

## **SEMESTER-V**

### **BACHELOR OF MANAGEMENT STUDIES**

#### **DISCIPLINE SPECIFIC CORE COURSE -13 (DSC-13) – : BUSINESS ETHICS AND GOVERNANCE**

#### **Credit distribution, Eligibility and Prerequisites of the Course**

Course title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
<b>Business Ethics and Governance (DSC 13)</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>XII Class</b>	<b>None</b>

#### **Learning Objectives**

- The objective of this paper is to develop skills for recognizing and analyzing ethical issues in business and to equip learners with moral reasoning for ethical decision making.
- The course aims to acquaint the learners with the concept and compliance framework of corporate governance.

#### **Learning Outcomes**

On successful completion of the course the learner will be able to:

- Understand the importance of ethics in day-to-day working of organizations.
- Discover the ethical issues and their management in various functional areas of business.
- Understand the significance of corporate governance in maintaining the ethical operation of organizations.
- Learn the regulatory and compliance framework of corporate governance.

#### **SYLLABUS OF DSC 13**

##### **Unit 1: Business Ethics**

**(9 hours)**

Introduction, meaning of ethics, moral and ethics, types of business ethical issues, why ethical problems occur in business, ethical dilemmas in business; Normative theories – Egoism, Utilitarianism, Ethics of duty, Ethics of rights and justice, Virtue ethics and ethics of care; Gandhian Ethics and its relationship with normative theories.

##### **Unit 2: Ethical Issues in Functional Areas of Business**

**(15 hours)**

Finance: ethical issues in accounting, finance, banking, takeovers; Whistle blowing: kinds of whistle blowing, whistle blowing is morally prohibited, permitted and required, corporate disclosure; Insider trading.

HRM: Discrimination, affirmative action and reverse discrimination; Inclusion and preferential hiring; Sexual harassment.

Marketing: Green marketing; Product recalls; Ethics and Advertising.

Production: Safety and acceptable risk;, Product safety and corporate liability; Green production.  
Information technology : Cyber-crime; Privacy and internet ethics

### **Unit 3: Corporate Governance**

**(12 hours)**

Concept, need to improve corporate governance standards, pillars of good governance; Role played by the Government as a regulator to improve corporate governance with reference to provisions introduced in the Companies Act. 2013; Board of Directors and their role in governance; Duties and responsibilities of auditors; Rights and privileges of shareholders, investor's problem and protection; Corporate governance rating process and parameters.

### **Unit 4: Corporate Governance Models and Committees**

**(9 hours)**

Models of corporate governance; Committees on Corporate Governance: UK scenario (Cadbury Committee), US scenario (Sarbanes Oxley Act), OECD principles; Indian experience: An overview of recommendations of corporate governance committees in India - CII Code of Best Practices, Kumar Mangalam Birla Committee, Naresh Chandra Committee, Narayan Murthy Committee, Kotak Committee, SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 with reference to composition and role of Board of Directors, and Role of independent directors.

### **Essential/recommended Readings (latest edition of readings to be used)**

1. Fernando, A.C. (2010). *Business Ethics and Corporate Governance* (1st ed.). Pearson Education India. (Chapter 1, 2)
2. Velasquez, M. G. (2020). *Business Ethics- Concepts and Case* (8th ed.). Prentice Hall India. (Chapter 1, 2)
3. Fernando, A. C., & Muralidheeran, K. P. (2019). *Business Ethics: An Indian Perspective* (3rd ed.). Pearson Education India. (Chapter 1 to, 4; 9 to 12, 14,15,18))
4. Crane, A. & Matten, D. (2019) *Business Ethics* (5th ed.). Oxford. (Chapter 1, 7, 8)
5. Ghosh, B. N. (2017). *Business Ethics and Corporate Governance* (1st ed.). McGraw Hill. (Chapter 8, 9, 11)
6. DeGeorge, R. T. (2011) *Business Ethics* (7th ed.). Pearson. (Chapter 3, 4, 13 to 16)
7. Sharma, J. P. (2011). *Corporate Governance, Business Ethics and CSR: (with Case Studies and Major Corporate Scandals)*. India: Ane Books.
8. Stanwick, P., & Stanwick, S. (2015). *Understanding Business Ethics* (3rd ed.). Sage Publications. (Chapter 10)
9. Arnold, D. G., Beauchamp, T. L., & Bowie, N. E. (2014). *Ethical Theory and Business* (9th ed.). Pearson Education ( Chapter 7)

### **Suggestive Readings (latest edition of readings to be used)**

1. Davies, A. (2012). *Best Practices in Corporate Governance* (1st ed.). Gower.
2. Fernando, A.C., Satheesh E.K., & Muraleedharan, K. P. (2018). *Corporate Governance :Principles, Policies, and Practices* (3rd ed.). Pearson Education.
3. Muraleedharan, K. P., & Satheesh E.K. (2021). *Fernando's Business Ethics and Corporate Governance* (3rd ed.). Pearson Education.

**Note:** Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

## DISCIPLINE SPECIFIC CORE COURSE – 14 (DSC-14): LEGAL ASPECTS OF BUSINESS

### Credit distribution, Eligibility and Prerequisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Legal Aspects of Business (DSC 14)	4	3	1	0	XII Class	None

#### Learning Objectives

- To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters.
- To understand the applications of these laws to practical commercial situations.

#### Learning Outcomes

On successful completion of the course the learner will be able to:

- Know rights and duties under various legal Acts for business.
- Understand consequences of applicability of various laws on business situations.
- Develop critical thinking through the use of law cases
- Applying the various concepts of law to practical situations.

#### SYLLABUS OF DSC 14

##### Unit 1: Introduction of Indian Contract Act (18 Hours)

Meaning and Essentials of contract; Kinds of contract based on validity, formation & performance; law relating to offer and acceptance, consideration, competency to contract, free consent, void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract; Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

##### Unit 2: Sales of Goods Act and Negotiable Instruments Act (9 Hours)

Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non owners, rights of unpaid seller. Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.

##### Unit 3: The Companies Act and The Limited Liability Partnership Act (9 Hours)

The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, role of directors, share qualification, company meetings. The Limited Liability Partnership Act 2008: Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.

#### Unit 4: Consumer Protection Act, RTI Act, and IT Act

(9 Hours)

Consumer Protection Act 2019: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers. The Right to Information Act 2005: Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO. Information Technology Act 2000: The rationale behind the act, Digital signature and Electronic signature, Electronic Governance.

#### Essential/recommended Readings (latest editions of readings to be used)

1. Kucchal M. C. *Business Law*. Vikas Publishing House (P) Ltd.
2. Kucchal M. C. & Kucchal V., *Business Legislation for Management*, Vikas Publishing House (P) Ltd.
3. Kapoor G. K. & Dhamija S., *Company Law and Practice-A Comprehensive Textbook on Companies Act 2013*, Taxmann Publications.

### DISCIPLINE SPECIFIC CORE COURSE- 15 (DSC-15): NEW AGE MARKETING

#### Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/Practic e		
New Age Marketing (DSC 15)	4	3	1	0	Class XII	Basics of Marketing

#### Learning Objectives

- To gain an understanding of the various elements of marketing communication and their role in the marketing process.
- To understand the importance of brand management, including brand identity, equity, positioning, and extension.
- To develop an understanding of traditional and e-enabled marketing, including e-commerce models, digital marketing, and global marketing issues.
- To gain knowledge of customer relationship management (CRM) and its importance in the service economy, including the global orientation of services.

#### Learning Outcomes

On successful completion of the course the learner will be able to:

- Understand the role of integrated marketing communication in the marketing process and how it impacts brand management.
- Analyze the various tools of IMC, including sales promotion, direct marketing, interactive marketing, public relations, and personal selling.

- Gain knowledge of e-enabled marketing, including e-commerce models, technology in e-commerce, SEO, social media marketing tools, and legal and ethical issues.
- Understand global marketing issues, including protectionism, Ghemawat's CAGE framework, and strategic alliances.

## **SYLLABUS OF DSC 15**

### **Unit 1: Integrated Marketing Communication (9 Hours)**

Role of IMC in Marketing Process, Tools of IMC - Sales Promotion, Direct Marketing, Interactive Marketing, Public Relations & Personal Selling; Evolution, Functions and Role of Brands, Brand Equity, brand identity, brand positioning, Co-Branding, Brand Extension, global branding; Personal Selling – meaning, role and process.

### **Unit 2: Brick and Mortar Marketing (12 hours)**

An Introduction to Product Management, STP, Competitor Analysis, Product Strategy, Adapting product strategy over the PLC; Introduction to Retailing: Definition, Characteristics, emerging trends in retailing, Retail Formats; Introduction to Sales Management, Types of selling, managing distribution transportation, inventory, warehousing and logistics.

### **Unit 3: E-enabled Marketing (12 hours)**

E-Commerce: Meaning, Concept and models- B2B, B2C, C2C, C2B, G2C, D2C; Traditional vs e retailing; Technology in e-Commerce - e-payment systems, e- entertainment; Search Engine Optimization (SEO); social media marketing tools; privacy, legal and ethical issues. Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Analytics and Social Media, data mining, Enhancing Digital Experiences via email marketing, mobile apps and mobile marketing.

### **Unit 4: Services & Customer Management with a Global Orientation (12 hours)**

Emergence of The Service Economy, Service Quality Benchmarking; CRM Definition, Need and Importance, The Value Pyramid, Effective Customer Relation Management, Customer lifetime value and life cycle, e-CRM; Globalisation, stages of international expansion, Impact on doing business (Distance, Power, Decision Making, People Management, Delegation, Corruption, Quality Benchmarks, Culture Etc.), Protectionism and its impact on international trade, Ghemawat's CAGE framework, Selling to and in emerging markets, Strategic (and global) Alliances.

### **Essential/recommended Readings (latest edition of readings to be used)**

1. Belch, G. E. (2014). *Advertising and Promotion – An Integrated Marketing Communications Perspective*. Tata McGraw Hill.
2. Keller, K. L., Parameswaran, A. M. G., & Jacob, I. (2019). *Strategic Brand Management, Building, Measuring & Managing Brand Equity*. Prentice Hall of India.
3. Lehmann, D. R., & Winer, R. S. (2015). *Product Management*. McGraw Hill Irwin.
4. Panda, T. K., & Sahadev, S. (2014). *Sales and Distribution Management*. Oxford Publications.
5. Laudon, K. C. (2020). *E-Commerce - Business, Technology, Society*. Pearson.
6. Dodson, I. (2018). *The Art of Digital Marketing – The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. Wiley.

7. Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Pandit, A. (2013). *Services Marketing*. McGraw Hill.
8. Sheth, J. N., Parvatiyar, A., & Shainesh, G. (2017). *Customer Relationship Management: Emerging Concepts, Tools and Applications*. McGraw Hill.
9. Cateora, P. R., & Graham, J. L. (2019). *International Marketing*. Tata McGraw Hill. .

**Suggested Readings (latest edition of readings to be used)**

1. Kazmi, S. H. H., & Batra, S. K. (2011). *Advertising and sales promotion*. Excel books.
2. Verma, H. V. (2016). *Brand management: Text and cases*. Excel Books.
3. Berman, B., & Evans, J. R. (2010). *Retail management*. Prentice Hall.
4. Bajaj, C., Tuli, S., & Srivastava, S. (2015). *Retail management*. Oxford University Press.
5. Pandey, U. S., & Shukla, S. (2015). *E-commerce and mobile commerce technologies*. S. Chand.
6. Bhatia, P. S. (2016). *Fundamentals of digital marketing*. Pearson.
7. Gupta, S. (2018). *Driving digital strategy*. Harvard Business Review Press.
8. Joshi, R. M. (2018). *International marketing*. Oxford University Press.

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