

SARDAR PATEL UNIVERSITY
Programme: BBA (International Business)
Semester: II
Syllabus with Effect from: DECEMBER 2014

Paper Code: UM02FBBB02	Total Credits: 3
Title Of Paper: Corporate Social Responsibility	

Unit	Description in detail	Weightage (%)
1	Business and Social Changing Concept and Importance of Business Objective of Business <ul style="list-style-type: none"> • Economic Objective and Social Objective • Primary and Secondary Objective • Short Run and Long Run Objective Conflicts in / Reconciliation of Economic and Social Objective Factors Affecting to Business Objectives Professionalisation	25 %
2	Social Responsibility of Business – I Meaning and Definition Origin and Growth of Concept Need for Social Responsibility of Business Classical and Contemporary Views Social Orientation of Business Factors Affecting Social Orientation of Business Social Responsibility of Business towards Different Groups / Sections	25 %
3	Social Responsibility of Business – II Social Responsibility to Global Business Environment The Indian Situation Barriers to Social Responsibility Arguments for and Against of social Responsibility Social Responsibility and Profit Issue of Social Responsibility of International Business Social Audit <ul style="list-style-type: none"> • Meaning • Objectives • Benefits of Social Audit and Obstacles 	25 %
4	Business Ethics Meaning Need for / Importance of Business Ethics in International Business Sources of Business Ethics Benefits of Ethical Business Normative Philosophy and Business Ethics Scope of Business Ethics Principles of Business Ethics Ethics and Profit Ethical Value in International Business Issue of Business Ethics in International Business	25 %



Basic Text & Reference Books:

- International Business Environment – by Francis Cherunilam
- International Business – By P. Subbarao
- Business Environment – By Salim & Shaikh
- Business Environment – By Vivek Mittal

