

C P PATEL AND F H SHAH COMMERCE COLLEGE, ANAND (AUTONOMOUS)**(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)****AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified

GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt. of Gujarat-April 2017NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt. of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2025-2026

Bachelor of Business Administration (BBA General)**SEMESTER - V**

Course Code	UM5MIBBA03	Title of the Course	BUSINESS ETHICS
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To understand ethical theories and frameworks
	2. To identify and analyse ethical issues in business
	3. To encourage ethical leadership and culture
	4. To apply ethics to real world business situations
	5. To foster personal integrity and accountability

Course Content		
Unit	Description	Weightage (%)
1.	INTRODUCTION TO BUSINESS ETHICS Concept, Ethics and Morals, Business Ethics, Need for Business Ethics, Benefits of Business Ethics, Principles of Business Ethics, Ethical Issue in Corporate Governance	25%
2.	ENVIRONMENTAL ETHICS Concept, Sustainable Development, Pollution and Resource Depletion: Air Pollution and Land Pollution, Ecological Ethics, Conservation of Natural Resource, Business and, Environmental Ethics, Eco-friendly Business Practices	25%
3.	WORKPLACE ETHICS Concept, Factors Influencing Ethical Behaviour at work Ethical issue, Business, Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment, Importance of ethical Behaviour at workplace, Guidelines for managing ethics in the workplace	25%
4.	ETHICS IN MARKETING, ACCOUNTING AND FINANCE Ethics and marketing, Behaving ethically in Marketing Accounting and Finance: Concept, Potential Conflicts, Creating ethical Environment, Reasons for Unethical Behaviour, Fundamental principles relating to ethics	25%

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Teaching-Learning Methodology	<ul style="list-style-type: none">• Lecture Method• Online Lectures• Group Discussion• Practical Problem Solving• Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20%
3.	External Examination	50%

Course Outcomes : Having Completed this course, the students will be able to	
1.	Demonstrate an understanding of ethical theories & principles
2.	Identify and evaluate ethical issues in business environment
3.	Apply ethical reasoning to complex business situations
4.	Analyse the influence of leadership and organizational culture on ethics

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Suggested References	
Sr. No.	References
1	A.C. Fernando. Person, “Business Ethics”
2	T Ramasamy, Principles of Management, Himalaya Publishing House. “Business Laws, Ethics and Communication” Vol. I, The Institute of Chartered Accountants of India, New Delhi.
3	Dr. S S Khanka, Business Ethics & Corporate Governance, S Chand Publications

On-line resources to be used if available as reference material

Topic: E-book

<https://g.co/kgs/1A6WKsN>

Topic : Meaning and definition

<https://mgcub.ac.in>
