

B.Com.: Semester-I GE-1 BCR131: HUMAN VALUES & BUSINESS ETHICS	
Teaching Scheme	Examination Scheme
Lectures: 3 hrs/Week	Class Test – 12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 Marks

Course Objective

The course aims at imparting basic knowledge of human values and the difference between values and ethics, so as to provide an opportunity to students to know about the ways to fight with the human values crisis in today's contemporary Indian society. The course also aims to foster the culture of creativity, ethical decision making, humanity, individual freedom, truth, goodness and beauty.

Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: understand the nature of values.
- CO2: differentiate between spirituality and secularism.
- CO3: analyze the concept of unity of all life.
- CO4: understand the element of corporate social responsibility.
- CO5: demonstrate ethical issues in international business.
- CO6: highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behaviour and mutually enriching interaction with Nature.

Unit I: Introduction

Concept of values, value formation, nature of values. Categories of values: material, social, aesthetic, ethical, cultural, religious and spiritual values. Value crisis in the contemporary Indian society. Ethics: development of ethics, ethical dilemma, ethical decision-making process, relevance of ethics and values in business.

Unit II: Human Values and Indian Ethos

Different perceptions of human values; behavioral scientists approach, humanity, human aspirations, hope and joy, human values and freedom, creativity, love and wisdom, relative and absolute values, truth, goodness and beauty, Satyam Shivam Sundaram.

Unit III: Religious and Social Values

Values of Justice, democracy, nationalism, secularism, national integration, human dignity and human rights, education system and values; Four Purusharthas, the five debts, nishkama karma, sthithapragya, Concept of unity of all life, Buddha and Jain philosophy, Gandhism— Truth and Non-violence; Cases/Exercises.

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Unit IV: Human Values and Corporate World

Interpersonal relationships in work group, Indian heritage in production and consumption, corporate social responsibility and corporate governance; Stress Management.


Unit V: Globalization and Values


Technology and human values; ethical issues in international business, westernization and modernization, business ethics in Japan, UK & USA. Case Study.

Suggested Readings:

- Business Ethics, Fernando, Pearson Publication, 2007.
- Business Ethics, CSV Murthy, Himalaya Publishing House, 2nd Edition.
- A N Tripathy, 2003, Human Values, New Age Publishers.
- Business Ethics, Bani P. Banerjee, Excel Books, 2005.

Note: Latest edition of text books shall be used.


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