

**FAR WESTERN UNIVERSITY**  
**Faculty of Management**

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| Course Title: <b>Business Ethics and Corporate Social Responsibility</b> | Total Marks: 100       |
| Course Code: <b>MGT 351</b>  | Pass Marks: 45         |
| Nature of course: Theory   | Time per period: 1 hr. |
| Semester: Fifth  | Total periods: 45      |
| Level: BBA   | Credit hours: 3        |

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**1. Course Introduction:**

The growing competition and increase in awareness of consumers requires business to transparently follow the ethical practices and to be responsible towards society. This course will make the students aware of importance of ethics and social responsibility to become an ethical manager in the long run.

**2. Course Objectives**

- To explain the importance of ethics and CSR in business
- To understand the evolution of different theories of ethics and CSR in business
- To explain the reasons of unethical behavior in organization
- To understand ethical issues in various functions of an organization
- To understand the professional ethics in an organization

**Unit-I: Ethics and Morality (7)**

Meaning of ethics and moral standard, Characteristics of moral standard, Moral reasoning for ethics

Understand moral responsibility, Moral standard Vs. ethical standard.

**Unit-II: Moral theories in ethical practices (5)**

Utilitarian approach of ethics, Common good approach in ethics

**Unit-III: Ethics in Business (6)**

Nature of business ethics, Importance of Ethics in Business, How ethics works in business, Role and scope of ethics in business, Characteristics of ethical problems in management, Meaning of ethical abuse.

**Unit-IV: Individual, Organization and Corporate Social Responsibility(7)**

Right and obligation of individual in organization, Organization and responsibility for ethics  
Meaning and importance of Corporate Social Responsibility, Principles of corporate social responsibility: legitimacy, public responsibility, and managerial discretion

**Unit-V: Ethical issues in various functions (6)**

Ethical issues in human resources management, Issue of ethics in marketing and consumer protection, Meaning of consumer protection, Ethics in monopoly and monopolistic market  
Ethical issues in internet marketing, Ethics in production management.

**Unit-VI: Professional Ethics (7)**

Introduction to professional ethics, Ethics of marketing and ad professional, Ethics of HR professional, Ethics of finance /account professional.

**Unit-VII: Introduction to environmental issues (7)**

Industry and environmental protection, some environmental phenomenon of ethical concern  
Ethics of controlling environmental pollution, Ethics of ecological protection

**Prescribed Books**

Ethics in business and corporate governance, S K Mandal , Mc Graw Hill (II edition)