



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

ETHICS AND SOCIAL RESPONSIBILITY IN BUSINESS (UGMDC-202 C)

B.Com. (H) -2ND SEMESTER

ACADEMIC YEAR (2024-25)

Dr. Navjeet Kaur

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



Detailed Syllabus

| S. No. | Course Code | Course Name | Course Type | Cd | L | T | P | Marks | | |
|--------|---------------|--|-------------|----|---|---|---|-----------|------------|-------|
| | | | | | | | | Sessional | Final Exam | Total |
| 1 | UGMDC-202 (C) | Ethics and Social Responsibility in Business | MDC | 3 | 3 | 0 | 0 | 40 | 60 | 100 |

COURSE OUTCOMES:

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|---|--|
| 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 | Assess 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 Behaviour: Concepts and Advantages, importance of ethics in business, myths about business ethics.

(08 Hours)

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 Hours)

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 Hours)

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 hours)

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 in the Companies Act 2013.

(06 Hours)



Textbooks

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

Reference Books

| S.No | Name of the Suggested Books | Name of Author | Publisher Name | Edition (Pub. Yr.) |
|------|--|-------------------|---------------------------------|------------------------|
| 3. | Business Ethics; a Global and Managerial Perspective | David J. Fritzsch | McGraw-Hill Irwin, Singapore | 1 st (2004) |

COURSE PLAN

Unit-I Introduction

| S. No | Topics | Recommended Books |
|--|--|---|
| 1 | Morality and Ethics, Business Values and Ethics | Book 1, Ch 1,2 |
| 2 | Approaches and Practices of Business Ethics, Code of Ethics, | Book 1, Ch 1,2 |
| 3 | Ethical Behaviour: Concepts and Advantages | Book 1, Ch 2 |
| 4 | importance of ethics in business, myths about business ethics | Book 1, Ch 1 |
| Unit-II Ethical Theories in Business | | |
| 5 | Theories- Normative theories, Utilitarianism theory, Virtue-ethics, Kantian theory | Book 1, Ch 2 |
| 6 | Importance of Ethical Theories in Business | Book 1, Ch 2 |
| 7 | Ethical Decision making: Ethical dilemma | Book 1, Ch 3 |
| 8 | considerations in ethical decisions making process | Book 1, Ch 4 |
| Unit-III Ethics in Business Discipline | | |
| 9 | Consumerism and Ethics- Consumer Rights and Protection | Book 1, Ch 10 |
| 10 | guidelines for Consumer Protection | Book 1, Ch 10 |
| 11 | Ethical implications of Technology | Book 1, Ch 16 |
| 12 | Ethics in Advertising- Responsibilities of Advertising Agencies | Book 1, Ch 14 |
| Unit-IV Introduction to Social Responsibility in Business | | |
| 13 | Corporate Governance and Social Responsibility | Book 1, Ch 7 |
| 14 | Competitive Advantage and Corporate Social Responsibility | Book 1, Ch 9 |
| 15 | Factors influencing CSR Policy | Book 1, Ch 9 |
| 16 | identifying key stakeholders of CSR & their roles- Role of NGO's and International Agencies in CSR | Book 1, Ch 9 |
| 17 | Integrating CSR into Business | Book 1, Ch 9 https://www.ignitechm.com/blog/integrating-corporate-social-responsibility-into-business- |



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|--|--|--|
| | | strategy |
| Unit-V Global Perspectives on CSR | | |
| 18 | CSR in Different Cultural Contexts | Book 1, Ch 5 |
| 19 | Global Standards and Frameworks (e.g., UN Global Compact, ISO 26000) | Book 1, Ch 5 |
| 20 | Challenges of Implementing CSR Globally | Book 1, Ch 5 |
| 21 | Key features of Corporate Governance in the Companies Act 2013 | https://blog.ipleaders.in/corporate-governance-companies-act-2013/ https://chakdahacollege.ac.in/Journal/17/Pdf/Latest/oct18/20-3(2)-36-41.pdf |

ADDITIONAL WEB RESOURCES

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|----|--|
| 1. | Course Pack Ethics and Social Responsibility in Business 2025 created on Harvard Publishing House https://hbsp.harvard.edu/coursepacks/1262275 |
| 2. | Swayam NPTEL course on Business Ethics (AICTE-12 weeks) https://onlinecourses.nptel.ac.in/noc25_mg12/course?user_email=kaur.navjeet73@gmail.com |

GRADING AND ASSESSMENT

- **Sessional Test:** 20 marks
- **Assignment:** 10 marks
- **Attendance:** 10 marks
- **Final Examination:** 60 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Monday (12:05 PM – 12:55 PM)
Friday (12:05 PM – 12:55 PM)
- **Contact Information**
navjeet.mba@mietjammu.in