



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Dr. Arun K. Gupta Teaching-Learning Centre

Department of BBA(H)/BBA(BFSI)/BCA(H)/BCom(H)

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Ethics and Social Responsibility in Business
2.	Course Code	UGMDC-202 C
3.	Academic Year	2024-25
4.	Semester	2 nd
5.	Number of Lesson plans	36
6.	Faculty Assigned	Dr. Navjeet Kaur

Faculty Signature



Lesson Plan No. 0	Course Name: Ethics and Social Responsibility in Business Topic: Introduction to the Course	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Provide an introduction to the course – Ethics and Social Responsibility in Business
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What do you mean by ethics? What do you mean by social responsibility?- Introduce the concept of ethics.- Introduce the concept of social responsibility. 2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Talk about the COs of the Course- List down the units of the Course b) Overview of the Course<ul style="list-style-type: none">- Describe about the Unit I – Introduction- Briefly summarize Unit II – Theories- Provide an overview of Unit III – Consumerism and ethics- Outline the Unit IV – Introduction to Social Responsibility in Business- Encapsulate the Unit V – Global Perspective on CSR- Briefly sum up about the relevance of the course- Provide the list of text books and reference books<p>Exercise (5 minutes) – Think-Pair-Share</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework



	<p>Write about the benefits of ethics and social responsibility in businesses.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions</p> <p>What is the significance of business ethics? How CSR contributes in overall business success?</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1	Course Name: Ethics and Social Responsibility in Business Topic: Morality	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Describe the concept of morality b. Explain the evolution of morality c. Interpret the importance of morality d. Exemplify the concept of morality e. Describe the key features of morality f. Discuss the moral foundations of morality g. Infer the purposes of morality
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	1. Introduction (05 minutes) - Ask questions What do you mean by morality? What is the importance of morality? - Talk about morality and its importance. 2. Development (30 minutes) a) Introduction - Introduce the formal concept of morality b) Morality - Explain the evolution of morality - Interpret the importance of morality <ul style="list-style-type: none">• Morality helps people live together peacefully and treat each other with respect and kindness• It promotes empathy, reciprocity, altruism, cooperation, and a sense of fairness• It evolved to ensure the cohesion and cooperation of social groups - Exemplify the concept of morality - Describe the key features of morality <ul style="list-style-type: none">• Diligence• Frugality• Honesty• Discipline



	<ul style="list-style-type: none">• Politeness• Cleanliness• Unity• Generosity <p>- Discuss the moral foundations of morality</p> <p>- Infer the purposes of morality</p> <ul style="list-style-type: none">• Guide human behavior,• Promote social harmony,• Ensure fairness,• Foster personal development,• Contribute to the well-being of individuals and communities <p>Exercise (5 minutes) – Summarising</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://www.geeksforgeeks.org/what-is-morality/ https://byjus.com/free-ias-prep/difference-between-ethics-and-morality/3. Homework Write about the features of morality. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What do you mean by morality? Why Morality is Important? What is the Origin of Morality?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 2	Course Name: Ethics and Social Responsibility in Business Topic: Ethics	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Describe the concept of ethics b. Discuss the types of ethics c. Differentiate between ethics and morality
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	1. Introduction (05 minutes) - Ask questions What do you mean by ethics? What is the importance of ethics in business? - Talk about ethics and its importance. 2. Development (30 minutes) a) Introduction - Introduce the formal concept of ethics b) Ethics - Discuss the types of ethics <ul style="list-style-type: none">• Normative ethics• Applied ethics• Deontology• Descriptive ethics• Divine command theory• Intuitionism• Medical ethics• Personal ethics - Differentiate between ethics and morality Exercise (5 minutes) – One Minute Paper
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://www.investopedia.com/terms/b/business-ethics.asp



	<p>https://byjus.com/free-ias-prep/difference-between-ethics-and-morality/</p> <p>3. Homework</p> <p>How ethics different from morality?</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions</p> <p>What Are Business Ethics and Example? What are the principles of business ethics?</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 3	Course Name: Ethics and Social Responsibility in Business Topic: Business Values and Ethics	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Describe the concept of business ethics b. Infer the 3 Cs of business ethics c. Explain the principles/values of business ethics d. Interpret the importance of business ethics e. Identify the need for business ethics f. Discuss the types of business ethics g. Elaborate the benefits of business ethics h. Outline maintaining business ethics at workplace
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	1. Introduction (05 minutes) - Ask questions What do you mean by business values? Why business values are essential at workplace? - Talk about business values and their need at workplace. 2. Development (30 minutes) a) Introduction - Introduce the formal concept of business value b) Business Values - Discuss Infer the 3 Cs of business ethics <ul style="list-style-type: none">• Compliance• Contribution• Consequences - Explain the principles/values of business ethics <ul style="list-style-type: none">• Leadership• Accountability• Integrity• Respect for others• Honesty• Respect for law• Responsibility• Transparency



	<ul style="list-style-type: none">• Compassion• Fairness• Loyalty• Environmental concern <ul style="list-style-type: none">- Interpret the importance of business ethics<ul style="list-style-type: none">• Brand recognition and growth• Increased ability to negotiate• Increased trust in products and services• Customer retention and growth• Attracting talent• Attracting investors- Identify the need for business ethics<ul style="list-style-type: none">• To reduce corruption and malpractices those exist in the organisation and the society.• To improve morale of employees and to reduce absenteeism and labour turnover rate.• To reduce social tensions created due to unethical practices of business firms.• To create investor-friendly environment• For business sustainability and growth• To stop various evils which the law cannot stop• For reconciling strategic corporate interests with moral demands• For creation of a better society• To resolve those problems of business which government cannot resolve• To have a competitive edge in the market• For self-satisfaction and enhancing quality of lives- Discuss the types of business ethics<ul style="list-style-type: none">• Corporate Social Responsibility• Transparency and Trustworthiness• Technological practices and ethics• Fairness and Inclusivity- Elaborate the benefits of business ethics<ul style="list-style-type: none">• Improve Reputation• Boosts Profits• Positive Work Culture• Attracting Talented Workers• Equality At Workplace• Enhances Productivity• Community Bonding
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	<ul style="list-style-type: none">• Building Customer loyalty• Retaining Employees• Avoid Malpractices <p>- Outline maintaining business ethics at workplace</p> <ul style="list-style-type: none">• Have a code of ethics and morals you abide by.• Don't keep executive discussions a secret.• Treat everyone fairly and equally.• Foster leadership qualities that encourage business ethics.• Be honest with coworkers and customers.• Hold everyone accountable, including yourself.• Build teams that work well together.• Spend time and resources on a charitable cause.• Build loyalty with your customers by being loyal to them. <p>Exercise (5 minutes) – Poll</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://www.investopedia.com/terms/b/business-ethics.asp https://byjus.com/free-ias-prep/difference-between-ethics-and-morality/3. Homework How does organisations maintain business ethics at workplace? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What are the benefits of Business Ethics? What are the various types of business ethics?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 4	Course Name: Ethics and Social Responsibility in Business Topic: Business Values and Ethics Contd.....	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> a. Describe the concept of business ethics b. Infer the 3 Cs of business ethics c. Explain the principles/values of business ethics d. Interpret the importance of business ethics e. Identify the need for business ethics f. Discuss the types of business ethics g. Elaborate the benefits of business ethics h. Outline maintaining business ethics at workplace
Teaching Aids (if any)	<ol style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions What do you mean by business values? Why business values are essential at workplace? - Talk about business values and their need at workplace. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Introduce the formal concept of business value b) Business Values <ul style="list-style-type: none"> - Discuss Infer the 3 Cs of business ethics <ul style="list-style-type: none"> • Compliance • Contribution • Consequences - Explain the principles/values of business ethics <ul style="list-style-type: none"> • Leadership • Accountability • Integrity • Respect for others • Honesty • Respect for law • Responsibility



	<ul style="list-style-type: none">• Transparency• Compassion• Fairness• Loyalty• Environmental concern <ul style="list-style-type: none">- Interpret the importance of business ethics<ul style="list-style-type: none">• Brand recognition and growth• Increased ability to negotiate• Increased trust in products and services• Customer retention and growth• Attracting talent• Attracting investors- Identify the need for business ethics<ul style="list-style-type: none">• To reduce corruption and malpractices those exist in the organisation and the society.• To improve morale of employees and to reduce absenteeism and labour turnover rate.• To reduce social tensions created due to unethical practices of business firms.• To create investor-friendly environment• For business sustainability and growth• To stop various evils which the law cannot stop• For reconciling strategic corporate interests with moral demands• For creation of a better society• To resolve those problems of business which government cannot resolve• To have a competitive edge in the market• For self-satisfaction and enhancing quality of lives- Discuss the types of business ethics<ul style="list-style-type: none">• Corporate Social Responsibility• Transparency and Trustworthiness• Technological practices and ethics• Fairness and Inclusivity- Elaborate the benefits of business ethics<ul style="list-style-type: none">• Improve Reputation• Boosts Profits• Positive Work Culture• Attracting Talented Workers• Equality At Workplace• Enhances Productivity
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	<ul style="list-style-type: none">• Community Bonding• Building Customer loyalty• Retaining Employees• Avoid Malpractices <p>- Outline maintaining business ethics at workplace</p> <ul style="list-style-type: none">• Have a code of ethics and morals you abide by.• Don't keep executive discussions a secret.• Treat everyone fairly and equally.• Foster leadership qualities that encourage business ethics.• Be honest with coworkers and customers.• Hold everyone accountable, including yourself.• Build teams that work well together.• Spend time and resources on a charitable cause.• Build loyalty with your customers by being loyal to them. <p>Exercise (5 minutes) – Poll</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://www.investopedia.com/terms/b/business-ethics.asp https://byjus.com/free-ias-prep/difference-between-ethics-and-morality/3. Homework How does organisations maintain business ethics at workplace? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What are the benefits of Business Ethics? What are the various types of business ethics?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 5	Course Name: Ethics and Social Responsibility in Business Topic: Approaches and Practices of Business Ethics	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Explain the Approaches of business ethics b. Discuss the best practices of business ethics
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What are the best practices of business ethics?- Give an outline of best practices of business ethics.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Talk about the approaches of business ethicsb) Approaches and Practices<ul style="list-style-type: none">- Explain the Approaches of business ethics<ul style="list-style-type: none">• Traditional• Contemporary• Post-Modern- Discuss the best practices of business ethics<ul style="list-style-type: none">• Clear ethics code• Transparency• Accountability• Open communication channel• Ethical training• Whistleblower protection• Ethical audits• Ethical leadership• Stakeholder consideration• Sustainability practices<p>Exercise (5 minutes) – Quiz</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading



	<p>Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://egyankosh.ac.in/bitstream/123456789/92326/1/Unit-2.pdf https://publicmediasolution.com/blog/business-ethics/</p> <p>3. Homework</p> <p>Why Sustainability is important as business ethics?</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions</p> <p>What are the traditional approaches of Business Ethics? How does transparency play a significant role in business ethics at workplace? What are the various best practices of business ethics?</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 6	Course Name: Ethics and Social Responsibility in Business Topic: Code of Business Ethics	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of code of ethics Differentiate between code of ethics and code of conduct Exemplify the code of ethics Explain the types of code of ethics Discuss the benefits of code ethics Interpret the elements of code of ethics Infer the creation of effective code of ethics for business
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by code of conduct? What do you mean by code of ethics? Talk about code of ethics and code of conduct. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the formal concept of code of ethics Code of ethics <ul style="list-style-type: none"> Differentiate between code of ethics and code of conduct Exemplify the code of ethics Explain the types of code of ethics <ul style="list-style-type: none"> Compliance-based code of ethics Value-based code of ethics Industry-based code of ethics Discuss the benefits of code ethics <ul style="list-style-type: none"> Building a trustworthy brand Reinforce company values Consistent management standards Morality and social awareness Guidance Regulations compliance Self-preservation



	<ul style="list-style-type: none">- Interpret the elements of code of ethics<ul style="list-style-type: none">• Integrity• Teamwork• Objectivity• Confidentiality• Growth - Infer the creation of effective code of ethics for business<ul style="list-style-type: none">• Identifying Core Values of Organisation• Build Your Code Together and Set Ethical Principles• Assign a Lead Staff Member Responsible• Have Support System in Place <p>Exercise (5 minutes) – Value Line</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://www.investopedia.com/terms/c/code-of-ethics.asp https://www.future-processing.com/blog/the-benefits-of-having-a-code-of-ethics-in-business/3. Homework Revise the topic discussed in the class <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What is a Code of Ethics in Business? What are the Five Ethical Principles? What is the Difference Between a Code of Ethics and a Code of Conduct?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 7	Course Name: Ethics and Social Responsibility in Business Topic: Ethical Behavior	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Describe the concept of ethical behavior b. Explain the advantages of ethical behavior c. Discuss the challenges of ethical behavior d. Interpret the examples of ethical behavior e. Infer the how to promote ethical behavior at workplace
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What do you mean by ethical behavior? Why ethical behavior is essential at workplace?- Talk about ethical behavior and its need at workplace.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Introduce the formal concept of ethical behaviorb) Ethical Behavior<ul style="list-style-type: none">- Explain the advantages of ethical behavior<ul style="list-style-type: none">• Honesty and trust• Improved brand reputation• Enhanced employee morale and productivity• Better decision-making• Fair treatment• Long-term profitability- Discuss the challenges of ethical behavior<ul style="list-style-type: none">• Cost implications• Time-consuming processes• Dynamic and context-dependent standards• Dedicated resources- Interpret the examples of ethical behavior- Infer the how to promote ethical behavior at workplace<ul style="list-style-type: none">• Create a code



	<ul style="list-style-type: none">• Engage with your employees and customers• Reinforce the benefits of the code• Be a good role model• Train your employees• Promote your ethical behaviour• Reward ethical behaviour• Learn from your mistakes• Report unethical behaviour• Move with the times <p>Exercise (5 minutes) – Poll</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://themba.institute/entrepreneurship/pros-cons-ethical-behaviour-business/ https://workinstitute.com/blog/defining-ethical-behavior-in-the-workplace/3. Homework Why ethical behavior is significant for smooth functioning of an organization? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What are the challenges associated with the implementation of ethical behavior? How organizations can promote ethical behavior at the workplace?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 8	Course Name: Ethics and Social Responsibility in Business Topic: Myths about Business Ethics	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Discuss the Myths about Business Ethics in detail
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What can be the myths about business ethics?- List down the various myths about business ethics. 2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Give a brief description about myths of business ethics b) Myths about business ethics<ul style="list-style-type: none">- Discuss the myths about business ethics<ul style="list-style-type: none">• Business ethics is more a matter of religion than management• Our employees are ethical so we don't need attention to business ethics• Business ethics is a discipline best led by philosophers, academics and theologians• Business ethics is superfluous – it only asserts the obvious – “do good”• Business ethics is a matter of the good guys preaching to the bad guys• Business ethics is the new policeperson on the block• Ethics can't be managed• Business ethics and social responsibility are the same things• Our organization is not in trouble with the law, so we are ethical• Managing ethics in the workplace has little practical relevance <p style="text-align: center;">Exercise (5 minutes) – Summarising</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://management.org/blogs/business-ethics/2010/10/13/10-myths-about-business-ethics/3. Homework “Managing ethics in the workplace has little practical relevance” why/why not? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What are the myths about business ethics? “Ethics can’t be managed”. How?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 9	Course Name: Ethics and Social Responsibility in Business Topic: Normative Theories	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Describe the concept of Normative Theories b. Discuss the characteristics of Normative Theories c. Interpret the classification of Normative Theories d. Discuss the example of Normative Theories
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions Which are the normative theories of business ethics?- List down the various normative theories of business ethics. 2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Introduced the formal concept of normative theories b) Normative Theories<ul style="list-style-type: none">- Discuss the characteristics of Normative Theories<ul style="list-style-type: none">• Theories or systems of moral values that prescribe what people ought to do in particular situations.• They are based on assumptions about what is good or bad, right or wrong, just or unjust.• They often take the form of rules or guidelines that tell us what we should and should not do in specific circumstances.• Many of these theories are codified in legal systems and religious texts, but they can also be found in works of philosophy and literature.• Examples include utilitarianism (the idea that actions should produce the greatest happiness for the greatest number) and Kantianism (that a person's intentions are irrelevant if their actions violate a moral rule).• For some people, normative ethics might mean living up to certain standards as dictated by society or religion; others might view it as following one's moral compass regardless of what other people think



	<ul style="list-style-type: none">- Interpret the classification of Normative Theories<ul style="list-style-type: none">• Consequentialism• Deontology• Virtue ethics- Discuss the example of Normative Theories <p>Exercise (5 minutes) – Think-Pair-Share</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://www.geeksforgeeks.org/normative-ethics-theory-examples/ https://alan-turing-institute.github.io/turing-commons/skills-tracks/aeg/chapter1/normative/3. Homework Revise the topic discussed in the class <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What are the characteristics of normative theories? What are the different types of normative theories?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 10	Course Name: Ethics and Social Responsibility in Business Topic: Utilitarianism Theories	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Describe the concept of Utilitarianism b. Discuss the principles of Utilitarianism c. Interpret the relevancy of Utilitarianism d. Explain the Quantitative and Qualitative Utilitarianism e. Infer the criticism of Utilitarianism
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What do you mean by utilitarianism?- Give a brief description about utilitarianism.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Introduced the formal concept of utilitarianism theoriesb) Utilitarianism Theories<ul style="list-style-type: none">- Discuss the principles of Utilitarianism<ul style="list-style-type: none">• Pleasure, or happiness, is the only thing that has intrinsic value.• Actions are right if they promote happiness, and wrong if they promote unhappiness.• Everyone's happiness counts equally- Interpret the relevancy of Utilitarianism<ul style="list-style-type: none">• Utilitarianism's Relevance in a Political Economy• Utilitarianism's Relevance in the Workplace• Utilitarianism's Relevance in Business- Explain the Quantitative and Qualitative Utilitarianism- Infer the criticism of Utilitarianism<ul style="list-style-type: none">• Human happiness is impossible to quantify• Aggregate measures of happiness ignore distributional aspects• The motives behind actions are ignored



	Exercise (5 minutes) – Poll
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://corporatefinanceinstitute.com/resources/esg/utilitarianism/ https://www.investopedia.com/terms/u/utilitarianism.asp3. Homework Revise the topic discussed in the class <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What Is a Utilitarian? What Is Utilitarian Value in Consumer Behavior? What Is the Role of Utilitarianism in Today’s Business Environment?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 11	Course Name: Ethics and Social Responsibility in Business Topic: Virtue Ethics	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Describe the concept of Virtue Ethics b. Discuss the core of virtue ethics c. Interpret the key virtues d. Explain the role of practical wisdom in virtue ethics e. Discuss the virtue ethics in organizational culture f. Infer the criticism of virtue ethics
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions What do you mean by Virtue? How virtue ethics essential at workplace? - Give a brief description about virtue ethics and its need. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Introduced the formal concept of virtue ethics b) Virtue Ethics <ul style="list-style-type: none"> - Discuss the core of virtue ethics - Interpret the key virtues <ul style="list-style-type: none"> • Honesty • Integrity • Courage • Compassion - Explain the role of practical wisdom in virtue ethics - Discuss the virtue ethics in organizational culture - Infer the criticism of virtue ethics <ul style="list-style-type: none"> • Lack of Specific guidance • Cultural relativity • Subjectivity <p style="text-align: center;">Exercise (5 minutes) – Value Line</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.



	<ol style="list-style-type: none">2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework How virtue ethics are useful in business decision making? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What do you mean by virtue ethics? What is the role of practical wisdom in virtue ethics?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 12	Course Name: Ethics and Social Responsibility in Business Topic: Kantian Theory	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of Kantian Theory Discuss the principles of Kantian Theory Infer the applications of Kantian Theory Interpret the advantages of Kantian Theory Explain the challenges of Kantian Theory
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What do you mean by Deontology? Give a brief description about Deontology/Kantian Theory and its need. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduced the formal concept of Kantian Theory Kantian Theory <ul style="list-style-type: none"> Discuss the principles of Kantian Theory <ul style="list-style-type: none"> The Categorical Imperative Respect for Persons Goodwill and Duty Infer the applications of Kantian Theory <ul style="list-style-type: none"> Honest Advertising Fair Treatment of Employees CSR Fair Pricing and Consumer Protection Ethical Leadership Whistleblowing Interpret the advantages of Kantian Theory <ul style="list-style-type: none"> Provides a clear ethical framework Emphasizes integrity and trustworthiness Encourages ethical corporate culture



	<ul style="list-style-type: none">- Explain the challenges of Kantian Theory<ul style="list-style-type: none">• Rigidity• Conflicting Duties• Lack of Flexibility <p>Exercise (5 minutes) – One Minute Paper</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework How Kantian Theory is useful in business decision making? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What do you mean by Kantian Theory? What are the key principles of Kantian Theory?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 13	Course Name: Ethics and Social Responsibility in Business Topic: Importance of ethical theories in business	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Discuss the Importance of Ethical theories in Business
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">Introduction (05 minutes)<ul style="list-style-type: none">Ask questions What is the significance of ethical theories in business?Talk about the significance of ethical theories in business.Development (30 minutes)<ol style="list-style-type: none">Introduction<ul style="list-style-type: none">List down the importance of ethical theories in businessImportance of Ethical Theories<ul style="list-style-type: none">Discuss the importance of ethical theories in business<ul style="list-style-type: none">Providing a Framework for Ethical Decision-MakingEnhancing Corporate Reputation and Building TrustPromoting Corporate Social Responsibility (CSR)Ensuring Compliance with Laws and RegulationsImproving Workplace Culture and Employee MoraleDriving Long-Term Profitability and SustainabilityAddressing Global Ethical ChallengesPreventing Corporate Scandals and Ethical Misconduct<p>Exercise (5 minutes) – Caselet Discussion</p>
Closure	<ol style="list-style-type: none">Summarize the Lesson Learning Outcomes and get affirmation from students on these.Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.Homework What is the importance of ethical theories in improving workplace culture and employee morale?



	Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions How ethical theories are significant in addressing global challenges? Why ethical theories important in preventing corporate scandals and ethical misconduct?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 14	Course Name: Ethics and Social Responsibility in Business Topic: Importance of ethical theories in business contd.....	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Discuss the Importance of Ethical theories in Business
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What is the significance of ethical theories in business?- Talk about the significance of ethical theories in business. 2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- List down the importance of ethical theories in business b) Importance of Ethical Theories<ul style="list-style-type: none">- Discuss the importance of ethical theories in business<ul style="list-style-type: none">• Providing a Framework for Ethical Decision-Making• Enhancing Corporate Reputation and Building Trust• Promoting Corporate Social Responsibility (CSR)• Ensuring Compliance with Laws and Regulations• Improving Workplace Culture and Employee Morale• Driving Long-Term Profitability and Sustainability• Addressing Global Ethical Challenges• Preventing Corporate Scandals and Ethical Misconduct <p style="text-align: center;">Exercise (5 minutes) – Caselet Discussion</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework What is the importance of ethical theories in improving workplace culture and employee morale?



	Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions How ethical theories are significant in addressing global challenges? Why ethical theories important in preventing corporate scandals and ethical misconduct?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 15	Course Name: Ethics and Social Responsibility in Business Topic: Ethical Decision-Making	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Describe the concept of ethical decision-making b. Describe the concept of ethical dilemmas c. Discuss the types of ethical dilemmas d. Explain how to solve ethical dilemmas e. Interpret the consideration of ethical dilemmas in ethical decision-making process
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	1. Introduction (05 minutes) - Ask questions What do you mean by ethical decision making? What do you mean by ethical dilemma? - Talk about ethical decision-making and ethical dilemma. 2. Development (30 minutes) a) Introduction - Introduce the formal concept of ethical decision-making and ethical dilemma b) Ethical Dilemma - Discuss the types of ethical dilemmas • Conflicts of interest • Accounting manipulation • Pay Disparities • Risk Management • Privacy and Data Security - Explain how to solve ethical dilemmas • Negate the dilemma • Value theory method • Find other option - Interpret the consideration of ethical dilemmas in ethical decision-making process • Identify the ethical issues



	<ul style="list-style-type: none">• Gather relevant information• Evaluate ethical principles and values• Consider legal and organisational policies• Analyse possible alternatives• Make a decision and implement it• Reflect and learn from the decision <p>Exercise (5 minutes) – Quiz</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://www.wallstreetmojo.com/ethical-dilemma/3. Homework How do ethical dilemmas in business affect the stakeholders? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions How do ethical dilemmas complicate the workplace? Why do ethical dilemmas occur?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 16	Course Name: Ethics and Social Responsibility in Business Topic: Ethical Decision-Making Contd.....	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Describe the concept of ethical decision-making b. Describe the concept of ethical dilemmas c. Discuss the types of ethical dilemmas d. Explain how to solve ethical dilemmas e. Interpret the consideration of ethical dilemmas in ethical decision-making process
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	1. Introduction (05 minutes) - Ask questions What do you mean by ethical decision making? What do you mean by ethical dilemma? - Talk about ethical decision-making and ethical dilemma. 2. Development (30 minutes) a) Introduction - Introduce the formal concept of ethical decision-making and ethical dilemma b) Ethical Dilemma - Discuss the types of ethical dilemmas <ul style="list-style-type: none">• Conflicts of interest• Accounting manipulation• Pay Disparities• Risk Management• Privacy and Data Security - Explain how to solve ethical dilemmas <ul style="list-style-type: none">• Negate the dilemma• Value theory method• Find other option - Interpret the consideration of ethical dilemmas in ethical decision-making process



	<ul style="list-style-type: none">• Identify the ethical issues• Gather relevant information• Evaluate ethical principles and values• Consider legal and organisational policies• Analyse possible alternatives• Make a decision and implement it• Reflect and learn from the decision <p>Exercise (5 minutes) – Quiz</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://www.wallstreetmojo.com/ethical-dilemma/3. Homework How do ethical dilemmas in business affect the stakeholders? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions How do ethical dilemmas complicate the workplace? Why do ethical dilemmas occur?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 17	Course Name: Ethics and Social Responsibility in Business Topic: Consumerism and Ethics	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Describe the concept of consumerism b. Infer the Historical evolution of consumerism c. Discuss the consumerism in modern society d. Explain the ethical concerns in consumerism e. Interpret the role of consumers in ethical consumption
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What do you mean by consumerism? Is ethical consumerism a privilege?- Talk about consumerism and its status as ethical privilege.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Introduce the formal concept of consumerismb) Consumerism and Ethics<ul style="list-style-type: none">- Infer the historical evolution of consumerism<ul style="list-style-type: none">• Pre-Industrial Era: Limited consumption, needs-based purchasing.• Industrial Revolution: Mass production led to increased availability of consumer goods.• 20th Century: Rise of advertising, branding, and the culture of convenience.• Digital Age (21st Century): E-commerce, fast fashion, social media influencers shaping consumer choices.- Discuss the consumerism in modern society<ul style="list-style-type: none">• Benefits<ul style="list-style-type: none">· Economic growth· Innovation· Convenience· Higher living standards• Challenges<ul style="list-style-type: none">· Environmental Impact



	<ul style="list-style-type: none">· Ethical concern· Financial strain· Social pressure <ul style="list-style-type: none">- Explain the ethical concerns in consumerism<ul style="list-style-type: none">• Environmental Impact• Labour Exploitation• Corporate responsibility and unethical practices• Consumer manipulation- Interpret the role of consumers in ethical consumption<ul style="list-style-type: none">• Understanding ethical consumerism• Consumers can drive change <p>Exercise (5 minutes) – Quiz</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework Is it ethical to prioritize affordability over sustainability? Justify your answer. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions How can ethical products become more accessible? Are sustainable products too expensive for the average consumer? Should companies bear the responsibility for ethical choices instead of consumers?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 18	Course Name: Ethics and Social Responsibility in Business Topic: Consumer Rights and Protection	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> a. Describe the concept of consumer rights b. Infer the different consumer rights c. Describe the consumer protection laws and acts d. Discuss consumer unfair trade practices e. Explain the consumer complaint mechanism f. Interpret the consumer awareness and responsibilities
Teaching Aids (if any)	<ol style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions <ul style="list-style-type: none"> What are the various consumer rights? What do you mean by unfair trade practices? What do you mean by consumer protection? - Talk about unfair trade practices and consumer protection. - List down the various consumer rights. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Introduce the formal concept of consumer rights and protection b) Consumer Rights and Protection <ul style="list-style-type: none"> - Infer the different consumer rights <ul style="list-style-type: none"> • Right to safety • Right to information • Right to choose • Right to be heard • Right to redress • Right to consumer education • Right to healthy environment - Describe the consumer protection laws and acts <ul style="list-style-type: none"> • Consumer Protection Act, 2019 (India) • Federal Trade Commission Regulations (USA) • Consumer Rights Act, 2015 (UK) - Discuss the consumer unfair trade practices



	<ul style="list-style-type: none">• False advertisement• Price fixing• Black marketing• Defective and standard goods• Violation of privacy <ul style="list-style-type: none">- Explain the consumer complaint mechanism<ul style="list-style-type: none">• Consumer court• Online portal• Ombudsman and regulatory bodies• Alternative dispute resolution- Interpret the consumer awareness and responsibility<ul style="list-style-type: none">• How to be a smart consumer• Role of government and NGOs <p>Exercise (5 minutes) – Summarising</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework <p>If a shop refuses to provide a bill for your purchase, which consumer right is being denied? Why is a bill important?</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions How does the Right to Safety protect consumers? What is the Right to be Heard, and how can consumers exercise this right? Why is the Right to Information crucial for making informed purchasing decisions? How does consumer protection help in maintaining ethical business practices? What steps can consumers take if they receive a defective product from an online shopping platform?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 19	Course Name: Ethics and Social Responsibility in Business Topic: UN guidelines for Consumer Protection: Objectives	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Discuss the objectives of guidelines for consumer protection
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions Why consumer protection is essential?- Talk about the essence of consumer protection. 2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- List down the objectives of consumer protection guidelines b) Guidelines for Consumer Protection<ul style="list-style-type: none">- Discuss the Objectives of guidelines for consumer protection<ul style="list-style-type: none">• To assist countries in achieving or maintaining adequate protection for their population as consumers;• To facilitate production and distribution patterns responsive to the needs and desires of consumers;• To encourage high levels of ethical conduct for those engaged in the production and distribution of goods and services to consumers;• To assist countries in curbing abusive business practices by all enterprises at the national and international levels which adversely affect consumers;• To facilitate the development of independent consumer groups;• To further international cooperation in the field of consumer protection;• To encourage the development of market conditions which provide consumers with greater choice at lower prices;• To promote sustainable consumption. <p style="text-align: center;">Exercise (5 minutes) – Summarising</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework Revise the topic discussed in the class. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What are the United Nations Guidelines for Consumer Protection (UNCPG)? What is the main objective of the UN Consumer Protection Guidelines? How do the guidelines help governments in formulating consumer protection policies?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 20	Course Name: Ethics and Social Responsibility in Business Topic: UN guidelines for Consumer Protection: Principles	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Discuss the principles of guidelines for consumer protection
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions In what ways do the guidelines help protect consumers against fraudulent, misleading, or deceptive advertising?- Talk about the ways do the guidelines help protect consumers against fraudulent, misleading, or deceptive advertising. 2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Give recap of the previous lecture b) Guidelines for Consumer Protection<ul style="list-style-type: none">- Discuss the principles of guidelines for consumer protection<ul style="list-style-type: none">• The protection of consumers from hazards to their health and safety;• The promotion and protection of the economic interests of consumers;• Access of consumers to adequate information to enable them to make informed choices according to individual wishes and needs;• Consumer education, including education on the environmental, social and economic impacts of consumer choice;• Availability of effective consumer redress;• Freedom to form consumer and other relevant groups or organizations and the opportunity of such organizations to present their views in decision-making processes affecting them;• The promotion of sustainable consumption patterns. <p style="text-align: center;">Exercise (5 minutes) – One minute Paper</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework Identify how do the guidelines address consumer protection in the digital economy? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What are the key consumer rights recognized under the UNCPG? How do the guidelines ensure consumer access to essential goods and services? What role do the guidelines play in promoting sustainable consumption?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 21	Course Name: Ethics and Social Responsibility in Business Topic: UN guidelines for Consumer Protection: Guidelines	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Discuss the guidelines for consumer protection
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions How do the guidelines promote fair business practices and ethical conduct?- Talk about how do the guidelines promote fair business practices and ethical conduct.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Give recap of the previous lectureb) Guidelines for Consumer Protection<ul style="list-style-type: none">- Discuss the guidelines for consumer protection<ul style="list-style-type: none">• Physical Safety• Promotion and Protection of consumers' economic interest• Standards for the safety quality of consumer goods and services• Distribution facilities for essential goods and services• Measure enabling consumers to obtain redress• Education and information programmes• Promotion of sustainable consumption• Measures relating specific areas• International cooperation <p style="text-align: center;">Exercise (5 minutes) – Just A Minute (JAM)</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando



	<p>Business Ethics and Social Responsibility by Roa, Floriano C.</p> <p>3. Homework</p> <p>How do countries incorporate the UNCPG into their national consumer protection laws?</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions</p> <p>How do the UNCPG address consumer education and awareness? What provisions do the guidelines include for dispute resolution and redress mechanisms?</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 22	Course Name: Ethics and Social Responsibility in Business Topic: Ethical Implications of Technology	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Describe the concept of technology and ethics b. Discuss major ethical concerns in technology c. Interpret Ethical Frameworks for Evaluating Technology d. Infer Ethical Guidelines and Regulations
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	1. Introduction (05 minutes) - Ask questions What do you mean by technology? What are the advantages and disadvantages of technology? - Talk about technology and its advantages and disadvantages. 2. Development (30 minutes) a) Introduction - Introduce the concept of technology and ethics b) Ethical Implications of Technology - Discuss the major ethical concerns in technology <ul style="list-style-type: none">• Privacy and data security• AI and automation• Cybersecurity and hacking• Digital divide and access to technology• Misinformation and fake news• Biotechnology and generic engineering• Environmental impact of technology - Interpret the ethical frameworks for evaluating technology <ul style="list-style-type: none">• Utilitarianism: Does the technology maximize overall happiness?• Deontology: Are there moral rules that technology should not violate?• Virtue Ethics: Does the technology encourage good character traits?• Rights-Based Approach: Does the technology respect individual rights



	<ul style="list-style-type: none">- Infer ethical guidelines and regulations<ul style="list-style-type: none">• Existing Ethical Guidelines<ul style="list-style-type: none">· EU General Data Protection Regulation (GDPR) – Protects data privacy.· Asilomar AI Principles – Ethical AI development.· IEEE Ethically Aligned Design – Standards for ethical technology use.• Need for Stronger Regulations<ul style="list-style-type: none">· Should there be global technology ethics laws?· How do we enforce ethical standards in emerging technologies? <p>Exercise (5 minutes) – Caselet</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework What are the potential risks of human-AI augmentation from an ethical perspective? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What are the consumer protection guidelines with respect to consumer education? How do fair business practices contribute in consumer protection? Why safety guidelines are essential to protect the consumer interests?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 23	Course Name: Ethics and Social Responsibility in Business Topic: Ethics in Advertising: Responsibilities of Advertising Agencies	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Describe the concept of ethical advertising b. Discuss the key principles of ethical advertising c. Interpret the importance of ethical advertising d. Infer the challenges in maintaining ethical advertising
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	1. Introduction (05 minutes) - Ask questions What do you mean by advertising? What do you mean by ethical advertising? - Talk about advertising and ethical advertising 2. Development (30 minutes) a) Introduction - Introduce the concept of ethical advertising b) Ethics in Advertising - Discuss the key principles of ethical advertising • Truthfulness • Honesty • Respect for societal values • Non-exploitation - Interpret the importance of ethical advertising • Building trust • Enhancing reputation • Legal compliance • Positive societal impact - Infer the challenges in maintaining ethical advertising • Misleading Claims • Stereotyping • Targeting vulnerable groups • Surrogate advertising



Exercise (5 minutes) – Summarising	
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://journalism.university/media-ethics-and-laws/ethical-foundations-principles-advertising-practices/3. Homework How can advertisers promote ethical messaging while still being profitable? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What are the key ethical concerns in modern advertising? How can advertisers balance persuasive marketing with ethical responsibility? What ethical principles should guide the creation of advertisements? How do ethical advertising standards vary across different cultures and countries?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 24	Course Name: Ethics and Social Responsibility in Business Topic: Ethics in Advertising: Ethical Issues and Promoting Ethical Practices	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Discuss the ethical issues in advertising b. Interpret the promotion of ethical practices in advertising
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What responsibilities do advertisers have to ensure their messages are truthful and not misleading?- Briefly describe the responsibilities that advertisers have to ensure their messages are truthful and not misleading. 2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Provide the recap of the previous lecture b) Ethics in Advertising<ul style="list-style-type: none">- Discuss the ethical issues in advertising<ul style="list-style-type: none">• Advertising to children• Portrayal of women• Surrogate advertising• Sensitivity to cultural values• Environmental responsibility- Interpret the promotion of ethical practices in advertising<ul style="list-style-type: none">• Establishing clear guidelines• Encouraging industry self-regulation• Educating advertisers and agencies• Leveraging consumer feedback <p style="text-align: center;">Exercise (5 minutes) – Caselet</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading



	<p>Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://journalism.university/media-ethics-and-laws/ethical-foundations-principles-advertising-practices/</p> <p>3. Homework</p> <p>Should ads be censored if they offend certain religious or cultural groups? Justify your answer.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions</p> <p>What responsibilities do advertisers have to ensure their messages are truthful and not misleading? How do advertisements influence children's consumption habits and self-image? How can advertisers balance personalization with privacy in targeted digital ads?</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 25	Course Name: Ethics and Social Responsibility in Business Topic: Corporate Governance	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Explain the concept of corporate governance b. Describe the principles of corporate governance c. Discuss the benefits of corporate governance d. Interpret the models of corporate governance e. Infer the best practices of corporate governance
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What do you mean by corporate governance? Why corporate governance is important?- Talk about corporate governance and its importance.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Introduce the concept of corporate governanceb) Corporate Governance<ul style="list-style-type: none">- Describe the principles of corporate governance<ul style="list-style-type: none">• Responsibility• Accountability• Awareness• Impartiality• Transparency- Discuss the benefits of corporate governance<ul style="list-style-type: none">• Improved decision-making• Increased shareholder trust and confidence• Reduced legal and reputational risk- Interpret the models of corporate governance<ul style="list-style-type: none">• Anglo-US Model• German Model• Japanese Model• Nordic Model- Infer the best practices of corporate governance<ul style="list-style-type: none">• Clearly Define Roles and Responsibilities of the Board



	<ul style="list-style-type: none">• Establish a Code of Conduct to Promote Ethical Behavior• Promote Financial Reporting and Disclosure• Engage With Stakeholders <p>Exercise (5 minutes) – Caselet</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://tax2win.in/guide/corporate-governance https://online.law.pitt.edu/blog/corporate-governance-what-it-is-and-why-it-matters3. Homework Can strong governance prevent corporate scandals or fraud? Justify your answer. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What is the primary purpose of corporate governance? How does effective corporate governance contribute to long-term business success? What are the key principles of good corporate governance?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 26	Course Name: Ethics and Social Responsibility in Business Topic: Corporate Social Responsibility	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> a. Explain the concept of CSR b. Describe the key pillars of CSR c. Discuss the benefits of CSR d. Interpret the types of CSR e. Explain the challenges of CSR f. Infer the best practices of CSR
Teaching Aids (if any)	<ol style="list-style-type: none"> a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions What do you mean by corporate social responsibility? Why corporate social responsibility is important? - Talk about corporate social responsibility and its importance. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Introduce the concept of corporate social responsibility b) Corporate Social Responsibility <ul style="list-style-type: none"> - Describe the key pillars of CSR <ul style="list-style-type: none"> • Environmental Responsibility <ul style="list-style-type: none"> · Reducing carbon footprint · Sustainable sourcing and production · Waste management and recycling · Using renewable energy · Supporting conservation efforts • Social Responsibility <ul style="list-style-type: none"> · Fair labor practices · Diversity, equity, and inclusion · Community outreach and development · Human rights advocacy · Philanthropy and charitable giving • Economic Responsibility (Ethical Business Practices) <ul style="list-style-type: none"> · Transparent corporate governance



	<ul style="list-style-type: none">· Fair wages and economic inclusion· Ethical sourcing of materials· Honest advertising and product labeling• Workplace Responsibility· Employee well-being and work-life balance· Health and safety protocols· Training and skill development· Anti-discrimination and harassment policies- Discuss the benefits of CSR<ul style="list-style-type: none">• Builds trust with consumers, investors, and the public• Enhances brand reputation and loyalty• Reduces regulatory scrutiny by proactively managing risks• Attracts and retains talent, especially among socially-conscious workers• Drives innovation through sustainable practices• Increases long-term profitability by aligning with stakeholder interests- Interpret the types of CSR<ul style="list-style-type: none">• Environmental A fashion brand using biodegradable packaging• Philanthropic A tech firm donating laptops to underserved schools• Ethical Labor A coffee company ensuring fair trade certification• Community Engagement A bank sponsoring financial literacy programs in low-income neighborhoods- Explain the challenges of CSR<ul style="list-style-type: none">• Greenwashing: When companies falsely portray themselves as environmentally responsible.• Cost vs. Profit: CSR can require upfront investment that some businesses resist.• Tokenism: Performing minimal actions just for public image.• Lack of standardization: No universal measure for CSR effectiveness.• Misalignment with core business: CSR that feels disconnected from a company's mission can lack impact.- Infer the best practices of CSR<ul style="list-style-type: none">• Align CSR with company values and mission• Set clear, measurable goals• Engage stakeholders—employees, customers,
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	<p>communities</p> <ul style="list-style-type: none">• Be transparent about progress and setbacks• Integrate CSR into business strategy, not just as an add-on <p>Exercise (5 minutes) – Summarising</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework <p>Is CSR sometimes used more as a marketing tool than a genuine ethical commitment? Justify your answer.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions <p>What is the purpose of Corporate Social Responsibility (CSR)? How does CSR differ from philanthropy or charity? How does CSR affect a company's profitability and brand image?</p> <ol style="list-style-type: none">2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 27	Course Name: Ethics and Social Responsibility in Business Topic: Competitive advantage and Corporate Social Responsibility	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Explain the concept of competitive advantage b. Explain the concept of CSR c. Describe about how CSR creates competitive advantage d. Interpret the limitations
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What do you mean by corporate social responsibility? What do you mean by competitive advantage?- Talk about corporate social responsibility and competitive advantage. 2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Introduce the concept of competitive advantage and corporate social responsibility b) Competitive Advantage and Corporate Social Responsibility<ul style="list-style-type: none">- Describe about how CSR creates competitive advantage<ul style="list-style-type: none">• Enhanced Brand Reputation and Loyalty• Consumers increasingly prefer brands that align with their values.• CSR builds trust, loyalty, and emotional connection with customers.• Example: Patagonia's environmental activism drives strong customer support.• Attracting and Retaining Talent• Employees (especially Millennials and Gen Z) prefer working for purpose-driven companies.• CSR improves employee morale, engagement, and reduces turnover.• Example: Salesforce emphasizes equality and



	<p>philanthropy, boosting workplace satisfaction.</p> <ul style="list-style-type: none"> • Customer Differentiation <ul style="list-style-type: none"> · CSR can set a brand apart in crowded markets. · Eco-friendly, fair trade, or locally sourced products offer value beyond price. · Example: The Body Shop built its brand around cruelty-free and ethical sourcing. • Innovation and Efficiency <ul style="list-style-type: none"> · CSR drives companies to innovate in sustainable packaging, waste reduction, or product design. · Efficient energy or resource use can reduce operational costs. · Example: Unilever’s Sustainable Living Plan led to innovations that cut costs and emissions. • Investor Appeal <ul style="list-style-type: none"> · Socially responsible investing (SRI) and ESG (Environmental, Social, Governance) funds are growing. · Transparent CSR performance attracts long-term, ethical investors. · Example: Companies with strong ESG ratings tend to have better access to capital. • License to Operate & Risk Management <ul style="list-style-type: none"> · CSR reduces risk of regulatory penalties, protests, or consumer backlash. · Proactive CSR builds goodwill with regulators, communities, and NGOs. · Example: Mining companies with strong CSR often get faster approvals and community support. <p>- Interpret the limitations</p> <ul style="list-style-type: none"> • Cost Concerns: CSR initiatives can be expensive with delayed ROI. • Greenwashing: Superficial or misleading CSR can damage trust. • Measurement Challenges: Difficult to quantify social/environmental impact in terms of business outcomes. • Stakeholder Conflicts: CSR priorities may not always align with short-term shareholder interests. <p style="text-align: center;">Exercise (5 minutes) – One Minute Paper</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Business Ethics by A.C. Fernando



	<p>Business Ethics and Social Responsibility by Roa, Floriano C.</p> <p>3. Homework</p> <p>How can companies avoid “greenwashing” in their CSR communication?</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions</p> <p>How does CSR affect a company’s profitability and brand image? Can CSR provide a competitive advantage in today’s market? Does investing in CSR distract from a company’s core business objectives?</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 28	Course Name: Ethics and Social Responsibility in Business Topic: Factors Affecting Corporate Social Responsibility	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Explain the factors affecting CSR
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	1. Introduction (05 minutes) - Ask questions What can be the factors affecting CSR? - Talk about the factors affecting corporate social responsibility. 2. Development (30 minutes) a) Introduction - List down the factors affecting CSR b) Corporate Social Responsibility: Factors Affecting - Explain the factors affecting CSR <ul style="list-style-type: none">• Ethical Leadership• Stakeholder Engagement• Sustainability• Transparency and Accountability• Integration into Business Strategy• Risk Management• Collaboration and Partnerships• Measurement and Evaluation• Continuous Improvement• Global Standards and Guidelines Exercise (5 minutes) – Just A Minute (JAM)
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://www.goodera.com/blog/types-of-corporate-social-responsibility



	<p>3. Homework</p> <p>Identify the relationship between CSR and a company's long-term competitiveness and risk management.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions</p> <p>What are the key internal and external factors that influence a company's CSR policy? How do organizational values and leadership shape a company's approach to CSR? Why is it important for companies to consider stakeholder expectations in their CSR strategies?</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 29	Course Name: Ethics and Social Responsibility in Business Topic: Role of Key Stakeholders in Corporate Social Responsibility	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Explain the role of key stakeholders in CSR
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What do you mean by stakeholders? Who can be the stakeholders for a business?- Talk about the various stakeholders of a business. 2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Introduce the concept of stakeholders b) Role of Key Stakeholders in Corporate Social Responsibility<ul style="list-style-type: none">- Explain the role of key stakeholders in CSR<ul style="list-style-type: none">• Employees Role: Implement CSR initiatives internally; act as brand ambassadors. Expectations: Fair wages, ethical treatment, a safe and inclusive work environment. Impact: Highly engaged employees boost innovation and CSR performance.• Customers Role: Influence business practices through buying choices and brand loyalty. Expectations: Ethical sourcing, sustainability, transparency, and social commitment. Impact: Demand for responsible brands pushes companies to enhance CSR.• Investors Role: Influence CSR through ESG (Environmental, Social, and Governance) investment criteria. Expectations: Long-term value creation, ethical conduct, and risk management.



	<p>Impact: Push companies toward transparency and responsible governance.</p> <ul style="list-style-type: none">• Suppliers and Business Partners Role: Participate in ethical sourcing, labor practices, and sustainability in the supply chain. Expectations: Clear CSR standards and fair partnership. Impact: Drive consistency and integrity in global operations.• Communities Role: Receive direct impact from corporate operations (jobs, environment, infrastructure). Expectations: Community development, environmental care, and corporate philanthropy. Impact: Social license to operate depends on local support.• Governments and Regulators Role: Create laws and frameworks that mandate or guide CSR practices. Expectations: Compliance, tax contributions, and support for national development goals. Impact: Enforce accountability and shape national CSR agendas.• NGOs Role<ul style="list-style-type: none">• Watchdogs: Monitor and expose unethical corporate behavior.• Advisors: Offer expertise and help companies develop CSR strategies.• Partners: Collaborate with companies on implementing social/environmental programs.• Advocates: Represent community and environmental interests.• Mediators: Help resolve conflicts between businesses and local communities.• Capacity Builders: Train businesses and communities in sustainable practices. <p>Examples:</p> <ul style="list-style-type: none">• Greenpeace: Advocates for environmental responsibility and challenges corporate polluters.• Oxfam: Partners with businesses to address poverty and labor rights issues.• Fairtrade International: Sets standards for ethical sourcing and certification. <ul style="list-style-type: none">• International Agencies Role
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	<ul style="list-style-type: none">· Standard-Setters: Develop global CSR frameworks and reporting guidelines.· Monitors & Enforcers: Track compliance with international labor, environmental, and human rights standards.· Capacity Builders: Provide training, funding, and guidance for CSR programs.· Facilitators of Collaboration: Promote partnerships between governments, NGOs, and corporations. <p>Exercise (5 minutes) – Summarising</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework Revise the topic discussed in the class. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions Who are the primary stakeholders involved in a company's CSR activities? How do employees contribute to the development and success of CSR initiatives? In what ways do customers influence corporate social responsibility strategies? What is the role of shareholders and investors in driving CSR practices? How can suppliers and business partners support or challenge a company's CSR efforts?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 30	Course Name: Ethics and Social Responsibility in Business Topic: Integrating CSR in Business	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Explain the importance of integrating CSR into business b. Discuss the best practices of integrating CSR into business
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	1. Introduction (05 minutes) - Ask questions What is the importance of integrating CSR into business? - Talk about the importance of CSR. 2. Development (30 minutes) a) Introduction - Recap the previous lecture b) Integrating CSR into Business - Explain the importance of integrating CSR into business <ul style="list-style-type: none">• Meet Changing Societal Expectations• Enhance Reputation and Brand Image• Boost Employee Engagement and Retention• Unlock Innovation and Operational Efficiencies• Strengthen Risk Management• Access New Markets and Investment Capital - Discuss the best practices of integrating CSR into business <ul style="list-style-type: none">• Set Ambitious CSR Targets• Appoint a CSR Director• Tie CSR to Executive Pay• Embed CSR Into All Functions• Issue Annual CSR Reports• Create Internal CSR Networks Exercise (5 minutes) – Quiz
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Business Ethics by A.C. Fernando



	<p>Business Ethics and Social Responsibility by Roa, Floriano C.</p> <p>3. Homework</p> <p>What's the best way to communicate CSR efforts to customers and stakeholders?</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions</p> <p>What are the core values of our business, and how can CSR align with or enhance them? How can CSR initiatives support our long-term business strategy? Which departments should be involved in implementing CSR initiatives?</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 31	Course Name: Ethics and Social Responsibility in Business Topic: CSR in Different Cultural Contexts	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Explain the CSR in different cultural contexts
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What is the importance of CSR in different cultural contexts?- Talk about the importance of CSR in different cultural contexts. 2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Introduce the concept of cultural difference across globe b) CSR in different cultural contexts<ul style="list-style-type: none">- Explain the importance of CSR in different cultural contexts<ul style="list-style-type: none">• North America (USA & Canada) Focus: Ethical business practices, environmental sustainability, and philanthropy. Drivers: Consumer activism, investor expectations, media scrutiny. Key Traits: Strong emphasis on transparency, governance, and shareholder interests. CSR is often integrated into brand strategy.• Europe Focus: Human rights, environmental protection, labor standards, and inclusive growth. Drivers: Strong regulatory frameworks (e.g., EU Green Deal), stakeholder pressure, and corporate accountability. Key Traits: European CSR is generally more institutionalized and often linked to social welfare policies.• Asia Focus: Community engagement, education, poverty alleviation, and disaster relief. Drivers: Cultural values (Confucianism, Buddhism),



	<p>government expectations, and growing public awareness.</p> <p>Key Traits: In Japan, CSR is linked to long-term employment and harmony. In India, CSR has legal backing (mandatory CSR spending under the Companies Act 2013). In China, CSR is increasingly state-driven and aligned with national goals like "common prosperity."</p> <ul style="list-style-type: none">• Latin America Focus: Social equity, poverty reduction, environmental sustainability. Drivers: Socioeconomic inequality, activism, and regional partnerships (e.g., UN Global Compact). Key Traits: CSR often involves partnerships with NGOs and is seen as a tool for social development.• Middle East and North Africa (MENA) Focus: Philanthropy, education, economic empowerment. Drivers: Islamic values (Zakat, Waqf), government development goals (e.g., Vision 2030). Key Traits: CSR is often linked to religious values and seen as a moral obligation rather than a strategic business choice.• Sub-Saharan Africa Focus: Health care, education, infrastructure, sustainability. Drivers: Development challenges, international donor influence, and community needs. Key Traits: CSR is often community-focused, addressing basic needs and local empowerment. <p>Exercise (5 minutes) – One Minute Paper</p>
<p>Closure</p>	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework How can multinational corporations adapt their CSR strategies to fit local cultural contexts without losing global consistency? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>



Evaluation	<ol style="list-style-type: none">1. Reflective Questions How does the definition and perception of CSR vary across different cultures? What role do cultural values (e.g., collectivism vs. individualism) play in shaping CSR priorities? In what ways does religion or spirituality influence CSR practices in certain regions? How do local traditions and societal expectations impact how CSR is received or demanded?2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents
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Lesson Plan No. 32	Course Name: Ethics and Social Responsibility in Business Topic: UN Global Compact	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Explain the concept of UN global compact b. Describe the key objectives of UN global compact c. Discuss the principles of UN global compact d. Infer the benefits of joining UN global compact
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What is UN global compact? Who can be the members of UN global compact?- Talk about the UN global compact and its membership.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Introduce the concept of UN global compactb) UN Global Compact<ul style="list-style-type: none">- Describe the objectives of UN global compact<ul style="list-style-type: none">• Promote responsible corporate citizenship.• Encourage businesses to embed sustainability into core strategies.• Advance the 2030 Agenda for Sustainable Development.• Create a platform for public-private cooperation on global challenges.- Discuss the principles of UN global compact<ul style="list-style-type: none">• Human Rights Support and respect the protection of internationally proclaimed human rights. Ensure they are not complicit in human rights abuses.• Labor Standards Uphold the freedom of association and the effective recognition of the right to collective bargaining. Eliminate all forms of forced and compulsory labor. Abolish child labor. Eliminate discrimination in respect of employment and occupation.



	<ul style="list-style-type: none">• Environment Support a precautionary approach to environmental challenges. Undertake initiatives to promote greater environmental responsibility. Encourage the development and diffusion of environmentally friendly technologies.• Anti-Corruption Work against corruption in all its forms, including extortion and bribery. <p>- Infer the benefits of joining UN global compact</p> <ul style="list-style-type: none">• Credibility: Affiliation with a respected UN-backed initiative enhances brand reputation.• Access to tools and resources: Including best practices, webinars, training, and reporting tools.• Global networking: Opportunities for collaboration with other companies, governments, and NGOs.• Sustainability leadership: Alignment with the SDGs and stakeholder expectations.• Market differentiation: CSR and ESG-conscious consumers and investors prefer ethically aligned businesses. <p>Exercise (5 minutes) – Just A Minute (JAM)</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework Revise the topic discussed in the class. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What is the main purpose of the United Nations Global Compact? How do the 10 Principles of the UNGC align with international human rights and labor laws?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 33	Course Name: Ethics and Social Responsibility in Business Topic: ISO 26000	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Explain the concept of ISO 26000 b. Describe the key objectives of ISO 26000 c. Describe the participants of ISO 26000 d. Interpret the core subjects of ISO 26000 e. Discuss the principles of ISO 26000
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	1. Introduction (05 minutes) - Ask questions What is ISO 26000? Who can be the members of ISO 26000? - Talk about the ISO 26000 and its membership. 2. Development (30 minutes) a) Introduction - Introduce the concept of ISO 26000 b) ISO 26000 - Describe the objectives of ISO 26000 <ul style="list-style-type: none">• Define what social responsibility means globally.• Guide organizations in embedding social responsibility into their practices.• Enhance stakeholder trust, performance, and contribution to sustainable development.• Promote a common understanding of CSR across cultures, industries, and sectors. - Interpret the core subjects of ISO 26000 <ul style="list-style-type: none">• Organizational Governance Ethical decision-making Transparency and accountability Leadership responsibility• Human Rights Respecting and promoting human rights Avoiding complicity in rights violations Supporting rights in operations and supply chains• Labor Practices Fair treatment of employees



	<p>Work-life balance, fair wages, and safe conditions Social dialogue and collective bargaining</p> <ul style="list-style-type: none">• The Environment Environmental sustainability Reducing pollution and waste Conservation of biodiversity and natural resources• Fair Operating Practices Anti-corruption and ethical conduct Responsible political involvement Promoting fair competition• Consumer Issues Product safety and transparency Responsible marketing Consumer data protection• Community Involvement and Development Social investment Education, culture, health, and infrastructure Job creation and skills development <p>- Discuss the principles of ISO 26000</p> <ul style="list-style-type: none">• Accountability• Transparency• Ethical behavior• Respect for stakeholder interests• Respect for the rule of law• Respect for international norms of behavior• Respect for human rights <p>Exercise (5 minutes) – Quiz</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework Can you give an example of a company that successfully applied ISO 26000? What were the outcomes? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What is ISO 26000, and how does it differ from other ISO standards like ISO 9001 or ISO 14001? Why is ISO 26000 considered a guidance standard and not a



	<p>certifiable one? What are the main objectives of ISO 26000?</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 34	Course Name: Ethics and Social Responsibility in Business Topic: ISO 26000 contd.....	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Explain the implementation steps of ISO 26000 b. Describe the benefits of ISO 26000 c. Interpret the challenges of ISO 26000 d. Discuss the ISO 26000 in relation to other standards
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What can be the benefits of ISO?- Talk about the benefits of ISO 26000.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Recap the previous lectureb) ISO 26000<ul style="list-style-type: none">- Explain the implementation steps of ISO 26000<ul style="list-style-type: none">• Identify relevant issues from the core subjects.• Assess current performance in these areas.• Engage stakeholders in dialogue and decision-making.• Develop action plans and integrate practices into daily operations.• Monitor and report social responsibility efforts.- Describe the benefits of ISO 26000<ul style="list-style-type: none">• Improved reputation and stakeholder trust• Stronger risk management through ethical conduct• Enhanced employee morale and retention• Better community relationships• Support for long-term success and sustainability- Interpret the challenges in ISO 26000<ul style="list-style-type: none">• No certification may limit its appeal for compliance-focused organizations.• Requires strong internal commitment and leadership.• Can be complex to implement without tailored guidance or external support.• May need alignment with other frameworks (e.g., SDGs, UN Global Compact, GRI).



	<p>- Discuss the ISO 26000 in relation to other standards</p> <p>Exercise (5 minutes) – Summarising</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework What are the advantages and disadvantages of using a non-certifiable standard like ISO 26000? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions How can an organization begin integrating ISO 26000 into its operations? What challenges might a company face when trying to implement ISO 26000? How can ISO 26000 support small and medium-sized enterprises (SMEs) in improving their social responsibility?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 35	Course Name: Ethics and Social Responsibility in Business Topic: Challenges of Implementing CSR Globally	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Discuss the challenges of implementing CSR globally
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ol style="list-style-type: none">1. Introduction (05 minutes)<ul style="list-style-type: none">- Ask questions What do you mean by cultural differences? How do economic disparities between developed and developing countries influence CSR priorities and approaches?- Talk about cultural differences.- Talk about economic differences between developed and developing countries.2. Development (30 minutes)<ol style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- List down the challenges of implementing CSR globallyb) Challenges in Implementing CSR Globally<ul style="list-style-type: none">- Discuss the challenges of implementing CSR globally<ul style="list-style-type: none">• Cultural Differences CSR practices that are acceptable or even commendable in one country may not translate well in another. For example:<ul style="list-style-type: none">· In Western countries, transparency and open reporting are valued.· In some Asian cultures, publicizing charitable acts may be seen as boastful or inappropriate. These cultural variations require localized approaches, making global implementation difficult.• Varying Legal and Regulatory Frameworks There is no universal standard for CSR. Laws and regulations differ significantly between countries:<ul style="list-style-type: none">· Some countries mandate CSR reporting (e.g., India), while others leave it voluntary.· Environmental and labor laws are stricter in developed countries, while enforcement may be weaker in developing ones. Navigating these differences adds



	<p>complexity for multinational corporations.</p> <ul style="list-style-type: none">• Economic Disparities Developing countries often prioritize economic growth and job creation over environmental or social concerns. Companies may face:<ul style="list-style-type: none">· Pressure to cut costs or overlook sustainability to remain competitive.· Difficulty justifying CSR investments in low-income regions with limited immediate returns. This disparity can lead to inconsistent CSR efforts across different markets.• Lack of Global Standards There is no universally accepted CSR framework. While initiatives like the UN Global Compact, ISO 26000, and GRI Guidelines offer guidance, they are not binding. The lack of standardization leads to:<ul style="list-style-type: none">· Fragmented efforts and reporting inconsistencies.· Difficulty comparing CSR performance globally.• Stakeholder Expectations Different stakeholders—governments, investors, consumers, NGOs—have varying expectations based on their context. For example:<ul style="list-style-type: none">· European consumers may prioritize environmental sustainability.· In other regions, job creation or philanthropic giving may be more highly valued. Balancing these diverse expectations across markets is a significant challenge.• Supply Chain Complexity Multinational companies often operate through extensive global supply chains, making it harder to enforce CSR standards. Common issues include:<ul style="list-style-type: none">· Child labor or unsafe working conditions in supplier factories.· Environmental degradation in less-regulated markets. Ensuring ethical practices across all levels of the supply chain requires extensive monitoring and cooperation.• Greenwashing and Lack of Accountability Some companies may exaggerate or misrepresent their CSR efforts to gain public favor, a practice known as greenwashing. This:<ul style="list-style-type: none">· Undermines public trust in CSR initiatives.· Creates unfair competition for genuinely responsible companies. Without robust global accountability mechanisms, such behavior can go unchecked.• Language and Communication Barriers Communicating CSR goals, values, and achievements
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	<p>across multiple languages and cultural contexts poses challenges. Miscommunication can lead to:</p> <ul style="list-style-type: none">· Misinterpretation of initiatives.· Reduced stakeholder engagement or misunderstanding of impact.• Political and Social Instability In politically unstable or conflict-prone regions, implementing and sustaining CSR programs can be extremely difficult. Challenges include:<ul style="list-style-type: none">· Risk to personnel and infrastructure.· Shifting government policies and priorities.• Cost and Resource Allocation Global CSR programs require substantial financial and human resources. Companies often struggle with:<ul style="list-style-type: none">· Balancing short-term financial goals with long-term CSR investments.· Allocating resources fairly across regions with varying needs and impact potential. <p>Exercise (5 minutes) – One Minute Paper</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C.3. Homework Discuss a real-world example of a company facing challenges in global CSR implementation. What were the outcomes? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What are the major challenges faced by multinational companies when implementing CSR on a global scale? How do cultural differences impact the implementation of CSR in various regions? Why is it difficult to create a universal CSR strategy for global companies?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 36	Course Name: Ethics and Social Responsibility in Business Topic: Key Features of Corporate Governance in the Companies Act, 2013	Course No.: UGMDC-202 C
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Objectives	At the end of the lesson the student shall be able to: a. Describe the concept of corporate governance b. Explain the elements of corporate governance c. Discuss the need of corporate governance in companies d. Interpret the corporate governance initiatives in India e. Identify the corporate governance issues in India f. Infer the relevant sections of the companies act 2013 with explanation & the role of the concerned section/s in furthering corporate governance
Teaching Aids (if any)	a. Power Point Presentation b. White Board
Teaching Development	<ul style="list-style-type: none">- Introduction (05 minutes)- Ask questions What do you mean by corporate governance? What is the need for corporate governance?- Talk about corporate governance and its need. - Development (30 minutes)- Introduction- Introduce the concept of corporate governance - Corporate Governance under Companies Act, 2013- Explain the elements of corporate governance- Discuss the need of corporate governance in companies<ul style="list-style-type: none">• Changing the structure of Ownership• Social responsibility• Takeovers and mergers• Confidence booster• Mismanagement and corruption- Interpret the corporate governance initiatives in India- Identify the corporate governance issues in India<ul style="list-style-type: none">• Performance of board• Problem pertaining to independent director• Stakeholder accountability• Management of risks- Infer the relevant sections of the companies act 2013 with



	<p>explanation & the role of the concerned section/s in furthering corporate governance</p> <p>Exercise (5 minutes) – Quiz</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Business Ethics by A.C. Fernando Business Ethics and Social Responsibility by Roa, Floriano C. https://blog.ipleaders.in/corporate-governance-companies-act-2013/ https://chakdahacollege.ac.in/Journal/17/Pdf/Latest/oct18/20-3(2)-36-41.pdf https://lawbhoomi.com/corporate-governance-under-companies-act-2013/ https://cag.gov.in/uploads/download_audit_report/2021/8_C-4%20Corporate%20Governance-061bb1b6d98c843.75300583.pdf3. Homework Analyze how the Companies Act, 2013 improved corporate governance compared to the earlier legal framework. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What is the concept of corporate governance under the Companies Act, 2013? How does the Companies Act, 2013 promote transparency and accountability in corporate governance? Why was there a need to strengthen corporate governance through the Companies Act, 2013? What are the key provisions related to the composition of the Board of Directors under the Companies Act, 2013?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>