

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: II
Syllabus with effect from: DECEMBER 2018

Paper Code: UM02CBBA23	Total Credit:3
Title of paper: BUSINESS ETHICS	

Unit	Description in Detail	Weight (%)
1.	INTRODUCTION TO BUSINESS ETHICS: Introduction, Ethics and Morals, Business Ethics, Need for Business Ethics, Benefits of Business Ethics, Principles of Business Ethics, Ethical Issue in Corporate Governance.	25%
2.	ENVIRONMENTAL ETHICS: Introduction, Sustainable Development, Pollution and Resource Depletion: Air Pollution and Land Pollution, Ecological Ethics, Conservation of Natural Resource, Business and Environmental Ethics. Eco-friendly Business Practices.	25%
3.	WORKPLACE ETHICS: Introduction, 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	25%
4	ETHICS IN MARKETING, ACCOUNTING AND FINANCE: Ethic and marketing, behaving ethically in Marketing, Accounting and Finance: Introduction, Potential Conflicts, Creating ethical Environment, Reasons for Unethical Behavior, Fundamental principles relating to ethics.	25%

Basic Text and Reference Books

- “Business Ethics”: A.C. Fernando. Person.
- Principles of Management: T Ramasamy. Himalaya Publishing House.
- “Business Laws, Ethics and Communication” Vol. I, The Institute of Chartered Accountants of India, New Delhi.