

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA(Information Systems Management)**  
**Semester: V**  
**Syllabus with effect from : JUNE 2013**

<b>Paper Code:</b> UM05EBBS02	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Business Ethics	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Ethics and Business Ethics:</b> Concept of Ethics, Characteristics of Ethics, Concept of Business Ethics, Need for Business Ethics, Principles of Business Ethics, Factors affecting Business Ethics, Benefits of Business Ethics.	<b>25 %</b>
<b>2</b>	<b>Ethical Practices in Business &amp; Profession:</b> Professional Ethics: Ethics of Human Recourses Management, Ethics of Sales and Marketing, Ethics of Production, Ethics of Knowledge and Skills. Business Ethics in India, International Business Ethics	<b>25 %</b>
<b>3</b>	<b>Social Responsibility of Business:</b> Concept of Social Responsibility, Responsibilities towards different groups, Arguments for and against of SRB, Social Responsibility in India.	<b>25 %</b>
<b>4</b>	<b>Ethical leadership and Ethical Theories</b> Definition , Traits of ethical leader, How does leadership affect the ethics of a corporation, ethical theories, normative theories of business ethics.	<b>25 %</b>

**Basic Text & Reference Books**

- Principles of Management: T. Ramaswamy
- Principles and Techniques of Business: C. P. Mahajan
- Business Organization and Management: C. B. Gupta
- Business Environment: Francis Cherunilam
- Business Ethics- An Indian perspective :A.C.Fernando

