

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: V
Syllabus with effect from: June-2014

Paper Code: UM05EBBT01	Total Credit:3
Title Of Paper: Business Ethics (Revised)	

Unit	Description in detail	Weighting (%)
I	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 %
II	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 %
III	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, Guidelines for managing ethics in the workplace.	25 %
IV	Ethics in Marketing, Accounting & 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 & 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.

