

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**  
**COURSE PLAN June - November 2024**

**Department** : **COMMERCE**  
**Nam of the Faculty** : **MS. JESINTHA PREETHI FRANCENA. V**  
**Course Title** : **BUSINESS ETHICS AND SOCIAL RESPONSIBILITY**  
**Course Code** : **23CM/MC/ET33**  
**Shift** : **I**

**COURSE OUTCOMES (COs)**

<b>COs</b>	<b>Description</b>	<b>CL</b>
<b>CO1</b>	Identify the various ethical issues related to business	<b>K1</b>
<b>CO2</b>	Summarize the importance of ethics in local and global business context	<b>K2</b>
<b>CO3</b>	Determine the driving forces of CSR	<b>K3</b>
<b>CO4</b>	Appraise the various models and distinguish the different CSR initiatives	<b>K4</b>
<b>CO5</b>	Evaluate the Legal, Political, Social and Cultural impact of CSR	<b>K5</b>

<b>Week</b>	<b>Unit No.</b>	<b>Content</b>	<b>Cognitive Level</b>	<b>Teaching Hours</b>	<b>COs</b>	<b>Teaching Learning Methodology</b>	<b>Assessment Methods</b>
Jun 19 – 26, 2024 (Day Order 1 - 6)	1	<b>Introduction to Ethics</b> 1.1 Meaning, Scope and Objectives of Ethics 1.2 Business Ethics and Globalisation	K1–K2  K2–K4	4	CO 1- 5	Lecture and Case study and class discussion	CA I and Component
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	1.3 Practicing Ethics in Business 1.4 Ethical Dilemma in Business	K3–K5  K3–K5	4	CO 1- 5	Lecture, Presentation, Case analysis	CA I and Component
July 5 – 12, 2024 (Day Order 1 - 6)	2	<b>Ethics in Business</b> 2.1 Ethical Issues in Finance	K1– K2	4	CO 1- 5	Lecture and case analysis	CA I & Component
July 15 – 23, 2024 (Day Order 1 - 6)	2	2.1 Ethical Issues in Finance – Issues related to Financial Services, Insider Trading and Takeovers	K2 – K5	4	CO 1- 5	Lecture and case analysis	CA I & Component
July 24 – 31, 2024 (Day Order 1 - 6)	2	2.2 Ethical Issues in Marketing and Advertising	K2 – K5	4	CO 1- 5	Lecture and Class Presentation	CA I & Component
Aug 1 – 5, 2024 (Day Order 1 - 3)	2	2.3 Whistle Blowing and Whistle-Blowers Protection	K1–K2	2	CO 1- 5	Lecture and case analysis	CA II & Component
Aug 6 – 10, 2024	<b>C.A. Test – I</b>						

Aug 12 – 14, 2024 (Day Order 4-6)	3	<b>Drivers of CSR-Ethical Theory</b> 3.1 Drivers of CSR Disclosures	K1–K5	2	CO 1- 5	Lecture and case analysis	CA II & Component
Aug 16 – 23, 2024 (Day Order 1-6)	3	3.2 Driving forces of CSR, Consumers as Drivers of CSR, Government as Drivers of CSR	K1–K5	4	CO 1- 5	Lecture and case analysis	CA II & Component
Aug 27 – Sep 3, 2024 (Day Order 1-6)	3	3.3 Relevant Case Studies for discussion	K1–K5	4	CO 1- 5	Group Discussion	CA II & Component
Sep 4 – 11, 2024 (Day Order 1-6)	4	<b>Corporate Social Responsibility</b> 4.1 CSR-Initiative towards Stakeholders - Employees, Consumers, Government and Suppliers	K1– K2	4	CO 1- 5	Lecture and case analysis	CA II & Component
Sep 12 - 20, 2024 (Day Order 1-6)	4	4.2 Corporate Philanthropy and Community Volunteering 4.3 CSR Model - Archie Caroll	K1–K5	4	CO 1- 5	Lecture and Class Presentation	CA II & Component
Sep 23 - 26, 2024 (Day Order 1-4)	4	4.4 CSR Initiatives in Different Corporate Sector – Relevant Case studies	K1–K5	2	CO 1- 5	Group Discussion	CA II & Component
Sep 27 – Oct 3, 2024	<b>C.A. Test – II</b>						

Oct 4 – 5, 2024 (Day 5 & 6)	5	<b>Environmental aspects of CSR</b> 5.1 Significance of CSR, Legal, Political, Social and Cultural Requirements	K1–K2	2	CO 1- 5	Lecture and Class Presentation	Class Assignment and discussion
Oct 7 - 15, 2024 (Day Order 1 to 6)	5	5.2 CSR and Corporate Sustainability	K1–K5	4	CO 1- 5	Lecture and Class Presentation	Class Assignment and discussion
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	5.3 Role of Government in Managing Environmental Issues, Environmental Social Governance (ESG)	K1–K5	4	CO 1- 5	Lecture and Class Presentation	Class Assignment and discussion
Oct 23 - 24, 2024 (Day Order 1 to 2)	<b>REVISION</b>						

### Third Component

- Group Video presentation on Ethical Issues in Marketing and Advertising (specific cases of companies)– 20 marks
- Individual assignment on CSR initiatives towards stakeholders of a particular company– 20 marks – 10 October, 2024
- Class Participation - Group Discussion and class Presentation on topics assigned on spot – 10 marks