



Bachelor of Business Administration  
BBA (ISM) - Semester - II

Course Code	UM1SEBBS02	Title of the Course	Business Ethics
Total Credits of the Course	2	Hours per Week	2

Course Objectives:	<ol style="list-style-type: none"><li>1. To identify and apply ethical principles to human decision typical of business as a result of reading course texts and participating in lecture presentation and class discussion.</li><li>2. To enhance analytical skill of ethical position taken on these matters and formulate morale defenses of decisions by completing course activities.</li></ol>
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Course Content		
Unit	Description	Weightage* (%)
1.	<b>Introduction to Business Ethics:</b> <ul style="list-style-type: none"><li>• Introduction, Ethics and Morals, Difference Between Ethics and Moral, Business Ethics</li><li>• Need for Business Ethics, Benefits of Business Ethics, Principles of Business Ethics</li><li>• Factors affecting Business Ethics</li><li>• The three components of business: Economics, Legal and Ethical</li><li>• Ethics in the context of Globalization</li><li>• Theories of Business Ethics, normative ethical theories, virtue ethics, discourse ethics, feminist ethics.</li></ul>	50
2.	<b>Workplace Ethics:</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Features of works ethics</li><li>• Factors Influencing Ethical Behavior at work</li><li>• Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment,</li><li>• Importance of ethical Behavior at workplace</li><li>• Relationship between Ethics &amp; Corporate excellence</li></ul>	50



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Teaching-Learning Methodology	Lectures, case discussions, videos and presentations
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Apply ethical principles in corporate life having understood the phenomenon
2.	Improve analytical skills by taking a stance on ethical matters

Suggested References:	
Sr. No.	References
1.	“Business Ethics”: A.C. Fernando. Person.
2.	Principles of Management: T Ramasamy. Himalaya Publishing House.
3	“Business Laws, Ethics and Communication” Vol. I, The Institute of Chartered Accountants of India, New Delhi.
4	Kitson Alan – Ethical Organisation, Palgrave
5	L.T.Hosmer: The ethics of Management, Universal Book
6	D.Murray: Ethics in Organisation, Kogan Page
7	S.K.Chakroborty : Values and Ethics in Organisation, UP
8	Ghosh B N: Business Ethics & Corporate Governance, Mc Graw Hill
9	Sharma J P: Corporate Governance, Business Ethics & CSR, Ane Books.



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On-line resources to be used if available as reference material

On-line Resources

[https://ddceutkal.ac.in/Syllabus/MCOM/Business\\_Ethics.pdf](https://ddceutkal.ac.in/Syllabus/MCOM/Business_Ethics.pdf)

UNIT-3 Relationship Between Ethics & Corporate Excellence | PDF | Organizational Culture | Quality Management (scribd.com)

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