



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

**ERODE-638107**

**DEPARTMENT OF CORPORATE SECRETARYSHIP WITH CA AND PROFESSIONAL ACCOUNTING**

**VALUE ADDED COURSE-SYLLABUS**

**20VCOEB – ETHICAL BUSINESS PAPER I – BUSINESS ETHICS AND VALUES**

**Course Objective:** To enable the students to learn the basic principles of Business ethics, and update the knowledge of fair trade/business.

<b>UNIT I</b>		4 Hours
Business Ethics –Meaning- Definition - origin – History of Business Ethics in India – Religious belief in Business Ethics - Role and importance of Ethics		
<b>UNIT II</b>		4 Hours
Basic Principles of Ethics - Need for Ethics in Business - Customer satisfaction and customer care - Consumer Protection Law.		
<b>UNIT III</b>		4 Hours
Introduction to Business areas- Types of Business—Sole proprietorship- Partnership Firm –Limited liability partnership-Setting up and Running Small Scale Business and Industries.		
<b>UNIT IV</b>		4 Hours
Licences- Permissions- Registrations required for starting a Trade or Business – Law- Rules and Regulations– Important aspects in contract.		
<b>UNIT V</b>		4 Hours
Micro Small Medium Enterprises(MSME)-Tamilnadu Industrial Investment Corporation Ltd( TIIC)- District Industries Centre-Funding Agencies e-seva – on line applications.		
<b>Total Hours</b>		20 Hours

### Reference Books

1. R.Balasubramanian, Ethical business.
2. Dr.S.S.Khanka, Business Ethics and Corporate Governance, 1st Edition 2014 S.Chand & Company Pvt Ltd, New Delhi.
3. Dr.S.Sankaran, Business Ethics & Values, Margham Publications, Chennai.

**Course Outcome:** On Completion of this course, the students will be able to

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



**Dr. N. RAMAN**  
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## VALUE ADDED COURSE-SYLLABUS

### 20VCOEB –ETHICAL BUSINESS PAPER –II PROFESSIONAL ETHICS

**Course Objective:** To enable the students to have an exposure in Professional Ethics.

UNIT I	4 Hours
Introduction to professionals - Rights and responsibilities of Professionals - Doctors- Engineers- Advocates- Chartered accountants- Corporate official secrets act -Rights and responsibilities of Citizens-Behaviour-duties-Right to Information- Tamilnadu Legal Metrology Complaint Tracking System (TNLMCTS)-Food Safety and Standards Authority of India (FSSAI).	
UNIT II	4 Hours
Ethics of Advertising – Advertising Standards Council of India- Misleading Advertisements- Ethical way of drafting a deed- Contract act-Tenant-Constitutional Rights-Right to equality- Rights of child-Freedom of religion- Violence against women	
UNIT III	4 Hours
Responsibility of Business towards Society-Corporate Social Responsibility (CSR)-Total Quality Management (TQM) - Labelling-standards-Packed commodities act-Standards of Weights and Measures act-FSSAI-Notifications.	
UNIT IV	4 Hours
Visit to District Industry Centre (DIC) websites—Identify Misbranding- Misleading advertisements -Design a product label (Practical/Workshop)	
UNIT V	4 Hours
On line registration procedures - Customer satisfaction- index and survey- Mock Court on Legal issues (Practical/Workshop)	
<b>Total Hours</b>	<b>20 Hours</b>

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3. Dr.S.Sankaran, Business Ethics & Values, Margham Publications, Chennai.

**Course Outcome:** On Completion of this course, the students will be able to

- Remember the rights and responsibilities of professionals Understand the basic principles of Business Ethics.
- Understand the ethical way of advertising.
- Apply the knowledge acquired on business avenues.
- Analyse the misbranding and misleading advertisements.
- Apply the online procedures in business.



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