

Paper 1.4 – Business Ethics

M.M. 75

Unit – I

Rule and importance of business ethics and values in Business- Definition of Business ethics, Impact on business policy and business strategy, Role of CEO, Impact on business culture.

Unit – II

Ethical Issues: Types of ethical issues:- Bribes, Coercion, Deception, Theft, Unfair, Discrimination.

Unit – III

Internal Ethics:- Hiring employees, promotions, discipline, wages, Job Description, exploitation of employees.

Unit – IV

Ethics External:- Consumers, fair prices, false claim assets, Environment protection, relationship of values and ethics , Impact on performance.

Unit – V

Social responsibilities of business towards shareholders, vendors, Government social audit.

Recommended Books:

1. Management Ethics: Jalan (P.R.)