

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

B.COM DEGREE

SYLLABUS

(Effective from the academic year 2019 -2020)

BUSINESS ETHICS AND SOCIAL RESPONSIBILITY

CODE: 19CM/MC/BR63

CREDITS : 3

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TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To provide students an understanding and practices of business ethics and corporate social responsibility in the global and Indian context
- To familiarize students with the various CSR initiatives and the environmental aspects of CSR
- To educate students on the ethical issues in finance, marketing and advertising

COURSE LEARNING OUTCOMES

On successful completion of this course, students will be able to

- Understand the ethical issues and challenges faced by corporate decision makers
- Analyze the role and responsibilities of stakeholders in business
- Compare the CSR initiatives of different organisations
- Comprehend the doctrine of ethical practices

Unit 1

Introduction to Ethics

(10 Hours)

- 1.1 Meaning, Scope and Objectives of Ethics
- 1.2 Business Ethics and Globalisation
- 1.3 Practicing Ethics in Business
- 1.4 Ethical Dilemma in Business

Unit 2

Ethics in Business

(12 Hours)

- 2.1 Ethical Issues in Finance – Issues related to Financial Services, Insider Trading and Takeovers
- 2.2 Ethical Issues in Marketing and Advertising
- 2.3 Whistle Blowing and Whistle Blowers Protection

Unit 3

Drivers of CSR-Ethical Theory

(10 Hours)

- 3.1 Drivers of CSR Disclosures
- 3.2 Driving forces of CSR, Consumers as Drivers of CSR, Government as Drivers of CSR
- 3.3 Utilitarianism in Ethics- Ethics in Law Enforcement
- 3.4 Types of Normative Ethical Theories

Unit 4

Corporate Social Responsibility

(10 Hours)

- 4.1 CSR-Initiative Toward Stakeholder, Employees, Consumers, Government and Suppliers
- 4.2 Corporate Philanthropy and Community Volunteering
- 4.3 CSR Initiatives in Different Corporate Sector- Case study
- 4.4 Models of CSR - Archie Carroll

Unit 5

Environmental aspects of CSR

(10 Hours)

- 5.1 Significance of CSR, Legal, Political Social and Cultural Requirements
- 5.2 CSR and Corporate Sustainability
- 5.3 Role of Government in Managing Environmental Issues

BOOKS FOR STUDY

Andrew Crane Dirk Matten. *Business Ethics*. New Delhi: Oxford University Press.2010

Joan R. Boatright. *Ethics and the Conduct of Business..* Pearson. 2018

BOOKS FOR REFERENCE

Bhanu Murthy, K. V. and Usha Krishna, *Politics Ethics and Social Responsibilities of Business*. New Delhi: Pearson Education.2015

Christine, A Mallin. *Corporate Governance* (Indian Edition). New Delhi: Oxford University Press. 2010

Geeta Rani, D & R K Mishra. *Corporate Governance-Theory and Practice*. New Delhi:

Excel.

Kotler, Philip and Nancy Lee. *Corporate Social Responsibility – Doing the Most Good for Your Company and Your Cause*. Wiley – India, 2017.

Fernanado,A.C. ,*Corporate Governance-Principles, Policies and Practice*, Pearson 2009

JOURNALS

International Journal of Management Reviews

International Journal on Corporate Strategy and Social Responsibility

WEB RESOURCES

www.ibscdc.org

www.exed.hbs.edu

www.hbr.org

PATTERN OF ASSESSMENT

Continuous Assessment Test: Total Marks: 50

Duration: 90 minutes.

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Other Components: Total Marks: 50

Seminar/Group Discussion/Assignments/Class Presentations

End Semester Examination: Total Marks: 100 Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)