

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Tourism and Travel Management)**  
**Semester: IV**  
**Syllabus with effect from: November/December-2012**

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| <b>Paper Code: UM04EBBT03</b>                          | <b>Total Credit:3</b> |
| <b>Title Of Paper: Corporate Social Responsibility</b> |                       |

| Unit | Description in detail  | Weighting (%) |
|------|--|---------------|
| I    | <b>Business Ethics</b><br>Introduction<br>Features of Ethics, Nature & Objectives of Ethics<br>Relationship between ethics & business ethics<br>Need for business ethics<br>Factors influencing Business Ethics<br>Arguments in favor of business ethics | 25 %          |
| II   | <b>Corporate Social Responsibility</b><br>Concept<br>Reasons for social responsibility<br>Corporate Social Responsibility towards various stake holders<br>Arguments in favor of CSR<br>Implementing CSR in business organizations<br>CSR Practices      | 25 %          |
| III  | <b>Corporate Governance</b><br>Introduction, Historical Background<br>Factors of Origin<br>Important issues of Corporate Governance<br>Corporate Governance in India   | 25 %          |
| IV   | <b>Social Responsibility Accounting</b><br>Introduction , Need , Importance<br>Practice<br>Reporting Standards – TWO CSR Reports   | 25%           |

**Basic Text & Reference Books:**

- Business Ethics & Corporate Governance workbook by ICFAI University Press.
- Corporate Governance by Devi Singh & Subhash Garg, Excel Books.
- A handbook of Corporate Governance & Social Responsibility by David Crowther & Guler Ares, Published by Gower Publishing Limited.

