

NEW SYLLABUS  
CBCS PATTERN

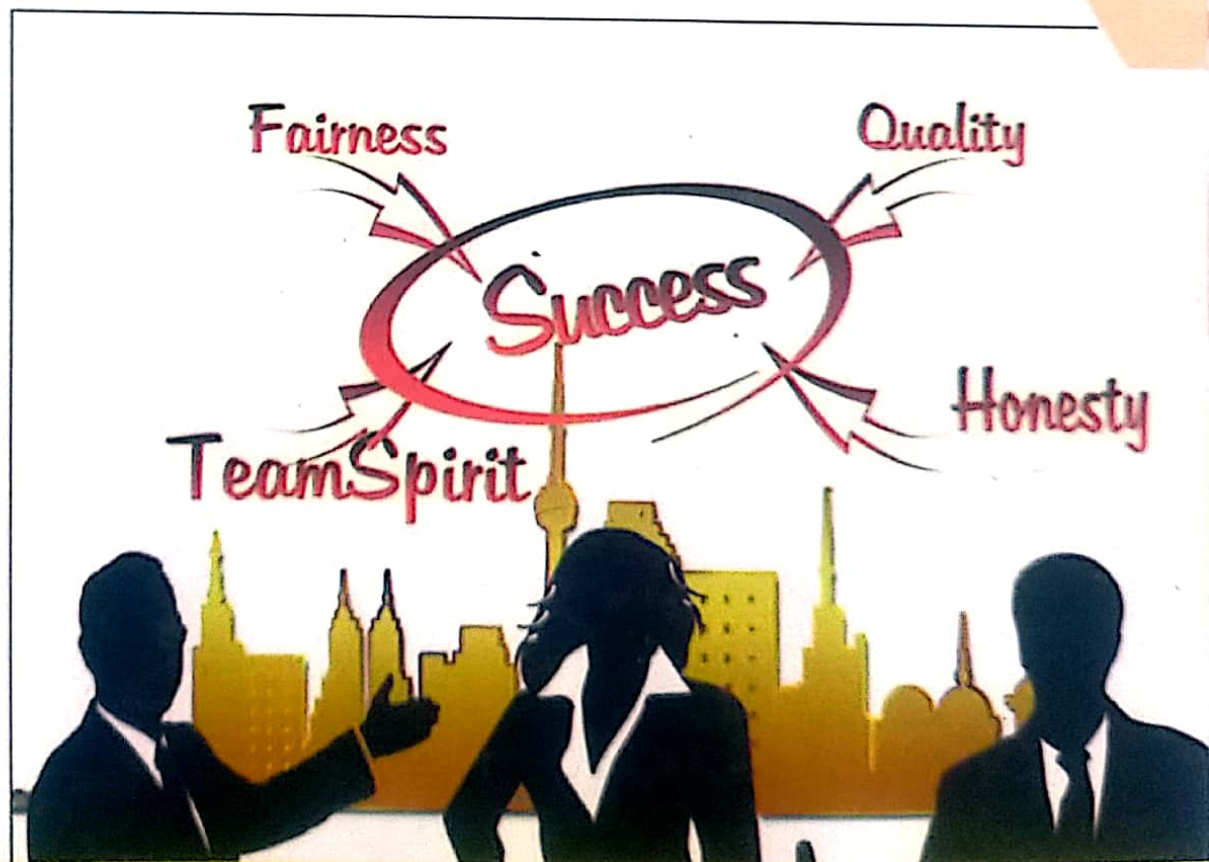
B.A.  
SEMESTER - V

# Business Ethics

(Compulsory Subject)

Dr. Sheetal Randhir

Dr. Shraddha K. Kharade



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**SPPU New Syllabus**

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# **BUSINESS ETHICS**

**For T.Y.B.B.A. : Semester – V**

**[Course Code : GC 503, Credits - 03]**

**[Compulsory Subject]**

**CBCS Pattern**

**As Per New Syllabus, Effective from June 2021**

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# SYLLABUS

## 1. INTRODUCTION TO BUSINESS ETHICS

- 1.1 Meaning, Nature and Scope of Business Ethics
- 1.2 Ethics in Contemporary Business
- 1.3 Organizational Ethical Climate – Ethical Decision Making and Importance of Framing Ethical Policies
- 1.4 Why Ethical Problems Occur in Business
- 1.5 Difference between Workplace Ethics and Laws
- 1.6 Ethical Code of Conduct in Global Business
- 1.7 Government Protection Policies against Illegal Business Practices
- 1.8 Influence of Interest Groups on the Government

## 2. CORPORATION AND STAKEHOLDER ETHICS

- 2.1 Impact of Business Decisions on Stakeholders
- 2.2 Leadership Ethics at the Organizational Level – Training Ethics, Imbibing Organizational Values and Cultures, Awareness of Rule and Regulations of an Organization, Upskilling and Ethical Knowledge of Employees
- 2.3 Organization of Modern Corporation and Interaction with Stakeholders
- 2.4 Whistleblower Act and Employee Rights : Privacy and Safety
- 2.5 Collective Bargaining and Role of Management in implementing Ethics
- 2.6 Ethics in Compliance Management : Fraud, Corruption, Sanction Violations, Conflict of Interests, Human Rights Violation
- 2.7 Health and Safety Issues in Organizations : Workplace Safety, Measures to avoid Accidents, Maintenance of Psychological Wellbeing of Employees

## 3. CORPORATE SOCIAL RESPONSIBILITY AND MARKETING ETHICS

- 3.1 Role and Responsibility of Organizations towards Government and Society
- 3.2 CSR Performance : Meaning and Responsibility
- 3.3 CSR-Strategy in Building Community Relationships
- 3.4 Corporate Citizenship - Concept and Stages
- 3.5 Ethical Behaviour in Advertising Practices and Advertising Ethics
- 3.6 Ethical and Unethical Target Marketing in Business
- 3.7 Advertising Abuses and Regulation
- 3.8 Media Industry : Role, Impact and Ethical Practices

## 4. ENVIRONMENTAL AND CONSUMER ETHICAL ISSUES

- 4.1 Environmental Ethics and Human Values – Meaning and Impact on Environmental Problems
- 4.2 Environmental Legislation – Laws and Regulation with Indian Context and Stages of becoming an Ecologically Sustainable Organization
- 4.3 Sustainable Development – Definition, Obstacles and Impact, Business Operations – A threat to Earth's Ecosystem
- 4.4 Difference between Customer and Consumerism
- 4.5 Government Regulation Agencies for Consumer Protection and Protecting Consumer Privacy Online







**Dr. SHEETAL M. RANDHIR**

Ph.D.(Business Administration) M.COM

Dr. Sheetal M. Randhir has 16 years of teaching experience. She is working at Tikaram Jagannath arts commerce & science college khadki as Head of Bachelor of Business Administration Department.

She has contributed number of text books for F. Y. B.COM & T. Y. B. Com, She has also contributed number of articles and research papers in the reputed National / International journals and magazines. Her Research has done five world record.

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She is awarded as "BEST TEACHER" by Pune Municipal Corporation, Khadki Cantonment Board.

She has felicitated as "Outstanding Teacher Award" by Indo Global Chamber of Commerce, Industries and Agriculture (IGCCIA) INDIA.

She is awarded as International Nelson Mandela Award of Best Social Worker 2020.

She is awarded by Presidential Advisory Board, the United States Of America for services promoting humanity and peace. She is also felicitated by 'GLOBAL AWARD' by Universal Record Forum- USA for services towards International Human Rights and Peace.

Recently her research on "community managed Sustainable slum development scheme (CMSSDS) model has recorded in world book of Record.



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She is an Assistant Professor in the Department of Mathematics, Shivaji University, Kolhapur. She received her BCS and MCA from Shivaji University, Kolhapur. She has completed her Ph.D. in Computer Science with a specialization in Artificial Neural Network. She has published 30+ papers in various conferences and referred journals. She has also published 8 book chapters. Her area of specialization is open source technologies.

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