

Business Ethics

Semester III	✓ Subject Code: BB31602	Lectures: 60
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Objectives:

- To impart knowledge of Business Ethics to the students
- To familiarize oneself with the theory and practice of managing ethics in organizations
- To promote Ethical Practices in the Business
- To develop Ethical and Value Based thought process among the future manager's entrepreneurs

Unit 1: Introduction to Ethics	08
<ul style="list-style-type: none"> • Meaning and Nature of Ethics • Value, Moral and Ethics • Importance of Ethics • Code of Ethics • Gandhian Philosophy of ethical behaviour. • Classification of Ethical Theories • Ethics of Character <ul style="list-style-type: none"> ➤ Aristotelianism • Ethics of Conduct <ul style="list-style-type: none"> ➤ Consequentialism (Ethical Egoism, utilitarianism) Deontology (Kantianism) 	

Unit 2: Area of Business Ethics	10
<ul style="list-style-type: none"> • Meaning, Nature an Importance of Business Ethics • Types of Business Ethics • Factors influencing business ethics • Corporate Ethics – ethical behavior & audit of ethical behavior • Individual ethics, Professional Ethics • Social Audit 	



Unit 3: Business Ethics in Global Economy	13
<ul style="list-style-type: none"> • Concept of Globalization • Global Ethical Issues (Sexual and racial discrimination, Human rights, Price discrimination, Bribery, Harmful products, Pollution) • Relationship among Business, Business Ethics and Business Development • Developing Business ethics in Global Economy • Marketing ethics in foreign trade • Role of Business Ethics in a developing civilized society 	
Unit 4: Moral Issues in Business	10
<ul style="list-style-type: none"> • Concept of Corporate Social Responsibility • Relationship between C.S.R. and Business Ethics • Models of Corporate Social Responsibility The Stakeholder Model Pyramid Model of CSR by Archie Carroll • Business Ethics and Environment Protection • Business Ethics and Consumer Protection • Arguments for and against Corporate Social Responsibility 	
Unit 5: Functional Ethics	07
<ul style="list-style-type: none"> • Meaning of Functional Ethics • Types of Ethics according to Functions of Business, (Marketing, HRM, Finance) • Patents ,Copy-rights, Intellectual Property Rights ,Trade Marks and Business Ethics • Ethical Challenges for managers in the 21st Century 	

***Contact hours – 12 hours**



Recommended Text Book:

1. *Business Ethics*, Prof.Dr.G,M.Dumber & Prof. Dr. S.N.Nanaware, Success Publication

Recommended Book:

- ✓ 1. Gautam Pherwani- *Business Ethics* Everest
- ✓ 2. Ritu Pamraj-- *Business Ethics* Himalaya.
- ✓ 3. Prof. Agalgatti -- *Business Ethics* Nirali
4. Manuel G Velasquez -- *Business Ethics* PHI/Pearson
5. O.C.Ferrell, John Paul Fraedrich,Lindaferrell -- *Business Ethics* Cengage
- ✓ 6. C.S.V.Murthy- *Business Ethics(Text and Cases)* ,Himalaya Publications

