

SARDAR PATEL UNIVERSITY
Programme: BBA (Honours) (Tourism and Travel Management) (3 Years)
Semester: III
Syllabus with effect from: June-2016

Paper Code: UM03EBBT02	Total Credits: 3
Title of Paper: Corporate Citizenship	

Unit No.	Description in Detail	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 • 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 	25%
4	Social Responsibility Accounting <ul style="list-style-type: none"> • Introduction • Need & Importance • Practice • Reporting Standards • TWO CSR Reports 	25%

Evaluation : Internal : 40 Marks (Theory)
: External: 60 Marks (Theory) – Two Hours Examination

Reference Books:

- Corporate Governance, A C Fernando, Published by Pearson Publication
- Business Ethics by A C Fernando, Published by Pearson Publication
- Business Ethics and 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 Ltd