



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous College)

RE-ACCREDITED BY NAAC AND ISO 9001:2015 CERTIFIED INSTITUTION
AFFILIATED TO BHARATHIAR UNIVERSITY, COIMBATORE
POLLACHI-642001

DEPARTMENT OF COMMERCE (E-COMMERCE) ANNOUNCES VALUE ADDED COURSE ON



BUSINESS ETHICS
Academic year -2020-2021

COURSE OBJECTIVE:

TO UNDERSTAND THE ETHICAL DECISION MAKING IN THE BUSINESS

COURSE CONTENT:

- 1.ETHICS**
- 2.SOCIAL RESPONSIBILITY OF BUSINESS**
- 3.ETHICAL DECISION MAKING**

EVALUATION PARTS :

- PART-A ($10 \times 1 = 10$)**
PART-B ($5 \times 3 = 15$)
PART-C ($5 \times 5 = 25$)

**DURATION.
30 HOURS**

CERTIFICATE WILL BE PROVIDED



SYLLABUS - BUSINESS ETHICS

Programme Code:	B.com E-commerce	Programme Title :	Bachelor of Commerce with E-commerce	
Course Code:		Title	Batch :	
		Business Ethics	Semester	
Hrs/Week:			Credits:	02

Course Objective

To know the importance of ethical decision making in business.

To impart systematic ethical reasoning to resolve business dilemmas and communication effectively.

Course Outcomes (CO)

K1	CO1	To remember the basic concepts of business ethics
K2	CO2	To analyze the importance of social responsibility in business
K3	CO3	To acquaint the knowledge on ethical decision making

Unit I

Ethics – Meaning – Definition - Business Ethics – Meaning - Definition –Concepts - Ethical values- Ethical models-Benefits of business ethics between morals, values and ethics- Influencing factors – Importance – Code of Ethics, Practice and Conduct – Unethical Practices in Business – Ethical practices in Business.

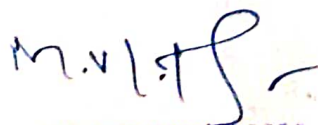
Unit II

Social responsibility of business – Definition – Meaning – Need for Social responsibility in business – Responsibility towards Competitors – Responsibility towards Employees – Responsibility towards Suppliers – Responsibility towards Government – Responsibility towards Community. Corporate Social Responsibility – Introduction – CSR Framework – Benefits of CSR – Barriers to CSR – Critics of CSR – CSR Practices – Case study.

Unit III

Ethical decision making – Ethical decision making frameworks - Ethical dilemmas in organization - Personal ethics - Professional ethics. Ethical issues in the functional areas – Ethics in marketing –Ethical issues in advertising – Ethical issues in takeovers and mergers-Ethics in finance –Ethics in human resource management (HRM)-Ethics in information technology.

Seminar & Assignment


Dr. M.V. SATHIYABAMA,
M.Com., M.Phil., MBA., PGDCA., Ph.D.,
Head, Department of Commerce (E-Commerce)
N.G.M. College, POLLACHI - 642 001.




PRINCIPAL
N G M COLLEGE, POLLACHI

Books for Study:

1. Business Organisation and Management, C.D.Balaji, Margham Publication, Chennai , 2015
2. Business Ethics : An Indian Perspective. Ronald D Francis and Mukthi Mishra, Tata Mc Graw Publishing Company Ltd.New Delhi. 2012
3. An Introduction to Business Ethics, Joseph Desjardins, Tata Mc Graw Hill Publishing Company Ltd.New Delhi. 2015

Books for Reference:

1. The Ethics of Management, La Rue tone Horner, Universal Book Stall, New Delhi.2012
2. Business Ethics ,R.V. Badi and N.V.Badi Vrinda Publication, New Delhi.2013
3. Priniciples of Commerce, C.D Balaji and G.Prasad,Margham Publications,Chennai. 2015
4. Management Today Principles and Practices, Gene, Burton, Manab Thakyr, Tata Mc Graw Hill Publishing Co Ltd, New Delhi. 2015

Weblinks

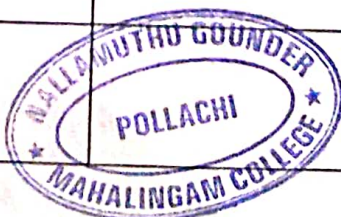
https://m.youtube.com/watch?v=mCgV_43oLnc
<https://m.youtube.com/watch?v=Z7pnuZod8Cg>
<https://m.youtube.com/watch?v=xoE8XlcDUI8>
<https://m.youtube.com/watch?v=EFkSfvvAVeE>
<https://m.youtube.com/watch?v=tcHUhOPaXEU>
<https://m.youtube.com/watch?v=nJf3JhaiHtQ>

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	H	M	H	H
CO2		M	M	H	H	H
CO3		H	H	H	M	M

H-High; M-Medium; L-Low

Course Co-ordinators	Signature
1. Dr.M.V.Sathiyabama	
2. Dr.R.Vidwakalyani	



PRINCIPAL

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Dr. M.V. SATHIYABAMA,

M.Com., M.Phil., MBA., PGDCA., Ph.D.,

Head, Department of Commerce (E-Commerce)



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VALUE ADDED COURSE

Certificate of Completion

This is to certify that NAVEEN.M (20 BE 13), Department of B.Com (E-Commerce) , Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“BUSINESS ETHICS”** during the Academic Year 2020-21

HOD

Principal



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This is to certify that VINITH.B (20 BE 28), Department of B.Com (E-Commerce) , Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“BUSINESS ETHICS”** during the Academic Year 2020-21

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This is to certify that MATHAN KUMAR.N (20 BE 12), Department of B.Com
(E-Commerce) , Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has
successfully completed Value Added Course entitled **“BUSINESS ETHICS”** during the
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Certificate of Completion

This is to certify that SARAN.) (20 BE 20), Department of B.Com (E-Commerce)
, Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully
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This is to certify that KRISHNA KUMAR.S (20 BE 10), Department of B.Com
(E-Commerce) , Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has
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This is to certify that RITESH.S (20 BE 18), Department of B.Com (E-Commerce) , Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“BUSINESS ETHICS”** during the Academic Year 2020-21

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This is to certify that HARI PRASATH.M (20 BE 09), Department of B.Com (E-Commerce) , Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“BUSINESS ETHICS”** during the Academic Year 2020-21

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This is to certify that HAREESH.R (20 BE 07), Department of B.Com (E-Commerce) , Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“BUSINESS ETHICS”** during the Academic Year 2020-21

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This is to certify that SANTHOSH.S (20 BE 19), Department of B.Com (E-Commerce) , Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“BUSINESS ETHICS”** during the Academic Year 2020-21

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This is to certify that SREEVARSAN.T (20 BE 26), Department of B.Com (E-Commerce) , Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed Value Added Course entitled **“BUSINESS ETHICS”** during the Academic Year 2020-21

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