

**KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
NANJANAPURAM, ERODE – 638 107**



KASC ACADEMY OF EXCELLENCE

Academic Year 2020-2021

VALUE ADDED COURSE ON

20VCOEB – ETHICAL BUSINESS



COURSE DURATION

Theory - 30 Hours

Practicals - 10 Hours

FOR WHOM

All the UG Students

Organised By
Department of Corporate Secretaryship
with CA
and Professional Accounting

COURSE CONTENT

- Business Ethics
- Basic Principles of Ethics
- Licences
- Visit to District Industry Centre (DIC) websites
- Ethics of Advertising

COURSE OUTCOMES

- Remember the Ethical Business and its history in India.
- Understand the basic principles of Business Ethics.
- Apply the knowledge acquired on business avenues.
- Analyze the rules and regulations to be followed while opening a business enterprise.
- Evaluate the details about funding agencies.

COORDINATOR

Ms.N.SANTHAMANI
Assistant Professor,
Corporate Secretaryship with CA
and Professional Accounting



Dr. N. RAMAN
PRINCIPAL
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