

606.BUSINESS ETHICS &CSR

1. Business Ethics: Meaning,necessity of ethics, Importance, scope, Objective, Factors influence business ethics
2. Theories of B. E. (Normative Theory) Traditional, Teleological theory, Deontological theory
3. Ethics of Finance, IPR, HRM and Marketing.
4. Social Responsibility and Managerial Ethics, Legislation and CSR, Environment Pollution, Corporate Labour.
5. Contribution of NGO to CSR.

Suggested Readings:

1. Dr. P. K. Ghosh: Business Ethics, Vrinda Publication, Pvt. Ltd, (Test & Cares).
2. A. V. Fernando A. C.: Business Ethics- in Indian perception Pearson, Delhi.
3. Badi N. V.: Corporate Governance, Vrinda Publication, Pvt. Ltd.
4. Balchandran V and Chandra Sekaran: Corporate Governance, Ethics by CSR, PHI Learning Pvt. Ltd., Delhi.