



Bachelor of Business Administration
BBA (ISM) - Semester - II

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| Course Code | UM01SEBBS02 | Title of the Course | Business Ethics |
| Total Credits of the Course | 2 | Hours per Week | 2 |

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| Course Objectives: | <ol style="list-style-type: none">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 morale defenses of decisions by completing course activities. |
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| 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. | 50 |
| 2. | 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 | 50 |
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Vallabh Vidyanagar, Gujarat (Reaccredited with 'A' Grade by
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Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

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| Teaching-Learning Methodology | Lectures, case discussions, videos and presentations |
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| Evaluation Pattern | | |
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| Sr. No. | Details of the Evaluation | Weightage |
| 1. | Internal Written / Practical Examination (As per CBCS R.6.8.3) | 15% |
| 2. | Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3) | 15% |
| 3. | University Examination | 70% |

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| Course Outcomes: Having completed this course, the learner will be able to | |
| 1. | Apply ethical principles in corporate life having understood the phenomenon |
| 2. | Improve analytical skills by taking a stance on ethical matters |

| Suggested References: | |
|-----------------------|---|
| Sr. No. | References |
| 1. | “Business Ethics”: A.C. Fernando. Person. |
| 2. | Principles of Management: T Ramasamy. Himalaya Publishing House. |
| 3 | “Business Laws, Ethics and Communication” Vol. I, The Institute of Chartered Accountants of India, New Delhi. |
| 4 | Kitson Alan – Ethical Organisation, Palgrave |
| 5 | L.T.Hosmer: The ethics of Management, Universal Book |
| 6 | D.Murray: Ethics in Organisation, Kogan Page |
| 7 | S.K.Chakroborty :Values and Ethics in Organisation, UP |
| 8 | Ghosh B N: Business Ethics & Corporate Governance, Mc Graw Hill |
| 9 | Sharma J P: Corporate Governance, Business Ethics & CSR, Ane Books. |



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On-line resources to be used if available as reference material

On-line Resources

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

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