



# SNS College of Technology

Coimbatore - 35



## 23BAT606 &-Social Purpose of the Firm

### Unit – I Introduction to Business Ethics



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**1<sup>st</sup> Indian**  
**Institution**  
**to Implement** **Design Thinking Curriculum**  
**Redesigning Common Mind and Business**  
**Towards Excellence**



# Guess the topic





# Syllabus



23BAT606	SOCIAL PURPOSE OF THE FIRM	L	T	P	J	C	
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<b>UNIT-I</b>	<b>INTRODUCTION TO BUSINESS ETHICS</b>						<b>9</b>
Business Ethics – Meaning, Definition, Nature and Characteristics – Ethical Theories – Benefits of Business Ethics – Scope of Ethics - Causes of unethical Behaviour – Work Ethics – Companies with Best Ethical Policies and Practices.							
<b>UNIT-II</b>	<b>MANAGEMENT OF ETHICS</b>						<b>9</b>
Meaning – Types of Management Ethics – Ethical Analysis – Ethical Dilemma – Ethical Scandals – Ethics in Practice – Ethics for Managers – Role and Function of Ethical Manager – Ethical Decision Making – Theories of Ethics.							
<b>UNIT-III</b>	<b>ETHICS IN BUSINESS ENVIRONMENT</b>						<b>9</b>
Political, legal environment - Provisions of the Indian constitution pertaining to Business - Political setup - characteristics and their implications for business - Prominent features of MRTP & FERA -Social, cultural environment, their impact on business operations.							
<b>UNIT-IV</b>	<b>CORPORATE SOCIAL RESPONSIBILITY</b>						<b>9</b>
Meaning - Evolution of corporate social responsibility - Perspectives of CSR - Models of CSR, Drivers of CSR - Business Ethics and CSR - CSR Practices in India - Major CSR Initiatives.							
<b>UNIT-V</b>	<b>CORPORATE GOVERNANCE</b>						<b>9</b>
Corporate Governance - Meaning - Objectives - Need and Importance – Models - Corporate Social Reporting - Corporate Governance and the Role of Board of Directors - Corporate Governance System Worldwide							



# ETHICS



Ethics is a branch of social science. It deals with moral principles and social values. It helps us to classify, what is good and what is bad? It tells us to do good things and avoid doing bad things.

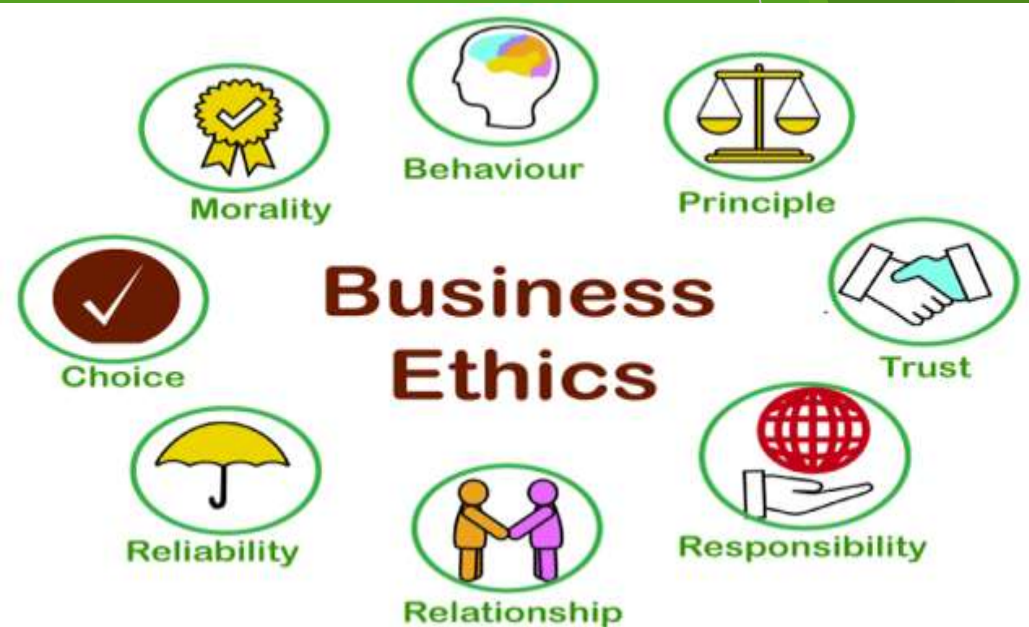


# BUSINESS ETHICS



## Definition of business ethics

'The principles, norms and standards that guide an organisation's conduct of its activities, internal relations and interactions with external stakeholders.'





# Why is business ethics important?



- Business ethics ensure that companies operate according to all applicable laws.
- This maintains the company's respect among its peers and customers and protects it from legal liability.
- A company's ethics also help it attract quality team members.
- Businesses that care for their teams according to the highest ethical standards are often attractive to job seekers.
- Ethical treatment can also increase employee retention and reduce hiring and training costs.
- A business that treats its customers or clients ethically can build trust and create longstanding relationships.
- These customers are likely to return and may recommend the business to people within their sphere of influence.
- Also, a business known for its effective ethical principles can gain respect and elevate the quality of its brand.



# Types of Business Ethics



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# Principles of Business Ethics



Accountability

Respect for others

Leadership

Honesty

Compliance with rules

Loyalty

Environment concern

Transparency





# Assessment



1. Why is air transport more expensive than ground transport?



# summary



- **Ethics**
- **Business Ethics**
- **Why is business ethics important?**
- **Types of business ethics**
- **Principles**





# References



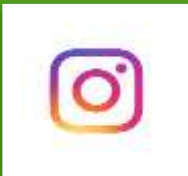
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