

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Honours) (Tourism and Travel Management) (3 Years)**  
**Semester: III**  
**Syllabus with effect from: June-2019**  
**(Under Choice Based Credit System Based on UGC Guidelines)**

<b>Paper Code: UM03SBBT21</b>	<b>Total Credits: 3</b>
<b>Title of Paper: Corporate Citizenship</b>	

**Objectives:**

In the emerging era of Globalization, it is very important for the students of Commerce and Management to get familiar with a very important area like Social Responsibility and Social Obligations by the Corporate.

**Theory:**

Unit No.	Description in Detail	Weightage
<b>1</b>	<b>Overview of Corporate Citizenship</b> <ul style="list-style-type: none"> <li>• Introduction to Corporate Citizenship</li> <li>• Theoretical Justification of Corporate Citizenship</li> <li>• What is Corporation Expected to do?</li> <li>• Models for implementation of CSR</li> <li>• Corporate Citizenship &amp; Indian Companies</li> </ul>	<b>25%</b>
<b>2</b>	<b>Business Ethics</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Principles of Personal Ethics</li> <li>• Principles of Professional Ethics</li> <li>• Features of Ethics, Nature and objectives of ethics</li> <li>• Meaning of business ethics</li> <li>• Need for business ethics</li> <li>• Factors influencing business ethics</li> <li>• How Corporations observe Ethics in their Organizations?</li> </ul>	<b>25%</b>
<b>3</b>	<b>Environmental Concerns and Corporations</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Environmental Concerns</li> <li>• History of Environmentalism and Environmental Philosophy</li> <li>• Role of Corporate in Environmental Management</li> <li>• Innovative Business Responses to Environmental Regulations</li> <li>• Waste Management and Pollution Control</li> <li>• Key Strategies for Industrial Pollution Prevention</li> </ul>	<b>25%</b>
<b>4</b>	<b>Social Responsibility Accounting</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Need &amp; Importance</li> <li>• Practice</li> <li>• Reporting Standards</li> <li>• TWO CSR Reports</li> </ul>	<b>25%</b>

**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 ICAI 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