

**JYOTI NIVAS COLLEGE AUTONOMOUS  
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

**Programme: B.B.A**

**Semester: V**

**BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**Course Code: 18BB502**

**No. of Hours: 60**

**COURSE OBJECTIVES:**

- To provide basic knowledge of business ethics and values and its relevance in modern context.
- To enable the students know the importance of ethics in management and decision making process.
- To give an insight on corporate governance practices in India.

**LEARNING OUTCOMES:**

- It enables the students to know the importance of following ethics in business organizations.
- It helps the students to inculcate work values in their professional life.
- It helps the students to understand the importance of corporate governance to the stakeholders.

**UNIT 1:Introduction to business ethics and values:**

**10 HRS**

Meaning, Nature of business ethics, Importance of business ethics, Factors influencing business ethics, Arguments for and against business ethics, Types of ethical dilemmas.

Values: Meaning, Types of values.

**UNIT 2:Ethics in management:**

**12 HRS**

Ethics in HRM- Importance, Managing ethical issues in HRM; Marketing ethics- Importance, Ethical issues in marketing, Ethical behaviour in relation to suppliers, competitors; Ethics in Finance and Accounts.

**UNIT 3 Ethical decision making:**

**16 HRS**

Meaning, Nature of ethical decision making, Process- Problem identification, clarifying goals, identifying the desired facts, developing options based on objectives, analysis of various options, test the options, make decisions and implementation phase. Factors influencing ethical decision making- Individual influences (Age & Gender, National and cultural characteristics, Education & employment, Psychological factors, Personal values, Personal integrity and moral imagination); Situational influences- (Issue related factors and Context related factors).

**UNIT 4:Corporate Governance & CSR:**

**08 HRS**

Meaning, Features of good corporate governance, Factors influencing corporate governance, Corporate governance in India, Amendments to Corporate Governance..

CSR- Concept and initiatives in India.

## **UNIT 5 Corporate Governance & Ethics:**

**14 HRS**

Ethical issues of Corporate Governance, Factors influencing Corporate Governance, Models of Corporate Governance( Anglo American, Japanese, German& Indian), Theories of Corporate Governance( Agency, Political, Stake holder, Legitimacy, Resource dependency, Stewardship & Social contract theory).

### **SKILL DEVELOPMENT**

- State the arguments for and against Business ethics.
- Make a list of unethical aspects of Finance and Accounts in any three organizations.
- List out ethical problems faced by managers.
- Discussion on the statutory framework of Corporate Governance in India.

### **REFERENCES:**

1. Business Ethics: K Aswathappa, J Usha Rani, Sunanda GundaVajhala; Himalayala Publishing house; First edition 2017.
2. Business Ethics and Corporate Governance: Dr. S S Khanka; S Chand and Company Pvt Ltd; First edition 2014.
3. Business Management: R K Sharma and Shashi K Gupta; Kalyani publishers; 2007 edition.
4. New Companies Act: Taxman's publication