

# CLUSTER UNIVERSITY

Discipline Centric Elective Course (DCE)

## Philosophy (C.B.S.C) 2018

B A Program

Semester - VI : Applied Ethics (Optional) Part I

### Unit - I : Media Ethics

- a) An Introduction to Applied ethics
- b) Ethics of Journalism : An Introduction
- c) Ethical issues in Advertising

### Unit - II : Business Ethics

- a) An Introduction to Business ethics
- b) Markets and Consumer Protection
- c) Corporate Business and social Responsibility

### Unit - III : Bio-Ethics

- a) Human Cloning : Ethical implications
- b) Doctor-Patient relationship
- c) Surrogacy : Ethical implications

### Unit IV : Environmental Ethics

- a) Nature as means or end
- b) Environmental ethical balance of Dal lake
- c) Sustainable agriculture

### Suggested reading

1. Mass Communication in India
2. Business Ethics : Concept and Causes
3. Current issues in Bio-Ethics and Environment
4. Media Ethics
5. Bio-Ethics
6. Bio-ethics – The Basics
7. Contemporary Debates in Applied Ethics

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