

Subject Code [2610000103022001]

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Bachelor of Business Administration (BBA)
AICTE- Based syllabus
FOR S.Y BBA SEMESTER – III

Program Name	Bachelor of Business Administration (BBA)					
Semester	III					
Course Type	Major					
Course Subtype	Skill Development					
Course Code	CC302					
Course Level	200					
Course Title	Legal and Ethical Issues in Business					
Credit	Theory:	04	Practical:	00	Total:	04
Effective Form	Academic Year: 2026-27					
Medium of Instruction	English					
Purpose of Course	The course aims to familiarize students with fundamental principles of business law and ethical frameworks governing business decisions. It seeks to develop legal awareness regarding contracts, sale of goods, consumer protection, and to build ethical sensitivity by exposing students to business ethics, stakeholder responsibilities, ESG perspectives, and structured ethical decision-making rooted in both Indian and modern thought.					
Course Objective	1. Understand the meaning, scope, and importance of business law in commercial activities. 2. Explain the essentials of a valid contract under the Indian Contract Act, 1872, and understand types, discharge, breach, and remedies. 3. Comprehend key provisions of the Sale of Goods Act and basic concepts related to consumer protection, product defects, liability, and consumer rights. 4. Explain the meaning, importance, and components of business ethics, including policy and code of conduct. 5. Analyse ethical concerns of various stakeholders in functional areas such as marketing, finance, and human resource, with reference to ESG expectations. 6. Gain a basic understanding of the regulatory framework for responsible business conduct including BRSR, GRI, and CSR reporting. 7. Understand key ethical concepts (values, morals, principles, ethical dilemmas) and Indian systems of ethics (Karmayoga, Bhagavad Gita, Kautilya, Swami Vivekananda).					
Course Outcomes	CO1: Define business law and explain its scope and importance in business operations. CO2: Describe and interpret the essential elements of a valid contract, its types, discharge, breach, and available legal remedies under the Indian Contract Act, 1872. CO3: Explain the formation of a contract of sale, subject matter of sale, conditions and warranties, and basic consumer protection concepts including product defect, product liability, and consumer rights.					

	CO4: Explain the meaning, need, and significance of business ethics, and the role of ethical policies and codes of conduct in organizations. CO5: Identify and analyse ethical concerns of stakeholders in functional areas (marketing, finance, HR) and relate them to ESG considerations and stakeholder expectations. CO6: Demonstrate a basic understanding of the regulatory framework of responsible business reporting such as BRSR, GRI, and CSR reporting. CO7: Interpret key ethical concepts (values, morals, principles, ethical dilemmas) and illustrate insights from Indian systems of ethics like Karmayoga, Bhagavad Gita, Kautilya’s Arthashastra and Swami Vivekananda’s views.																																																								
Course Content	Unit - 1 Introduction to Business Law 30% • Business Law: Definition, Scope and Importance • Law of Contracts (Indian Contract Act, 1872): (definition of contract, Types of contract, Essential Elements of valid contract, Discharge and breach of valid contract, Remedies for breach) Unit – 2 Sale and consumer protection 30% • The sale of Goods Act: -Formation of Contract Sale (contract of sale of goods, sale and agreement to sell) -Subject matter of contract of sale (Effect of destruction of goods, document of title to goods) • Conditions and warranties (meaning, distinction between condition and warranty, condition to be treated as warranty) • Consumer protection: (meaning, types of product defect, product liability, consumer rights) Unit – 3 Introduction to Business Ethics 25% • Business ethics: meaning, importance, policy, and code of conduct • Ethical concerns of stakeholder: Functional area ethics (marketing, finance, and human resource); ESG consideration and stakeholder expectation • Regulatory framework: Basic concept of BRSR, GRI and CSR reporting Unit – 4 The Ethical Decision-making Process 15% • Important connotation: value, moral, principle, ethics, ethical dilemma • Indian system of ethics: Karmayoga, Bhagvat Gita; Kautiliya’s Arthshastra; Swami Vivekanand on Ethics • Modern Approach to ethical decision making: Step-by-step ethical analysis (identify issue, evaluate options, assess consequences, choose ethical action)																																																								
Mapping between Cos and PSOs	<table><tr><th>CO / PSO</th><th>PSO1</th><th>PSO2</th><th>PSO3</th><th>PSO4</th><th>PSO5</th><th>PSO6</th></tr><tr><td>CO7</td><td>✓</td><td></td><td>✓</td><td></td><td>✓</td><td>✓</td></tr><tr><td>CO1</td><td>✓</td><td></td><td></td><td></td><td>✓</td><td>✓</td></tr><tr><td>CO2</td><td>✓</td><td>✓</td><td></td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>CO3</td><td>✓</td><td>✓</td><td></td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>CO4</td><td>✓</td><td>✓</td><td>✓</td><td></td><td>✓</td><td>✓</td></tr><tr><td>CO5</td><td>✓</td><td>✓</td><td></td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>CO6</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr></table>	CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	CO7	✓		✓		✓	✓	CO1	✓				✓	✓	CO2	✓	✓		✓	✓	✓	CO3	✓	✓		✓	✓	✓	CO4	✓	✓	✓		✓	✓	CO5	✓	✓		✓	✓	✓	CO6	✓	✓	✓	✓	✓	✓
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Reference Books	1. Tulsian, P. C. <i>Business and Corporate Laws</i>. S. Chand Publishing. 2. Fernando, A. C. <i>Business Ethics and Corporate Governance</i>. Pearson 3. Bayern, S. <i>Business Law Beyond Business</i>. J. Corp. L., 46, 521. 4. Vivekanand, S. <i>To the Youth of India</i>. Advaita Ashrama. 5. Ratan Tata: <i>Ethical Leadership</i> By: Ashok K. Dua, Sumita Rai Ivey Publishing 6. https://hbsp.harvard.edu/product/W17258-PDF-ENG 7. www.scroll.in/tag/competition-commission-of-india																																																								

8. Mascarenhas, A. J. O. et al. (2019). *J.R.D. Tata: Orations on Business Ethics*. Rupa Publications India
9. Holloway, J. E. (2023). *The Foundation of the Theory of Law and Business*. Am. U. Bus. L. Rev., 12, 51.
10. Vivekanand, S. (2022) *Karam Yoga: The Yoga of action*. Sanage Publishing House LLP
11. Vivekanand, S. (2015): *Lectures on Bhagavad Gita*. CreateSpace Independent Publishing Platform
12. Laasch, O. (2022). *Principles of Management*. Sage Textbook

Suggested Exercises and Cases

Unit 1

Cases:

1. *Salomon Vs. Salomon & Co. Ltd*
2. *Balfour Vs. Balfour*
3. *Durga Prasad Vs. Baldeo*

Unit 2

Cases:

1. *Mool Chand Ram Bhagat v. Harish Chandra*
2. *Coop. Cane Unions Federations vs. West U.P. Sugar Mills Assn.* (2004)
3. *State of Maharashtra v. Champalal* (1971)
4. *Union of India v. Martin Lottery Agencies Ltd.* (2009)
5. *Camera House, Bombay v. State of Maharashtra* (1969)

Unit 3

Reflective exercise on ethics and morality in the context of Mahabharata.

Reflective exercise on integral humanism as given by Indian thought leaders.

Cases:

1. *Corporate America and Sarbanes-Oxley Act: Costs Vs. Benefits*
2. *Apple: Privacy vs. Safety (A)* | By: Henry W. McGee, Nien-he Hsieh, Sarah McAra, Christian Godwin | Harvard Business School | 321004-PDF-ENG
<https://hbsp.harvard.edu/product/321004-PDF-ENG>
3. *Quick Case: Is Legal Compliance Good Enough?*
By: Bonnie Peter | Harvard Business Publishing
<https://hbsp.harvard.edu/product/8268-HTML-ENG>

Unit 4

Reflective and review Exercise:

Karam Yog (Bhagavad Gita): lessons in ethics and self-leadership

Cases:

1. *CEO Compensation and Corporate Governance at NYSE*
2. *ICICI Bank: Restoring Faith in Corporate Governance*
<https://hbsp.harvard.edu/product/W19323-PDF-ENG>
3. *The Dance of Dharma: On the Difficulty of Being Good*
<https://hbsp.harvard.edu/product/821058-PDF-ENG>
4. *Blind Spots: The Roots of Unethical Behaviour in Life and Work* |
Max H. Bazerman, Ann E. Tenbrunsel | Rotman Management | ROT140-PDF-ENG
<https://hbsp.harvard.edu/product/ROT140-PDF-ENG>
5. *Leadership Simulation: Patient Zero*
<https://hbsp.harvard.edu/product/7215-HTML-ENG>
6. *Eliot Spitzer: A Crusader of Corporate Reform*
7. Sterlite copper plant shutdown
8. Facebook–Cambridge Analytica data scandal