2	<p>Corporate Governance and Corporate Social Responsibility (CSR)</p> <p><u>Corporate Governance:</u></p> <p>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.</p> <p><u>CSR:</u></p> <p>Meaning of CSR, Difference between corporate philanthropy and CSR, Forms of CSR, Dimensions of CSR</p> <p><i>Case: CSR at BPCL/CSR at HUL</i></p>	15

Text Book

Dr. S.S. Khanka Business Ethics & Corporate Governance, A division of S. Chand & Company Pvt. Ltd., New Delhi.

Reference Books:

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,
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	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)	