

V.S.M.COLLEGE (A):: RAMACHANDRAPURAM  
 II BBA-4<sup>th</sup> SEMESETER -SYLLABUS  
 SUBJECT: COMMERCE AND MANAGEMENT

PAPER 3: BUSINESS ETHICS AND CORPORATE GOVERNANCE  
 w.e.f:2020-21 Admitted Batch

CODE: 1644112

DSC 3D: BUSINESS ETHICS AND CORPORATE GOVERNANCE

LEARNING OUTCOMES

1. Define business ethics and describe the factors that shape a managers ethical decision making
2. Describe the principles of good corporate governance
3. Define corporate social responsibility and explain how to evaluate it along economic, legal, ethical and discretionary criteria.

**Unit- I:** Business Ethics: Meaning, Principles of Business Ethics, Characteristics of Ethical Organization, Ethics, Ethics of Corporate Governance, Globalization and Business Ethics, Stakeholders' Protection, Corporate Governance and Business Ethics.

**Unit- II:** Conceptual Framework of Corporate Governance: Meaning, Governance vs. Good Corporate Governance, Corporate Governance vs. Corporate Excellence, Insider Trading, Rating Agencies, Benefits of Good Corporate Governance, Corporate Governance Reforms, and Initiatives in India.

**Unit- III:** Major Corporate Governance Failures: Junk Bond Scam (USA), Bank of Credit and Commerce International (UK), Maxwell Communication Corporation and Mirror Group Newspapers (UK), Enron (USA), WorldCom (USA), Andersen Worldwide (USA) and Satyam Computer Services Ltd (India); Common Governance Problems in various Corporate Failures.

**Unit- IV:** Regulatory Framework of Corporate Governance in India, SEBI Norms based on KM Birla Committee, Clause 49 of Listing Agreement, and Corporate Governance in Public Sector Undertakings.

**Unit-V:** Corporate Social Responsibility (CSR): Meaning, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR Models

**References:**

1. J. P. Sharma Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
2. Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi.
3. D GeetaRani & R K Mishra, Corporate Governance-Theory and Practice, Excel Books, New Delhi
4. Christine A Mallin, Corporate Governance (Indian Edition), Oxford University 46 Press, New Delhi.
5. Bob Tricker, Corporate Governance-Principles, Policies, and Practice (Indian Edition), Oxford University Press, New Delhi.