

Vasant Desai.” Dynamics of Entrepreneurial Development & Management”, HPH, Mumbai, 2002

- S.M. Khanka, “Entrepreneurial Development, S. Chand & Sons”, New Delhi Edition 2000.
- C.B. Gupta, S.S. Khapka, “Entrepreneurial and Small Business Management” Development” S. Chand & Sons.
- S.S. Thanka, “Entrepreneurial Development” S. Chand & Sons.

Paper IV (52824)

Business Ethics

Unit – I

Business Ethics – Meaning, need, objectives, importance and components

Unit – II

Human Values and ethics, individual society and system, codes of ethics/ conduct in profession

Unit – III

Corporate Social Responsibility – Meaning, need, types and methods of CSR in India – (Comparative Study of three public sectors and three private sector enterprises)

Unit – IV

Indian Ethos and influence on Management – Learning from Mahabharat and Ramayan

Unit – V

Indian Thinkers – Swami Vivekanand, Mahatma Gandhi, JRD Tata,

Books Recommended:

- Arun Monappa & Marukh Engineer-Liberalization & HRM.
- John Story-Preparing for 21st Century.
- R Jatana & Crowther-Corporate Social Responsibility vol.1, 2, 3.
- A Venkateswara Rao- Indian Ethos & Man Management.
- Autobiography & Lifeskecthes of Indian Thinkers.
- S K Bhatia-Business Ethics.

