

**GUJARAT UNIVERSITY**  
**SYLLABUS FOR --- TY B.COM.**

**SEMESTER V**

**Course Code: FC-301 A**

**NAME OF THE COURSE: BUSINESS ETHICS**

**Objectives:**

To Sensitise the Student on the various Ethical Aspects concerning the Functioning of Business Enterprises, within the Organizations and in their Relationship with the External World.

**Number of credits: 2**

**Lectures per week: 2 of one hour each**

**Total sessions : 24**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

### **Unit I**

- Introduction To Business Ethics
- Ethics and Organizations.
- Employee Duties and Rights.

### **Unit II**

- Discriminatory and Prejudicial Employee Practices.
- Downsizing the Workforce.
- Handling Ethical Dilemmas at Work.

### **Unit III**

- Marketing Strategy and Ethics.
- Ethical Practices in Market Place.
- Ethics and Finance.

### **Unit IV**

- Business and the Environment.
- Corporate Responsibility, Social Audit and Ethical Investing.
- Computers and Ethics.
- Case Studies.

### **Reference:**

1. Business Ethics, Ethical Decision Making & Cases, Ferrell, O.C., Fraedrich, John, and Ferrell, Linda. 7th Edition. Prentice Hall.
2. Business Ethics for the 21st Century, D. Adams & E. Maine (eds.), Mayfield Publishing Company, 1998
3. Ethical Choices in Business, R.C. Sekhar, Response Books, 1997
4. Ethics of International Business, Thomas Donaldson, Oxford University Press, 1989
5. Business ethics and managerial values, Bhatia SK, Deep and Deep Publications, 2001.