



**Swami Ramanand Teerth
Marathwada University,
Vishnupuri Nanded 431606**

Centre For External Education

M.Com. (External Mode)

Second Year

SYLLABUS 2023-24

M.Com. II Year (Core Subject)
Course Title: Business Ethics
Course Code No. – MC 10

OBJECTIVES:

Students should learn, adopt and implement the Ethics and Ethical Practices in the market, which will be very beneficial for the society and individual.

Unit 1:

Meaning, Definition, Importance of Business Ethics, Values and Ethics, Nature and Goals of Business Ethics, Business Ethics and Law, Ethics in Work Place, Ethical Decision Making, Concept of Values, types and formation of values, Values and behaviour, Values of Indian Managers, Ethical decision making. Management process and ethics, Ethical issues, ethos of Vedanta, relevance in ethics and values in business, role of Corporate Mission, Code Of Ethics, Organizational Culture

Unit 2:

Impact of Globalization, Reasons for Unethical Practices among Indian Corporations, Major Indian Scams, Arguments for and Against Business Ethics, Meaning of knowledge of wisdom, difference between knowledge and wisdom, knowledge worker and wisdom worker, concept of knowledge Management and wisdom Management, concept of Karma and kinds of karma yoga, total quality management, quality of life and quality of work life

Unit 3:

Ethical responsibilities of Business, Product Safety and Pricing, Strict Products Liability, Ethical responsibility in Product Advertising and Target Marketing, Ethics of Sales, Advertising and Product Placement, Consumer Autonomy, Ethical Issues in Businesses, Relationship Between Ethics And Corporate Excellence,

Unit 4:

Corporate social responsibility of Business: Employees, consumers and community, Corporate Governance, Code of Corporate Governance, Consumer protection act, Unethical issues in business, Role of Legislation in Enforcing Ethical Business Behavior, Role of Government In Enforcing Ethical Behavior, Gandhian Philosophy, Social and Economic Responsibility of Business

Suggested Readings:

1. Murthy C. S. V., (2014), "Business Ethics Text & Cases", Himalaya Publishing Pvt. Ltd, Girgaon Mumbai.
2. Prof. Bajaj P. S. and Prof. Agrawal Raj, (2012), "Business Ethics an Indian Perspective", Biztantra Management for the Flat World, New Delhi.
3. Murthy C. S. V., (2013), "Business Ethics & Corporate Governance", Himalaya Publishing Pvt. Ltd, Girgaon Mumbai.
4. Crane Andrew and Matten Dirk, (2007), "Business Ethics Managing Corporate Citizenship and Sustainability in the age of Globalization, (2nd Edition), Oxford University

Press, New Delhi.

5. Crane Andrew and Matten Dirk, (2010), "Business Ethics Managing Corporate Citizenship and Sustainability in the age of Globalization, (3rd Edition), Oxford University Press, Noida (UP).

6. Sherlekar R. C., (2002), "Ethical Choices in Business", (2nd Edition), A Division of SAGE Publications India Pvt. Ltd., New Delhi.

7. Petrick Joseph A. and Quinn John F., (2009), "Management Ethics Integrity at Work", A Division of SAGE Publications India Pvt. Ltd., New Delhi.

8. Chakraborty S. K., (2010), "Ethics in Management", Oxford University Press, New Delhi.

9. Raj Rituparna, (2010), "Business Ethics", Himalaya Publishing House Pvt. Ltd., New Delhi.

Course Outcome:

Student can learn from basic ethics to business ethics and the Outcome of the course is very important because the students are foundation of our nation and that should be more effective and powerful by learning business ethics.