



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

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

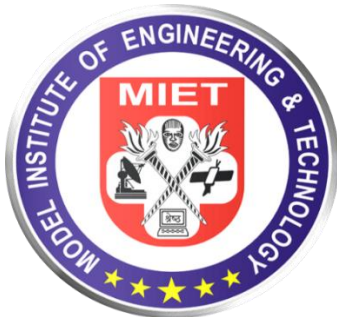
BBA (H) -2ND SEMESTER

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

www.mietjmu.in



Dr. Arun K. Gupta Teaching-Learning Centre

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Course Handout

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:

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)



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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. Fritzsche	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.ignitehcm.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

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



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