

SEMESTER II
B.Com Professionals
BUSINESS ETHICS
DSC-8
w.e.f 2018 -19 AY

SCHEME OF INSTRUCTION

Hours per Week : 5

Credits : 5

Instruction Mode : Lecture

Course Code: BC.05.101.29T

SCHEME OF EXAMINATION

Maximum Marks : 100

Internal Assessment : 40

External Examination : 60

External Exam Duration : 3 Hrs

Course Objective: To provide an understanding of the concepts and practices in the area of Business Ethics.

Course Outcomes :

CO 1: Appraise the need for ethics in business and identify the issues involved in business ethics.

CO 2: Examine the various issues relating to ethics at workplace, gender sensitivity and guidelines for managing ethics at workplace.

CO 3: Discuss the role and principles of ethics for creating ethical accounting environment and the ethical conflict resolution.

CO 4: Describe the various ethical issues with reference to marketing and the role of Consumer Protection Councils in India.

CO 5: Demonstrate the accepted etiquette in the business context especially socio-economic behavior.

UNIT I – Introduction to Business Ethics

12 Hrs

Meaning Requirement of Ethics in Business Need-Importance for ethics in Business Moral Vs. Ethics Ethics Vs. Religion Law Vs. Ethics - Issues/ Dilemmas involved in Business Ethics How to handle ethical dilemmas in Business Benefits of Business Ethics.

UNIT II – Ethics at Workplace

12Hrs

Meaning Importance Role of Individual morals and Standards in defining work place ethics Factors influencing behavior Working with opposite gender Issues involved in HRD Ethical issues of individual in work place Guide lines for managing ethics in the work place.

UNIT III– Ethics in Accounting and Finance

12 Hrs

Meaning Importance fundamental Principles of ethics in the context of Finance and Accounts -Creating an ethical accounting environment Reasons for unethical behaviour – Threats faced by Finance and Accounting Professional while working as an Auditor Consultant or an Employee in an Organization - Safe guards to counter/overcome threats “Ethical Conflict resolutions in the context of Finance and Accounting”

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UNIT IV – Ethics in Marketing and Consumer Protection

12 Hrs

Meaning – Ethical issues involved in marketing – Need for ethical guidance – Competition.
Meaning – Definition – Consumer: Definition – Competition and Consumer welfare – Grey
Marketing – consumer protection councils in India – Rights of the Consumer – consumer interest
Vs. Public interest – Ethics in Advertisement.

UNIT V – Business Etiquettes

12 Hrs

Meaning – Importance of Etiquettes – Etiquettes in Business Cards – Business Meeting – Board
meeting – Shareholders meeting – Employees in meetings – press conference in printing and
electronic media – Dining manners at Breakfast – Lunch and Dinner Meetings – Behavior with
foreign delegates – Manner of Shake hand – Dress Code – in working hours – working days
Business meeting – Corporate culture functions – Etiquettes in Delivery of Speeches and
addressing the people.

Reference Books:

1. Business Ethics and Communication – Dr. V.K.Jain and OmprakashBiyani – S Chand
2. Business Ethics and Communication – C S TejpalSethi – S Chand
3. Business Laws, Ethics and Communication – CS Material

