

## B. Com (Hons)

### Semester-1

### Business ethics

Course Code:

Credit Mark Distribution -04

Lecture 04 Hours

Tutorial – 00

Practicum – 00

<b>Unit 1</b>	<b><u>Introduction to Business Ethics</u></b> <ul style="list-style-type: none"><li>● Meaning of Business Ethics</li><li>● Requirements of Ethics in Business</li><li>● Need Importance for Ethics in Business Moral V/S Ethics</li><li>● Ethics V/s Religion</li><li>● Law V/s Ethics</li><li>● Issues involved in business ethics</li><li>● How to handle ethical issues in business</li><li>● Benefits of business ethics</li></ul>	<b><u>Weightage and Teaching Hours</u></b>  <b><u>25%</u></b> <b><u>15 Hours</u></b>
<b>Unit 2</b>	<b><u>Ethics at workplace</u></b> <ul style="list-style-type: none"><li>● Importance of Ethics at workplace</li><li>● Role of individual morals and standards in defining workplace ethics</li><li>● Factors influencing behaviour working with opposite gender</li><li>● Issues involved in HRD</li><li>● Ethical issues of individuals in workplace</li><li>● Guidelines for managing ethics for workplace</li></ul>	<b><u>25%</u></b> <b><u>15 Hours</u></b>
<b>Unit 3</b>	<b><u>Ethics in accounting and Finance</u></b> <ul style="list-style-type: none"><li>● Meaning, Importance of ethics in the context of finance and account.</li><li>● Fundamental principles of ethics in the context of finance and account.</li><li>● Creating an ethical accounting environment</li><li>● Reasons for unethical behaviour</li><li>● Threats faced by finance and accounting professional while working as an auditor, consultant RM employee in an organisation</li><li>● Safeguard to counter overcome threads ethical conflicts resolutions in the context of finance and accounting</li></ul>	<b><u>25%</u></b> <b><u>15 Hours</u></b>

<b>Unit 4</b>	<b><u>Ethics in marketing &amp; Consumer Protection</u></b> <ul style="list-style-type: none"> <li>● Ethical Issues involved in Marketing</li> <li>● Need for ethical guidance in competition</li> <li>● Definition of consumer</li> <li>● Definition of Competition and consumer welfare</li> <li>● Grey Marketing, Consumer Protection Councils in India</li> <li>● Rights of Consumer</li> <li>● Consumer Interest V/s Public Interest</li> <li>● Ethics in Advertisement</li> </ul>	<b><u>25%</u></b> <b><u>15 Hours</u></b>
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**Pre-requisite** – Student should have minimum qualification of Higher Secondary Education.

**Co-requisite-** Ethics at workplace, Ethics in Accounting and finance, Ethics in Marketing and consumer protection, Ethics in Business Etiquettes.

**Pedagogical Tools:**

- Classroom Lecture
- Problem Solving
- Tutorial
- Group Discussion
- Seminar
- Case Studies
- Role Play
- Field Work
- Industrial Visit

**Mode of Evaluation: Evaluation will be divided in two parts.**

**External:** Annual Examination will be conducted by the Gujarat University of 50 Marks (4 Descriptive Questions and 1 MCQ)

**Internal:** Following Tools for Evaluating performance of the students can be used. Total weightage for the Internal Examination 50 Marks.

- Assignment
- MCQ Test
- Presentation
- Attendance
- Seminar
- Symposium
- Poster Presentation
- Essay type Questions
- Classroom quizzes and exams

- Projects
- Poster presentations of library or laboratory research
- Cooperative experiences
- Portfolios (collections of work)
- Standardized tests both within and across disciplines
- Student journals
- Questionnaires
- Interviews
- Focus groups

### **Program Outcomes**

This program could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, warehousing etc., well trained professionals to meet the requirements.

**PO1:** After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, over all Administration abilities of the Company.

**PO2:** Capability of the students to make decisions at personal & professional level will increase after completion of this course.

**PO3:** Students can independently start up their own Business.

**PO4:** Students can get thorough knowledge of finance and commerce.

**PO5:** The knowledge of different specializations in Accounting, costing, banking and finance with the practical exposure helps the students to stand in organization.

### **Course Objectives:**

- To provide understanding of the concepts and practices in various areas of Business Ethics.

### **Course Outcome**

- **CO1:** Applying the Concept of business ethics.
- **CO2:** Increase understanding about Business Ethics and to provide best practices of business ethics
- **CO3:** Students will learn the values and implement in their careers to become a good manager.
- **CO4:** To develop various corporate social Responsibilities and practise in their professional life
- **CO5:** To Imbibe the ethical issues in corporate governance and to adhere to the ethical codes.

## **FBLD (Flip Blended Learning Design Template)**

- Any One Unit from the above syllabus can be discussed by the faculty through online mode.
- Online mode can be SWAYAM MOOC Course or any other suggested by the UGC or Gujarat University.

## **Taxonomy**

College can appoint any one of the Taxonomies to measure the learning outcome.

1. Blooms Taxonomy – Revised
2. SOLO Taxonomy
3. Finks Taxonomy
4. 6Facets Taxonomy

## **MOOC Courses**

Students can learn following syllabus from SWAYAM Platform

- [https://onlinecourses.swayam2.ac.in/cec19\\_mg24/preview](https://onlinecourses.swayam2.ac.in/cec19_mg24/preview)

## **Mapping of Program Outcome and Course Outcome**

**S- Strong**

**M- Medium**

**L- Low**

MAPPIN G	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	L
CO3	S	S	L	S	S
CO4	M	L	M	L	M
CO5	S	S	S	S	S

## **References**

- Sharma J.P ‘ Corporate Governance, business ethics and CSR, Ane Books Pvt Ltd, New Delhi
- S.K.Bhatia, Business Ethics and Corporate Governance
- William Shaw, Business Ethics, Wordsworth Publishing Company, International Thomson Publishing Company. III

- R.C. Sekhar, Ethical choices in Business, Sage Publications, New Delhi
- Business Ethics, Andrew Crane and Dirk Matten, Oxford University Press.
- Business Ethics, Text and Cases, C.S.V. Murthy, Himalaya Publication House.