



SARDARPATELUNIVERSITY
Vallabh Vidyanagar, Gujarat (Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus with effect from the Academic Year 2023-24

Bachelor of Business Administration
 BBA(ITM)-Semester- I

Course Code	UM1SEBBI02	Title of the Course	Business Ethics
Total Credits of the Course	2	Hours per Week	2

Course Objectives:	1. To identify and apply ethical principles to human decision typical of business as a result of reading course texts and participating in lecture presentation and class discussion. 2. To enhance analytical skill of ethical position taken on these matters and formulate moral defences of decisions by completing course activities.
--------------------	---

Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to Business Ethics: <ul style="list-style-type: none"> • Introduction, Ethics and Morals, Difference Between Ethics and Moral, Business Ethics • Need for Business Ethics, Benefits of Business Ethics, Principles of Business Ethics • Factors affecting Business Ethics • The three components of business: Economics, Legal and Ethical • Ethics in the context of Globalization • Theories of Business Ethics, normative ethical theories, virtue ethics, discourse ethics, feminist ethics. 	25
3.	Workplace Ethics: <ul style="list-style-type: none"> • Introduction • Features of works ethics • Factors Influencing Ethical Behavior at work • Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment, • Importance of ethical Behavior at workplace • Relationship between Ethics & Corporate excellence 	25
Teaching-Learning Methodology	Lectures, case discussions, videos and presentations	

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage



SARDARPATELUNIVERSITY
VallabhVidyanagar,Gujarat(Reaccredite
dwith‘A’GradebyNAAC(CGPA3.11)
SyllabuswiththeeffectfromtheAcademicYear2023-24

1.	InternalWritten/PracticalExamination(AsperCBCSR.6.8.3)	15%
2.	InternalContinuousAssessmentintheformofPractical,Viva-voce,Quizzes,Seminars,Assignments,Attendance (As perCBCSR.6.8.3)	15%
3.	UniversityExamination	70%

CourseOutcomes:Havingcompletedthiscourse,thelearnerwillbeableto

1.	Applyethical principles incorporatelifehavingunderstood thephenomenon
2.	Improveanalyticalskillsbytakingastanceonethical matters

SuggestedReferences:

Sr. No.	References
1.	“BusinessEthics”:A.C.Fernando.Person.
2.	PrinciplesofManagement:TRamasamy.HimalayaPublishingHouse.
3	“BusinessLaws,EthicsandCommunication”Vol. I,TheInstituteofCharteredAccountantsofIndia, NewDelhi.
4	KitsonAlan–EthicalOrganisation,Palgrave
5	L.T.Hosmer:Theethics ofManagement,UniversalBook
6	D.Murray:EthicsinOrganisation,KoganPage
7	S.K.Chakroborty:ValuesandEthicsinOrganisation,UP
8	Ghosh B N: Business Ethics & Corporate Governance, Mc Graw Hill
9	Sharma J P: Corporate Governance, Business Ethics & CSR, Ane Books.

On-lineresourcetobeusedifavailable asreferencematerial

On-lineResources

https://ddceutkal.ac.in/Syllabus/MCOM/Business_Ethics.pdf

UNIT-3 Relationship Between Ethics & Corporate Excellence | PDF | Organizational Culture | Quality Management (scribd.com)



SARDARPATELUNIVERSITY
Vallabh Vidyanagar, Gujarat (Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus with effect from the Academic Year 2023-24
