

Business Ethics and Corporate Social Responsibility



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Business Ethics and Corporate Social Responsibility

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To
The Ethical Business Gurus

Preface

“The relationship between business and society is like the relationship between a ship and the sea which engirds it and carries it, which threatens it with storm and shipwreck which has to be crossed but which is yet alien and distant, the environment rather than the home of the ship. But society is not just the environment of the business enterprise. Even the most private of private enterprise is an organ of society and serves a social function.”

—Peter Drucker

Society and business have been coeval since time immemorial. They have been inter-related and interdependent for their survival and growth. Therefore, both have to function in a reciprocal manner. Business operates within the society and is, thus, sub-system of society. Society in its own ways influences the functioning of business. A society is evolved and sustained in a political system. A good society upholds the values of liberty, equality, justice, rights and recognition. These are also the fundamental principles enshrined in the constitution of most of democratic societies which influence business in more ways than one.

Business runs with the support and cooperation from the society. Therefore, it becomes the responsibility of business towards the society to reciprocate by adding welfare to the society. It is possible only when business runs in an ethical manner. It's a cliché to mention that most of the businesses run following the unethical practices causing harm to the social good. But, unfortunately that is the case. In order to run business in a fair and ethical manner, it has, therefore, been realized that it will be useful if today's business graduates who will become tomorrow's businessmen are taught how to run business in an ethical manner and also discharge the responsibilities of business towards the society. It is against such realization, Guru Govind Singh Indraprastha University, Delhi has offered a paper of *Business Ethics and Corporate Social Responsibility* in its B.Com. (Hons.) to make its graduates understand how to run a business ethically and discharge its responsibility towards the society.

The present textbook is written to cover the cent percent syllabus of the paper titled *Business Ethics and Corporate Social Responsibility* offered in B.Com. (Hons.) by Guru Govind Singh Indraprastha University, Delhi. I hope the discernible readers—both students and teachers—will find the book useful in meeting their requirements. Being the first edition, there may still be some shortcomings of one type or other. I would like to request the discernible readers to bring the same to my knowledge and also other suggestions for further improvement of the book in its next editions.

Hardly any work including writing is one's exclusive contribution. The present book is not an exception to it. In preparing this text, I have received help and support in one form or other from a number of people. Although I cannot possibly thank all of them individually here, nonetheless I wish to express my profound gratitude, sincere appreciation and thanks to those whose help has been most valuable.

First of all, I express my deep hearted gratitude to the Almighty for blessing me with writing attitude over the period even during the toughest phase of my life best known

to Him. I most humbly bow on Thou feet for His blessings and benevolence bestowed on me. I sincerely express my sincere thanks to all scholars and thinkers whose ideas benefitted me in understanding the subject and, in turn, writing this book. I earnestly express my sincere gratitude to my revered and erudite teacher Professor T. S. Papola, the Founder Director, Giri Institute of Development Studies, Lucknow for his guidance, goading, and encouragement in my academic endeavours. I also express my profound regard and gratitude to Professor J.B. Bhattacharjee, the Founder Vice Chancellor, Assam University (A Central University), Silchar and Professor P.S. Bhattacharjee, Ex-Vice Chancellor, Tezpur University (A Central University), Tezpur for their recognition and reward to my academic career.

Finally, I owe sincere thanks to my loving family—my wife Geetu and sons Abhineet and Abhinav—for their constant support and encouragement in my academic works over the period.

Dr. S.S. Khanka

Syllabus

Bachelor of Commerce (Hons.) Guru Govind Singh Indraprastha University, Delhi

BCOM 209- Business Ethics and Corporate Social Responsibility

Objectives: To acquaint students with the basics of business ethics and corporate social responsibility of business

Unit I

Lectures: 14

Political Thought: Liberty, Equality, Justice, Rights and Recognition. The Idea of Good Society, Domain of Political Ethics: Democracy and Welfare State, Market and Globalization.

Unit II

Lectures: 14

Freedom and Determinism, Libertarianism, Morality and Society, Theories of Moral Reasoning - Teleological and Deontological Theories.

Unit III

Lectures: 15

Concept of Business Ethics, Corporate Code of Ethics: Environment, Accountability, Responsibility. CSR: Arguments for and against, CSR Models, Drivers and Standards.

Unit IV

Lectures: 16

Issues in Social Responsibility: Discrimination and Affirmative Action, Diversity, Women at Workplace: Sexual Harassment and Women's Rights. Advertising and Marketing. False or Deceptive Advertising, Consumer Safety and Product Liability. The Moral Dimensions of Information Technology.

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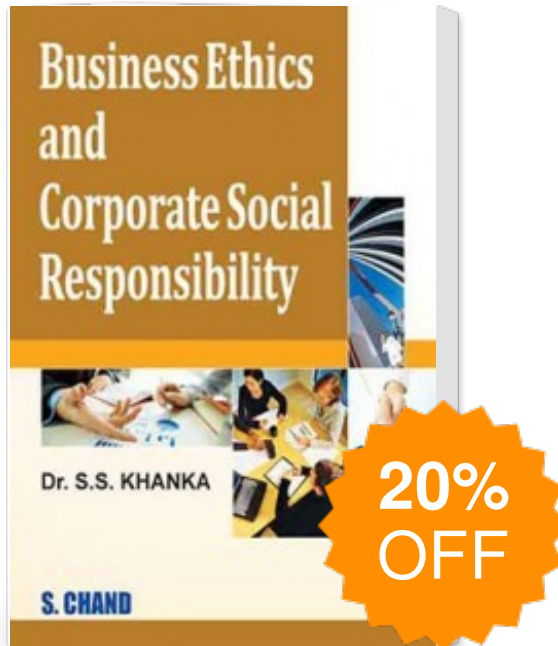
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