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SYLLABUS**

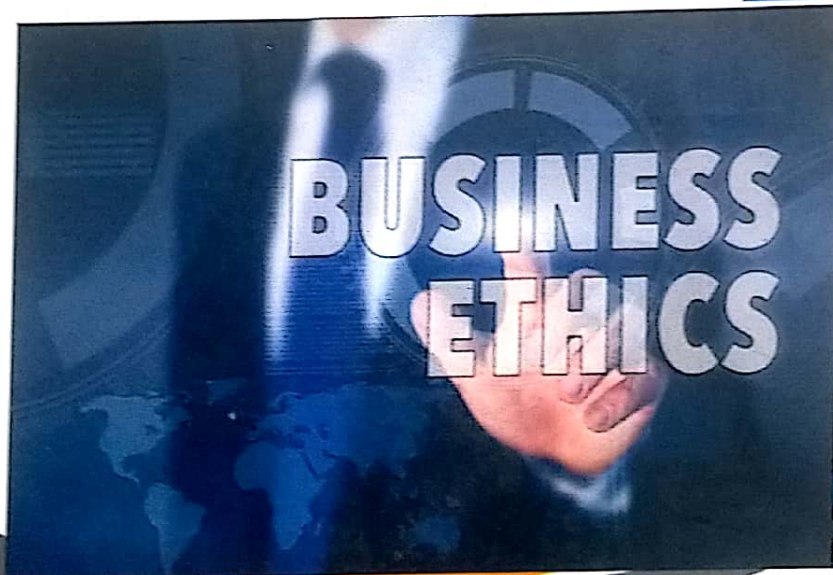
**FIRST YEAR B. COM.**

**SEMESTER-II**

# **BUSINESS ETHICS-II**

**Dr. VRISHALI SURENDRA RANDHIR  
Dr. SHEETAL RANDHIR**

**CBCS  
PATTERN**



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PPU New Syllabus

# BUSINESS ETHICS - II

For First Year B.Com. (Semester II)

[Course Code - 126 - D - Number of Credit : 03]

New Syllabus as per CBCS Pattern, June 2019

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# SYLLABUS ...

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## 1. Business Ethics

Business Ethics - Meaning, Definitions, Scope, Objectives, Need and Principles.

Human Values and Moral - Meaning, Formation and Importance.

Professional Ethics - Meaning and Significance, Management and Ethics.

Gandhian Approach in Ethics.

Global Trends in Ethics.

## 2. Corporate Social Responsibility

CSR - Concept, Scope, Forms of CSR, Dimensions of CSR, Legal and Ethical Foundation for CSR, Steps to attain CSR, International Approach to CSR.

CSR Activities in –

(a) Social Welfare,

(b) Healthcare,

(c) Education and

(d) Infrastructure

## 3. Corporate Governance and Business Ethics

Corporate Governance - Concept, Objectives, Features, Core Principles of Good corporate governance, Advantages, System of corporate governance and SEBI's guideline.

Whistle Blowing - Meaning, Causes and types.

Current Issues of Business Ethics in –

(a) Accounting,

(b) Social Media,

(c) IT,

(d) Marketing and Advertisement,

(e) Harassments and Discrimination at Workplace

## 4. Sustainable Development and Ethics

Sustainable Development - Concept, Need, Principles and importance, Goals of Sustainable Development and Challenges to achieve SD.

Achievements of Sustainable Development in India-clean water, Clean energy, No Poverty, Zero Hunger, Good Health, Quality Education, Climates Action and Industry Innovations Infrastructure.

Ethics and Sustainable Development.



# Chapter 1 ...

## Business Ethics

### Contents ...

- 1.1 Business Ethics – Meaning, Definitions
- 1.2 Scope of Business Ethics
- 1.3 Objectives of Business Ethics
- 1.4 Need and Importance of Business Ethics
- 1.5 The Principles of Business Ethics
- 1.6 Human Values and Moral - Meaning, Formation and Importance
- 1.7 Professional Ethics
- 1.8 Management and Ethics
- 1.9 Gandhian Approach in Ethics
- 1.10 Global Trends in Ethics
  - Points to Remember
  - Questions for Discussion

### 1.1 BUSINESS ETHICS - MEANING, DEFINITIONS

Ethics derives from the Greek word "ethos" meaning "character" and is also known as moral philosophy, which is a branch of philosophy that involves "systematizing, defending and recommending concepts of right and wrong conduct." Ethics involves understanding the differences between right and wrong thinking and actions, and using principled decision making to choose actions that do not hurt others. Although intuition and creativity are often involved in having to decide between what seems like two "wrong" or less desirable choices in a dilemma where there are no easy alternatives, using ethical principles to inform our thinking before acting hastily may reduce the negative consequences of our actions.

**Peter F. Drucker** writes – "There is only one ethics, one set of rules of morality, one code that of individual behaviour in which the same rules apply to everyone alike.

**"Philip Wheel Wright** says – "Ethics is the branch of philosophy which is the systematic study of selective choice, of the standards of right and wrong and by which it may ultimately be directed.

1.1

1.1 – 1.20

2.1 – 2.28

3.1 – 3.28

4.1 – 4.26

M.1 – M.2

Total  
Marks

14 Marks

42 Marks

14 Marks

70 Marks



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