

S. S. JAIN SUBODH P.G. COLLEGE, JAIPUR
(An Autonomous Institution)



Syllabus and Examination Scheme of Generic Elective Course

Ethics and Sustainability in Business

**DEPARTMENT OF BACHELOR OF BUSINESS
ADMINISTRATION**

S. S. JAIN SUBODH P.G. COLLEGE, JAIPUR

(An Autonomous Institution)

Examination & Marking Scheme for Generic Elective, Session 2023-2024

Total Time allowed in semester end examination: 2 hrs

Maximum Marks: 50

Minimum Marks: 20

Examination Question Paper Pattern for all semester

Exams

Attempt all questions

- | | | |
|-----|--|-----------------|
| I | 10 Questions (very short answer questions) | 10x1 Marks = 10 |
| II | 4 Questions (short answer questions) | 4x5 Marks = 20 |
| III | 2 Questions (1 question from each unit with internal choice) | 2x10 Marks = 20 |

Bachelor of Business Administration

Title of the Course: Ethics and Sustainability in Business

Course Type: Generic Elective

Credit Scheme

Course Credits	No. of Hours per Week	Total No. of Teaching Hours	End Semester Exam (External)	Time Allowed End Sem Exams (Hrs)
2	2	30 Hours	50 Marks	2

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.

Syllabus:

Unit – I

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)

Unit – II

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)

Books Recommended:

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.

Learning Outcome of the Course:

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.