

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Internal	Final Exam	Total
UGMDC-202 (C)	Ethics and Social Responsibility in Business	MDC	3	3	0	0	40	60	100

Course Outcomes

At the end of the course the student will be able to :-

CO1	Examine the business ethics and issues involved in maintaining ethics.
CO2	Appreciate various studies in the field of ethics and ethical decision-making.
CO3	Comprehend various regulatory processes essential for ethical standards.
CO4	Access the scope and impact of CSR on corporate culture.
CO5	Evaluate the scope and complexity of Corporate Social responsibility in the global and Indian context.

Detailed Syllabus

Section A

Unit I: Introduction: Morality and Ethics, Business Values and Ethics, Approaches and Practices of Business Ethics, Code of Ethics, Ethical Behavior: Concepts and Advantages, importance of ethics in business, myths about business ethics.

(08 Hrs)

Unit II: Ethical Theories in business: Theories- Normative theories, Utilitarianism theory, Virtue- ethics, Kantian theory; Importance of Ethical Theories in Business, Ethical Decision making: Ethical dilemma, considerations in ethical decisions making process.

(08 Hrs)

Unit III: Ethics in business discipline: Consumerism and Ethics- Consumer Rights and Protection, guidelines for Consumer Protection, Ethical implications of Technology, Ethics in Advertising- Responsibilities of Advertising Agencies.

(08 Hrs)

Section B

Unit IV: Introduction to Social Responsibility in business: Corporate Governance and Social Responsibility, Competitive Advantage and Corporate Social Responsibility, Factors influencing CSR Policy, identifying key stakeholders of CSR & their roles- Role of NGO's and International Agencies in CSR, Integrating CSR into Business.

(06 Hrs)

Unit V: Global Perspectives on CSR: CSR in Different Cultural Contexts, Global Standards and Frameworks (e.g., UN Global Compact, ISO 26000), Challenges of Implementing CSR Globally, Key features of Corporate Governance

(06 Hrs)

Textbooks

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Business Ethics	A.C. Fernando	Pearson Education India.	3rd(2019)
2	Business Ethics and Social Responsibility.	Roa, Floriano C.	Quezon City: Rex Book Store	2nd (2010)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Business Ethics; a Global and Managerial Perspective	David J.Fritzsch	McGraw-Hill Irwin, Singapore	1 st (2004)