

S.S. JAIN SUBODH P.G. COLLEGE, JAIPUR
GENERIC ELECTIVE COURSE
COURSE TITLE: ETHICS AND SUSTAINABILITY IN BUSINESS
NODAL DEPARTMENT: BBA
COURSE CODE: 23GEC_6403T

MARKING SCHEME

| Tutorial (Hours) | Time Allowed ESE (Hrs) | Course Credits | Total Marks | End Semester Exam (Max. Marks) | Assignment | Minimum Marks |
|------------------|------------------------|----------------|-------------|--------------------------------|------------|---------------|
| 30 | 2 | 2 | 50 | 35 | 15 | 20 |

COURSE OBJECTIVES:

1. To create awareness about the role of ethics and CSR to encourage moral practices and ethical considerations in modern day organizations.
2. To empower students to take up pro-social and environmental agenda in their organisations, communities and personal lives.

COURSE CONTENTS:

Business Ethics: Meaning, Principles, Scope. Types of Unethical Business Conduct, Causes of Unethical Conduct, Measures to Improve Ethical Conduct in Business.

Corporate Social Responsibility: Nature, Scope and Importance, **Corporate Governance:** Concept, Importance. **Gandhian Approach and Trusteeship in Modern Business:** Concept, and Relevance.

(15 Hours)

Sustainable Development: Meaning, Importance, Triple P's of Sustainability (People, Planet and Profit), UN Sustainable Development Goals, Integrating Social & Environmental Sustainability Issues, Role of Business, Media and Government in Promoting Sustainable Practices and Products.

(15 Hours)

SUGGESTED READINGS:

1. Sanjeev, Rinku and Khanna, Parul: Ethics and Values in Business Management, Ane Books Pvt. Ltd.
2. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Ltd. Publishers
3. Mehta, J. and Gupta, P.: Business Ethics and Ethos, Pragati Prakashan
4. Ray Binayak, India Sustainable Development and Good Governance Issues, Atlantic Publishers & Distributers Pvt. Ltd.

COURSE OUTCOMES:

1. Development of comprehensive understanding of the interplay between business and society.
2. Inculcation of creativity to adopt more innovative strategies and value sustainability in all spheres of work life.



(Prof. K. B. Sharma)

Principal



Head of the Department