

CHANAKYA NATIONAL LAW UNIVERSITY PATNA

SYLLABUS

Subject	Business Ethics and Corporate Social Responsibility		
Batch	BBA LLB	Semester	Vth
Faculty	Dr. Shweta Vats		
SN	Modules	No. of Lectures	
1	Introduction to Business Ethics	15	
2	Indian Ethical Practices and Corporate Governance	15	
3	Introduction to Corporate Social Responsibility	15	
4	Areas of CSR and CSR Policy	15	
		Total	60
Objectives:			
<ol style="list-style-type: none"> 1. To familiarize the learners with the concept and relevance of Business Ethics in the modern era 2. To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context 			
SN	Modules		
1	Introduction to Business Ethics		
	<ul style="list-style-type: none"> • Business Ethics – Concept of business ethics – meaning, Importance and factors influencing business ethics • Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Program, Ethics Committee. • Various approaches to Business Ethics - Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill & Bentham’s Utilitarianism theory • Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi’s Doctrine of Satya and Ahimsa, • Emergence of new values in Indian Industries after economic reforms of 1991 		
2	Indian Ethical Practices and Corporate Governance		
	<ul style="list-style-type: none"> • Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents • Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance • Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards • Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences 		
3	Introduction to Corporate Social Responsibility		
	<ul style="list-style-type: none"> • Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society 		

	<ul style="list-style-type: none"> • Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India • CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India • Role of NGO's and International Agencies in CSR, Integrating CSR into Business
4	Areas of CSR and CSR Policy
	<ul style="list-style-type: none"> • CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society • Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR • Legislative Measures of CSR: Corporate, Labour, Stakeholders, Environmental and Pollution • Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR • CSR and Sustainable Development • CSR through Triple Bottom Line in Business
<p>SUGGESTED READINGS:</p> <ol style="list-style-type: none"> 1. Harsh Srivastava, `` The business of social responsibility,`` books for change 2. CV. Baxi and Ajit Prasad, `` Corporate social responsibility – concepts and cases,`` Excel Books 3. Dr. M. Mahmoudi, `` Global strategic management,`` Deep & Deep Publications Pvt. Ltd. 4. S K. Bhatia, `` International Human resource management – Global perspective,`` Deep & Deep Publications Pvt. Ltd. 5. J.P. Sharma, ``Governance, Ethics and Social responsibility of business, `` Ane books Ltd. 6. Kotler Philip and Lee Nancy, `` Corporate social responsibility; doing the most good for your company,`` John Wiley 7. Simpson, Justine and Taylor, John R, `` Corporate Governace Ethics and and CSR,`` Kogan Page Publishers 8. Velasquez Manuel G, Business Ethics: Concepts and Cases, Pearson 9. Fernando A.C.: Business Ethics, Pearson Education. 	