



BBA (HONS') (Hospitality Management)
(3 Years) (Hospitality Management) Semester (III)
(Under Choice Based Credit System Based on UGC Guidelines)

Course Code	UM03SBBH71	Title of the Course	Corporate Citizenship
Total Credits of the Course	3	Hours per Week	3

Course Objectives:	<ul style="list-style-type: none">• To learn the importance of Commerce and Management• To get familiar with a very important area like Social Responsibility and Social Obligations by the Corporate.
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Course Content		
Unit	Description	Weightage* (%)
1.	Overview of Corporate Citizenship <ul style="list-style-type: none">• Introduction to Corporate Citizenship• Theoretical Justification of Corporate Citizenship • What is Corporation Expected to do?• Models for implementation of CSR• Corporate Citizenship & Indian Companies	25%
2.	Business Ethics <ul style="list-style-type: none">• Introduction• Principles of Personal Ethics• Principles of Professional Ethics• Features of Ethics, Nature and objectives of ethics• Meaning of business ethics• Need for business ethics• Factors influencing business ethics• How Corporations observe Ethics in their Organizations?	25%
3.	Environmental Concerns and Corporations <ul style="list-style-type: none">• Introduction	25%





	<ul style="list-style-type: none"> • Environmental Concerns • History of Environmentalism and Environmental Philosophy • Role of Corporate in Environmental Management • Innovative Business Responses to Environmental Regulations • Waste Management and Pollution Control • Key Strategies for Industrial Pollution Prevention 	
4.	Social Responsibility Accounting <ul style="list-style-type: none"> • Introduction • Need & Importance • Practice • Reporting Standards • TWO CSR Reports 	25%
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Teaching-Learning Methodology	Lecture method and discussions
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Evaluation Pattern		
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%

Course Outcomes: Having completed this course, the learner will be able	
1.	To identify the Environmental concepts
2.	To learn the business ethics





Suggested References:

Sr. No.	References
1.	Corporate Governance, A C Fernando, Published by Pearson Publication
2.	Business Ethics by A C Fernando, Published by Pearson Publication
3.	Business Ethics and Corporate Governance workbook by ICFAI Uni

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

On-line Resources

<https://www.investopedia.com/terms/c/corporatecitizenship.asp>

https://www.tutorialspoint.com/business_ethics/business_ethics_introduction.htm

