

M.Com. Part I Semester II
Business Administration Special Paper III.
Subject Title -: Business Ethics and Professional Values
Course Code -: 213

| | No. of Lectures | Credit 04 |
|---|-----------------|--------------|
| Unit I Introduction Nature , concept and definition of term Business Ethics , Profession and Values, Indian Ethos, Ethics and Values – Work Etho s – Importance of Human Values. Guidelines of Socio Ethical System at General Level. Meaning of Social Ethics, Issues related to Socio Ethics Factors affecting Social Ethics. | 12 | 01 |
| Unit II –Indian Ethical Practices in A) Marketing and Advertising : B) Copy rights and Patents C) Employment D) Gender Discrimination E) Accounting Disclosures | 12 | 01 |
| Unit III Dilemmatic situations in Professional Ethics, Code of Ethics and conduct 1. Corprate Governance 2. Corporate Social Responsibility 3. Corporate Citizenship | 12 | 01 |
| Unit- IV Indian Approach to Business Ethics Gandhian Approach in Management and Trusteeship Gandhi’s Doctrine of Satya and Ahinsa , Concept , importance and relevance of trusteeship Principle in Modern Business, Emergence of new values in Indian Industries after economic reforms of 1991. | 12 | 01 |
| | 48 | 04 |
| Books Recommended Reference Books 1. Wg- Cdr – B.R.Chavala , Swastik Publishers . 2. Management by Values 3. S.K.Chakraborti , Oxford University Press 4. Foundations to Managerial Work – Contribution fro m Indian Thought – S. K.Chakarborti , Himalaya Publications 5. A Study in Business Ethics Rituparna Raj 6. Ethics in Management S.A. Sherlekar , Himalaya Publication 7. Business Ethics and Corporate Governance S. K. Bhatia | | |