

**BUSINESS ETHICS**  
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**[GENERIC CORE]**

<b>Semester V</b>	<b>Credits- 03</b>	<b>Subject Code: BB52203</b>	<b>Lectures: 48</b>
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**Course Outcome:**

**At the end of the course the learner will be able to:**

- Develop ethical and value based thought process and understands its application in business practices.
- Analyze the roles and responsibilities of modern organizations towards its stakeholders.
- Summarize the efficiency and relevancy of CSR in today's Business world.
- Appraise importance of ethical practices in various business disciplines.

<b>Unit 1: Introduction to Ethics</b>	<b>10</b>
<ul style="list-style-type: none"> <li>• Introduction to Ethics: <ul style="list-style-type: none"> <li>○ Concept, Nature,</li> <li>○ Objectives, Significance</li> <li>○ Sources of Ethics</li> <li>○ Ethical Dilemma</li> <li>○ Code of Ethics</li> </ul> </li> <li>• Ethical Theories</li> <li>• Case Studies</li> </ul>	

<b>Unit 2: Business Ethics and Ethical Decision Making</b>	<b>14</b>
<ul style="list-style-type: none"> <li>• Business Ethics: <ul style="list-style-type: none"> <li>○ Concept, Objectives and Scope of Business Ethics</li> <li>○ Importance of Business Ethics</li> <li>○ Benefits of Business Ethics</li> <li>○ Ethics in Contemporary Business / Ethical Performance in Business</li> <li>○ Factors Influencing Business Ethics</li> <li>○ Three C's of Business Ethics- Compliance, Contribution, Consequences</li> <li>○ Essential elements of Business Ethics</li> <li>○ Ethical issues in Business</li> <li>○ Ethical Code of Conduct in Indian and Global Business (cases)</li> </ul> </li> <li>• Ethical Decision Making <ul style="list-style-type: none"> <li>○ Ethical Decision- meaning and suggestions</li> <li>○ Difficulties in Decision making</li> <li>○ Levels of Decision making</li> <li>○ The role of Moral Philosophies in decision Making</li> <li>○ Impact of Business Decisions on Stakeholders</li> </ul> </li> <li>• Managing Ethics</li> </ul>	



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<b>Unit 3: Corporate Social Responsibility and Marketing Ethics</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Corporate Social Responsibility <ul style="list-style-type: none"> <li>○ Introduction</li> <li>○ Role and Responsibility of Organizations towards Stakeholders</li> <li>○ CSR Performance – Meaning and Responsibility.</li> <li>○ CSR – Strategy in building community relationships.</li> <li>○ Corporate Citizenship and – Concept and Stages</li> <li>○ Business Ethics and CSR</li> </ul> </li> <li>• Marketing Ethics <ul style="list-style-type: none"> <li>○ Ethical behaviour in Advertising Practices and Advertising ethics.</li> <li>○ Ethical and Unethical Target Marketing in Business</li> <li>○ Advertising abuses and Regulation</li> <li>○ Media Industry – Role, Impact and Ethical Practices</li> <li>○ Consumerism and Consumer protection</li> <li>○ Social Media and Cyber Crimes</li> <li>○ MRTP &amp; RTI Act</li> </ul> </li> </ul>	

<b>Unit 4: Ethics in Various Disciplines -Environmental , HRM, Finance, IT</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Environmental Ethics and Human values -CSV Murthy <ul style="list-style-type: none"> <li>○ Meaning</li> <li>○ Impact on Environmental problems / Ecological concerns <ul style="list-style-type: none"> <li>▪ Air , Water , Land Pollution</li> <li>▪ Global warming</li> <li>▪ Cruelty to animals</li> </ul> </li> <li>○ Sustainable Development</li> </ul> </li> <li>• Ethics in HRM <ul style="list-style-type: none"> <li>○ Introduction , Need, Importance</li> <li>○ Ethical issues in HRM</li> <li>○ Managing Ethics in HRM</li> </ul> </li> <li>• Ethics in Finance <ul style="list-style-type: none"> <li>○ Introduction , Need, Importance</li> <li>○ Ethical issues in Finance</li> <li>○ Code of Ethics in Finance</li> </ul> </li> <li>• Ethics and IT <ul style="list-style-type: none"> <li>○ Introduction , Need, Importance</li> <li>○ Ethical Codes in IT</li> <li>○ Information Security- key concepts</li> <li>○ Security Threats</li> <li>○ Strategies to Reduce Security Threats</li> </ul> </li> </ul>	

\*Assignments and library hours – 12 hours



**Recommended Text Book:**

- C.S.V.Murthy , *Business Ethics (Text & Cases)* -- Himalaya Publications , 2016
- 2. Gautam Pherwani, *Business Ethics*, Everst Publishing House

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**Recommended Reference Book:**

- O.C.Ferrell, John Paul Fraedrich,Lindaferrell ,*Business Ethics*, Cengage Learning, 2013
- Aswathappa K., J Usha Rani, Sunanda G —*Business Ethics*, Himalaya Publishing House., 2017
- K. Nirmala, Reddy, N. Aruna Rani, *Business Ethics and Corporate Governance*, Himalaya Publishing House., 2015
- Robert , *The Ethical Organisation – Ethical a. Theory and Corporate Behaviourl*, Basingstoke, Hampshire, Palgrave b. Houndmills. 2001
- Bhatia S.K. , *Business Ethics and Managerial Values*, New Delhi, Deep Publications Pvt. Ltd.,2002
- Shaw William H., *Business Ethics*, 4th Ed, Singapore, Thomson Asia Pvt Ltd. 2002
- Sareen Sandeep , *Ethics Management*, 1st Ed, New Delhi, Sarup & Sons.
- 5. Velasquez Manuel G., *Business Ethics Concepts and Cases*, 5th Ed, Delhi, Pearson Education Inc.2003

**Links :**

- <https://ethicsunwrapped.utexas.edu/?s=Ethical+Egoism&submit>
- <https://ethicsunwrapped.utexas.edu/glossary/ethical-fading>
- [https://www.researchgate.net/publication/328463163 Ethical and unethical leadership i ssues cases and dilemmas with case studies](https://www.researchgate.net/publication/328463163_Ethical_and_unethical_leadership_issues_cases_and_dilemmas_with_case_studies)

**E- Resources**

- <https://nlist.inflibnet.ac.in/>
- <https://search.ebscohost.com/>

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