

**SEMESTER VI**  
**BUSINESS ETHICS**

**Programme: B. Com (Computer Applications)**  
**Course Code: U20/COM/DSE/602B**  
**Course Type: DSE-II**  
**No. of Credits: 4**

**Max Hours: 75**  
**Marks: 100**  
**Hours Per Week: 5**

**Course Objective:**

To develop an understanding of the importance of ethics in Business

**Course Outcomes:**

**CO 1:** To provide understanding of the concept of Business Ethics and CSR

**CO2:** To help learner understand the contribution of ethical business practices towards  
environmental sustainability

**CO 3:** To facilitate the understanding of ethical issues in Marketing and Consumer Protection

**CO 4:** To help learner understand the significance of ethical HRM practices in business

**CO 5:** To provide understanding of the ethical aspects involved in Accounting & Finance

**MODULE - I: INTRODUCTION****(15 Hrs)**

Introduction to Business ethics – Origin of ethics - The nature & purpose of ethics. Ethics & conflict of interest – ethical & social implications of business policies and decisions; corporate social responsibility – Case for and against CSR – Social audit.

**MODULE -II: ENVIRONMENTAL ETHICS****(15 Hrs)**

Environmental issues – Protecting the natural environment – prevention of pollution and depletion of natural resources – Conservation of natural resources.

**MODULE– III: ETHICS IN MARKETING****(15 Hrs)**

Ethics in Marketing and Consumer protection – Norms & values in marketing – Ethical issues in marketing – Product related ethics – Competition related ethics – Ethics in advertising.

**MODULE– IV: ETHICS IN HUMAN RESOURCE MANAGEMENT****(15 Hrs)**

Ethical issues in employment and HRM- Ethics in workplace - Strengthening ethical practices – setting ethical tone in an organization. – ethical practices in compensating employees – discrimination – racial, disability, age, religious, national origin, gender discrimination – sexual harassment.

**MODULE -V: ETHICS IN ACCOUNTING & FINANCE****(15 Hrs)**

Importance – issues and common problems. Corporate governance – introduction – mechanism – corporate governance & ethics – Indian values and ethics in business.

**Suggested Readings:**

1. Business Ethics and Corporate Governance – R.K. Sharma, Puneet Goel & Pooja Bhagwan. Kalyani Publishers.
2. Business Ethics: An Indian Perspective - A. C. Fernando – Pearsons India Limited.
3. Ethical Management: Text and Cases in Business Ethics and Corporate Governance - Satish Modh – Macmillan Publishers India limited.

**BUSINESS ETHICS**  
**MODEL QUESTION PAPER**

**Course Code: U20/COM/DSE/602B**  
**Credits : 4**

**Max Marks: 60**  
**Time : 2Hrs**

**I. Answer any FIVE from the following EIGHT Questions. 5q × 2m= 10 Marks**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

**II. Answer the following**

**5 q x 10 m = 50 marks**

1. OR
- 2.
3. OR
- 4.
5. OR
- 6.
7. OR
- 8.
9. OR
- 10.