

BUSINESS ETHICS & CSR SYLLABUS

1. Introduction to Business Ethics

- a. Business Ethics – Concept Characteristics , Importance and Need for business ethics. Indian Ethos , Ethics , Values , Work Ethos.
- b. Sources of Ethics , Concept of Corporate Ethics , code of Ethics – Guidelines for developing code of ethics , Ethics Management Programme , Ethics Committee.
- c. Various approaches to Business Ethics- Theories of Ethics –Friedman’s Economic theory , Kant’s Deontological theory , Mill & Bentham’s Utilitarianism theory .
- d. Gandhian Approach in Management and Trusteeship , Importance and relevance of trusteeship principle in Modern Business , Gandhi’s Doctrine of Satya and Ahimsa .
- e. Emergence of new values in Indian Industries after economic reforms of 1991.
- f. Indian Ethical Practices and Corporate Governance
- g. Ethics in Marketing and Advertising, Human Resource Management
- h. Areas of CSR and CSR Policy
- i. CSR towards Stakeholders-Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers ,Local Community and Society.