

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.



REDMI NOTE 5 PRO
MI DUAL CAMERA

Weblinks

https://m.youtube.com/watch?v=mCgV_43oLnc

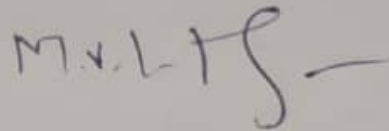
<https://m.youtube.com/watch?v=Z7pnuZod8Cg>

<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>



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.



REDMI NOTE 5 PRO
MI DUAL CAMERA

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

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 Hill 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



REDMI NOTE 5 PRO
MI DUAL CAMERA