

## Business Ethics

**Course Code:** CUSCOM104DCE

**Max Marks:** 100

**M.Com :** 1<sup>st</sup> Semester

**Continuous Internal Assessment: 20**

**Course Type:** Discipline Centric Elective

### Module – I

Ethics, Ground Rules of Ethics, Personal Ethics, Principles of Personal Ethics, Professional Ethics, Principles of Professional Ethics, Values, Distinction between Values and Ethics in Business, Morality, Moral Development, Moral Reasoning, Standards, Moral versus non-moral standards, Morality & Ethics, Ethics & Religion, Ethics and Law.

### Module – II

Business Ethics, Characteristics of Business Ethics, Principles of Business Ethics, Ethical Standards & Issues in Business, Techniques to Improve Ethical Conduct of Business: Institutional Level, Government Level, Social & Religious Level. Factors Causing Ethical Behaviour in Business, Types and Scope of Unethical Conduct of Business, Factors Causing Unethical Conduct of Business, Arguments for & against Business Ethics.

### Module - III

Principles/Theories of Ethics, Consequential and Non-Consequential Theories – Egoism, Utilitarianism, Kant's Theory and other Non-Consequential Perspectives - The Ethics of Care, Justice and Fairness, Rights and Duties, Ethics of Care, Virtue Ethics.

### Module – IV

Ethics in Human Resource, Job Discrimination (Arguments against Discrimination), Whistle Blowing: Issue of Whistle Blowing, Protection Measures for Whistle Blowers, Ethical Issues In Marketing and Advertising, Consumer Protection.

### Suggested Readings:

1. Manuel G. Valasquez, ***Business Ethics: Concepts And Cases***, PHI Learning Pvt Ltd New Delhi, Ind, 2006.
2. William H. Shaw, ***Business Ethics***, Cengage Advantage Books, 2010.
3. C. S. V. Murthy, ***Business Ethics***, Himalaya Publisher, 2010.
4. A.C Fernando, ***Business Ethics***, Pearson Education, 2009.

### Journals

1. Journal of Business Ethics
  2. International Journal of Business Governance and Ethics
  3. Indian Journal of Corporate Governance
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