

Veer Narmad South Gujarat University
Bachelor of Business Administration
Year – II (Semester – IV) (W.E.F. AY2020-21)

Subject Name: Ethics & Corporate Social Responsibility

Subject Code: 401

Objective of the course:

- To familiarize the students with the knowledge of ethics, emerging trends in good governance practices and corporate social responsibility in the global and Indian context.

Pedagogy

Lectures, Power Point Presentation, Discussion, and case study

Course Content

Unit-1 Business Ethics (15%)

The concept of ethics, 'ethics' and related connotations, business values and ethics, concept of business ethics, various approaches to business ethics, ethical theories, the concept of corporate ethics, benefits of adopting ethics in business, code of ethics.

Unit-2 Management of Ethics (30%)

Ethics analysis [Hosmer model], Ethical dilemma, Ethics in practice, ethics for managers, Role and function of ethical managers, the organizational size, profitability and ethics, Cost of ethics in Corporate ethics evaluation. Business and ecological / environmental issues in the Indian context and case studies

Unit-3 Theory of Ethics and environmental ethics (15%)

Introduction, theory of egoism and subjectivism, Cultural relativism, approaches to environmental issues, opposition to green environment, ROI of sustainable environmental responsibility

Unit-4 Corporate Social Responsibility(CSR): (30%)

Meaning, corporate philanthropy, CSR-an overlapping concept, corporate sustainability reporting, CSR through triple bottom line, CSR and business ethics, CSR and corporate governance, environmental aspect of CSR, CSR models, drivers of CSR, global reporting initiatives, major codes on CSR initiatives in India

Unit-5 Corporate Social Responsibility and Governance

(10%)

Strategies for CSR - Challenges and implementation, Evolution of corporate governance, Governance practices and regulation, Structure and development of boards, Role of capital market and government, Governance ratings

Suggested Reading:

1. Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
2. O. C. Ferrell, John Fraedrich, and Ferrell: Business Ethics 2009 Update: Ethical Decision Making and Case, Cengage Learning, 2009.
3. Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
4. Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University Press.
5. Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility-A European Perspective, Edward Elgar