

SYLLABUS

BBA 323 : Social And Ethical Issues In Business

BBA, (6th Semester)

OBJECTIVE :

The objective of this paper is to familiarize the students with the importance of ethics in business and understanding of issues related to corporate social responsibility and corporate governance.

UNIT-1

Business Ethics : Meaning and Concept, Principles of Business Ethics, Characteristics of Ethical Organisations, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder's Protection, Corporate Governance and Business Ethics. Ethical Issues in Indian Business. Corporate Social Responsibility : Social Responsibility of Business with Respect to different Stakeholders, Arguments for and against Social Responsibility of Business, Social Audit, Corporate Social Responsibility and Corporate Governance.

UNIT-2

Corporate Governance : Conceptual framework of Corporate Governance, Need for Corporate Governance, Benefits, Historical Background, Theories of Corporate Governance, OECD Principles, Cadbury Committee Report, Corporate Governance Vs. Corporate Excellence, Corporate Governance Reforms and Initiatives in India.