

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (GENERAL)**  
**Semester: II**  
**Syllabus with Effect from: Nov./Dec., 2019**

<b>Paper Code: UM02CBBA53</b>	<b>Total Credit:3</b>
<b>Title of paper: BUSINESS ETHICS</b>	

Unit	Description in Detail	Weight (%)
<b>1.</b>	<b>INTRODUCTION TO BUSINESS ETHICS:</b> Introduction, Ethics and Morals, Business Ethics, Need for Business Ethics, Benefits of Business Ethics, Principles of Business Ethics, Ethical Issue in Corporate Governance.	25%
<b>2.</b>	<b>ENVIRONMENTAL ETHICS:</b> 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%
<b>3.</b>	<b>WORKPLACE ETHICS:</b> 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%
<b>4</b>	<b>ETHICS IN MARKETING, ACCOUNTING AND FINANCE:</b> 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.