



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE**

**(Autonomous)**

**College with Potential for Excellence, Linguistic Minority Institution**

**Affiliated to University of Madras**

**Arumbakkam, Chennai – 600 106**

## **COURSES RELEVANT TO PROFESSIONAL ETHICS**

- **Business Ethics and Values**
- **Corporate Governance, Ethics & Social Responsibility**
  - **Entrepreneurship, Biosafety, Bioethics and Intellectual Property Rights**
- **Research Methodology, Bioethics & Biostatistics**
  - **Biosafety & Clinical Research**
  - **Media Laws and Ethics**

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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**BUSINESS ETHICS AND VALUES**

Course Code : 03622	Credits : 05
L:T:P:S : 6 :0:0:0	CIA /ESE Marks: 40 / 60
Exam Hours : 03	Teaching hours: 90

**Learning Objectives :**

1. To provide insight about ethics in workplace.
2. To appreciate the relationship between business ethics and corporate social responsibility.

**Unit-I**

Introduction to business ethics-Definition - Role -Importance of Business Ethics in Business-Values-Features of Morality - Role of CEO. (12 Hours)

**Unit-II**

Ethics in work place – code of conduct – code of ethics. Types of Ethical Issues - Bribes – Coercion -Deception – Theft - Unfair Discrimination. The Media's impact on Business Ethics.(18 Hours)

**Unit-III**

Internal Ethics - Hiring Employees - Promotions -Discipline - Wages - Job Description - Exploitation Of Employees - Ethics External - Consumers - Fair Prices - False Claim Advertisement. (24 Hours)

**Unit-IV**

External Ethics - Environment Protection -Natural -Physical - Society - Social Audit. (16 Hours)

**Unit -V**

Corporate responsibility : Definition – Case study. Corporate compliance – Definition, Laws & Regulations. Social Responsibilities of Business towards Shareholders - Employees - Customers - Dealer - Vendors – Government - Friedman view and Carroll view (20 Hours)

**RECOMMENDED TEXT BOOKS :**

1. S.Sankaran, Business ethics and values, Margham Publication, 2019.
2. Robert W.Kolb; Business Ethics and society, Sage, 2<sup>nd</sup> edition, 2018.

**REFERENCE BOOKS:**

1. A.C.Fernando; Business Ethics and Corporate Governance, Pearson

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- education India, 2012.
2. Dr. S.S Khanka; Business Ethics and Corporate Governance; S Chand and company; 2014
  3. Jyotsna G B, R.C Joshi; Business Ethics and Corporate Governance; McGraw Hill, 2019
  4. S Prabhakaran; Business Ethics and Corporate Governance; Excel books, Second edition, 2009

**ONLINE REFERENCES:**

1. <https://www.humanrightscommission.vic.gov.au/discrimination/discrimination/types-of-discrimination>
2. <http://ddceutkal.ac.in/Syllabus/BECG-MBA.pdf>
3. <https://www.tutor2u.net/business/reference/external-environment-business-ethics-gcse>

**COURSE OUTCOME:**

On completion of the course, student will be able to:

CO1	Understand significance of ethics & values in business and outline role of CEO in business
CO2	Analyze types of ethical issues in business environment
CO3	Identify and relate internal ethics to business environment
CO4	Identify and relate external ethics to business environment and outline social audit
CO5	Discuss corporate social responsibility

**Mapping of CO v/s PO:**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1		2		3	2		
CO2	2	3	3	2	3		
CO3		3		2	3	3	3
CO4		2		3	3	2	2
CO5				3	2	2	2

**Correlation levels: 1- Weak 2-Medium 3-High**



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**Mapping of CO v/s PSO:**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1					2	
CO2	2	2		3	2	
CO3	2			3	2	
CO4	3			2	3	
CO5	2				3	

**Correlation levels: 1- Weak 2-Medium 3-High**

SI NO	CONTENTS OF MODULE/UNITS	Hrs	Cos
1	Introduction to business ethics - Definition - Role -Importance of Business Ethics in Business - Values - Features of Morality - Role of CEO.	12	CO1
2	Ethics in work place – code of conduct – code of ethics. Types of Ethical Issues - Bribes - Coercion -Deception - Theft - Unfair Discrimination. The Media's impact on Business Ethics.	18	CO2
3	Internal Ethics-Hiring Employees-Promotions -Discipline - Wages - Job Description - Exploitation Of Employees - Ethics External - Consumers - Fair Prices - False Claim Advertisement.	24	CO3
4	External Ethics - Environment Protection -Natural -Physical - Society - Social Audit	16	CO4
5	Corporate responsibility: Definition – Case study. Corporate compliance – Definition, Laws & Regulations. Social Responsibilities of Business towards Shareholders - Employees - Customers - Dealer - Vendors - Government- Friedman view and Carroll view	20	CO5



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**PG & RESEARCH DEPARTMENT OF COMMERCE**

**I M.COM**

**SPECIALISED COURSE II**

**CORPORATE GOVERNANCE, ETHICS AND SOCIAL RESPONSIBILITY**

**CONTENTS OF MODULE**

Unit 1: Business ethics: The concept of ethics; ethics and related connotations; business values and ethics; concept of business ethics; various approaches to business ethics; ethical theories; Western and Indian approaches; ethical governance ; social responsibility – an extension of business ethics; the concept of corporate ethics; benefits of adopting ethics in business; ethics programme; code of ethics; ethics committee

Unit 2: Conceptual framework of corporate Governance: Evolution of corporate governance; developments in India; regulatory frame work of corporate governance in India; SEBI guidelines and clause 49; reforms in the Companies Act; secretarial audit; class action; insider trading; rating agencies; green governance / e- governance; shareholders' activism; corporate governance in PSUs and banks; legislative framework of corporate governance – an international perspective

Unit 3: Corporate Management: Management vs. governance; internal constitutes of the corporate governance ; key managerial personnel (KMP); chairman – qualities of a chairman, powers, responsibilities and duties of a chairman; chief executive officer (CEO), role and responsibilities of the CEO; separation of roles of chairman and CEO; CFO; manager; company secretary; auditor.

Unit 4: Whistle- blowing and Corporate Governance – The Concept of Whistle – Blowing; types of whistle – blowers; Whistle blower policy; the whistle – Blower Legislation across counties; Developments in India

Unit 5: Corporate Social Responsibility (CSR) – Meaning; Corporate Philanthropy; CSR – an overlapping concept; corporate sustainability reporting, CSR through triple bottom line; CSR and business ethics; CSR and corporate governance, environmental aspects of CSR, CSR models; drivers of CSR; global reporting initiatives; major codes on CSR, initiatives in India

**TEXT BOOKS:**

1. Sharma, J.P., Corporate Governance, Business Ethics and CSR, Anne Books Pvt. Ltd, New Delhi.
2. Sharma, J.P Corporate Governance and Social Responsibility of Business, Anne Books Pvt. Ltd., NewDelhi.

**REFERENCE BOOKS:**

**PRINCIPAL**

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1. Mallian, Christine A, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
2. Blowfield, Michael and Alan Murray, Corporate Responsibility, Oxford University Press, New Delhi
3. Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility – An European Perspective, Edward Elgar.



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**DEPARTMENT OF BIOTECHNOLOGY**

**(CHOICE BASED CREDIT SYSTEM)**

**B.Sc., BIOTECHNOLOGY**

**(VI SEMESTER)**

**Course Title: Elective Paper 2A: Entrepreneurship, Biosafety, Bioethics and Intellectual property rights**

<b>Course Code : 2012627(A)</b>	<b>Credits : 05</b>
<b>L:T:P:S : 4:0:0:0</b>	<b>CIA Marks : 40</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 60</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Summarize the impact of entrepreneurship in Biotechnology
<b>CO2</b>	Describe the biosafety practices and guidelines for research in transgenic plants and analyze the risk assessment, handling and manufacturing practices of good laboratories.
<b>CO3</b>	Describe the human rights and solve the social issues prevailing in the society
<b>CO4</b>	Analyze the ethical basis concerning, reproduction technologies, prenatal diagnosis, sex selection and abortion.
<b>CO5</b>	Discuss the various forms of Intellectual property rights

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	3	1	2	2	3	1	2
<b>CO2</b>	3	2	1	2	3	2	2
<b>CO3</b>	3	2	2	2	2	2	2
<b>CO4</b>	2	2	2	3	2	2	2
<b>CO5</b>	3	2	2	2	2	2	2

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**Mapping of Course Outcomes to Program Specific Outcomes:**

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	3	3	2
CO2	2	2	3	3	2
CO3	2	3	2	1	3
CO4	2	2	3	2	3
CO5	2	3	3	3	3

SI NO	CONTENTS OF MODULE	Hrs	Cos
1	Entrepreneurship: Definition, Principles of marketing and management. Personality and attitude, Organizational behavior and Leadership. Factors affecting biotech business (finance, infrastructure, equipment, manpower, resources, project location). Marketing research. Industries in Biotechnology.	12	CO1
2	Biosafety - General guidelines - Risk assessment studies- Hazardous materials used in Biotechnology – Handling and Disposal – Good manufacturing practices & Good Laboratory practices – Regulation on field experiments and release of GMO's - Labelling of GM foods – Guidelines for rDNA research activity – Containment facilities and Biosafety practices – Guidelines for research in transgenic plants.	12	CO2
3	Human Rights: Definition, Classification and Scope of Human Rights. United Nations Commission for Human Rights, National and State Human Rights Commission. Article 21 of Indian Constitution – UDHR. Social issues of Human rights.	12	CO3
4	Bioethics-Issues concerning reproduction, Birth, life and Death (Artificial insemination, egg donation, IVF, embryo transplants, Prenatal diagnosis and sex selection & Abortion).	12	CO4
5	Intellectual Property Rights: Patents, Trademarks, Copyrights, Trade secrets and Geographical indications. Plant Variety protection. Infringement.	12	CO5



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**TEXT BOOKS:**

- |    |   |
|----|---|
| 1. | Ignacimuthu, S(2009), <i>Bioethics</i> , Narosa Publication house.  |
| 2. | V. Sree Krishna . V (2007) <i>Bioethics and Biosafety in Biotechnology</i> , (1st ed.).New Age<br>International Private Limited |

**REFERENCE BOOKS:**

- |    |  |
|----|--|
| 1. | Rhona Smith.(2003), <i>International Human rights</i> . Blackstone Press                 |
| 2. | Trayer, P.C, Fredrick.R., and Koch, M.2002. <i>Biosafety</i> . Michigan State University |



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**DEPARTMENT OF BIOTECHNOLOGY**  
(CHOICE BASED CREDIT SYSTEM)  
M.Sc., BIOTECHNOLOGY  
(IV SEMESTER)

**Course Title: Research Methodology, Bioethics & Biostatistics**  
**- Extra Disciplinary: 2**

<b>Course Code : 2025420</b>	<b>Credits : 03</b>
<b>L:T:P:S : 6:0:0:0</b>	<b>CIA Marks : 40</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 60</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Share insights on various types of research, research problems, conceptualization of a research design and different sampling methods.
<b>CO2</b>	Debate the bioethical and moral issues revolving around artificial reproduction methods, prenatal diagnosis, organ transplants, Gene therapy and Cloning.
<b>CO3</b>	Understand the different sampling designs, Analyze and represent the different sample variables using various statistical tools.
<b>CO4</b>	Tabulate the different types of data and quantify the extent of their variation using different measures such as mean, median, standard deviation and error.
<b>CO5</b>	Gain knowledge on fundamental concepts of probability theory, test of significance and aware of basic and modern statistical software tools for the analysis of biological data.

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**Mapping of Course Outcomes to Program Outcomes:**

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	1	1	3	1	1
CO2	2	2	2	2	1	1
CO3	1	1	1	3	1	1
CO4	1	1	1	3	1	1
CO5	1	1	1	3	1	1

**Mapping of Course Outcomes to Program Specific Outcomes:**

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	2	2	3	3
CO2	1	3	1	2	3
CO3	1	2	1	2	2
CO4	1	1	1	2	2
CO5	1	1	2	2	1

Sl NO	CONTENTS OF MODULE	Hrs	Cos
1	Research – definition, application, characteristics and types. Research process. Formulation of research problems, literature survey. Conceptualization (definition and function) of a research design. Data collection – Methods; Sampling – concept, principles and types; Writing a research proposal, thesis and research papers.	12	CO1
2	BioEthics-Issues concerning reproduction, Birth, life and Death (Artificial insemination, egg donation, IVF, embryo transplants, Prenatal diagnosis and sex selection & Abortion) – Ethical implication on issues concerning organ transplants, Stem cells, Human genome project, Gene therapy and Cloning.	12	CO2



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3	Sampling and sample designs, diagrammatic and graphic presentation-types of diagrams. Graphs - technique for constructing graphs. Graphs of frequency distributions-Histograms, frequency polygon, frequency curve, limitations of diagrams and graphs.	12	CO3
4	Biometry, collection, classification and tabulation of data, measures of central tendency-(Arithmetic harmonic and geometric mean), median and mode, measures of dispersions-standard deviation, quartile deviation and mean deviation, skewness, moments and kurtosis, standard error and standard curve.	12	CO4
5	Probability theory – probability distribution, Binomial, Poisson and Normal distribution. Correlation coefficient and regression analysis. Test of significance, t-test, chi square test, one way and two ways ANOVA. Introduction to software packages SPSS, MINITAB, MATLAB.	12	CO5

**Text Books:**

1.	Ranjith Kumar, (2011). <i>Research methodology a step by step guide to beginners</i> (3 <sup>rd</sup> edition).Delhi, Sage Publisher.
2.	Kothari, C.R. and Gaurav, G. (2019). <i>Research Methodology : Methods And Techniques</i> (4 <sup>th</sup> edition). New age international publishers. Kolkata
3.	Ignacimuthu, S (2014). <i>Bioethics</i> (2 <sup>nd</sup> edition). Narosa Publishing House Pvt. Ltd.New Delhi

**Reference Books:**

1.	Booth, C.W., <i>et. al.</i> , (2016) <i>The Craft of Research</i> , 4 <sup>th</sup> edition, university of Chicago Press.
2.	Myneni, R.S. (2012). <i>Human Rights</i> . Asia law house, Hyderabad.



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Department of Microbiology

M.Sc., Applied Microbiology

Course Title: **BIOSAFETY AND CLINICAL RESEARCH**

Course Code :	Credits : 03
L:T:P:S : 3:0:0:0	CIA Marks : 40
Exam Hours : 03	ESE Marks : 60

**LEARNING OUTCOME:**

*An overall knowledge to create awareness and adequate training in appropriate waste management practices to reduce or eliminate pollution, also to improve planning and management of waste .Emphasizing the practice of waste avoidance by Waste reuse, Waste recycling, Energy recovery, and Waste disposal.*

**Course Outcomes: At the end of the Course, the Student will be able to:**

CO1	Control laboratory hazards (chemical, biological and physical) and to practice safety strategies and personal protective equipment
CO2	Develop stratagems for the use of genetically modified organisms and Hazardous materials
CO3	Comprehend the clinical research process and equate and recapitulate international regulations and clinical requirements for the clinical research
CO4	Establish skill in biopharmaceutical clinical trial research designs to encounter the health and medical needs of existing and impending biopharmaceutical product clients
CO5	Successfully measure and manage ethical clinical trial programs and biopharmaceutical development ventures
CO6	Accomplish the significance of the patient in drug development

**Mapping of Course Outcomes to Program Outcomes and Program Specific Outcome:**

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	2	3	2	1	2	2	3
CO2	3	2	1	1	3	3	2	2	3	1	2

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CO3	2	3	2	1	2	1	3	3	1	3	1
CO4	1	3	1	3	2	2	3	3	2	2	2
CO5	1	3	3	3	1	1	3	3	3	3	1
CO6	2	1	1	3	1	3	1	3	1	1	1

Sl. No.	CONTENTS OF MODULE	Hr	Cos
1	<b>Biosafety:</b> Introduction-Safe laboratory practices - handling & storage of chemicals & reagents, Experiments with microorganisms, Biosafety guidelines and regulations (National and International) – Types of biosafety containments (level I, II, III), Segregation and disposal of noninfectious and infectious wastes, Bio medical waste management. Safety of personnel, protective equipment, emergency response	9	CO1
2	<b>Handling of GMO:</b> Use of genetically modified organisms and their release in the environment, Hazardous materials used in Biotechnology-handling and disposals, Good Manufacturing Practices (GMP) and Good Laboratory Practices (GLP)	9	CO2, CO3
3	<b>Clinical Research:</b> History and Principles of Clinical Research, Types of Clinical Research, Scope of Clinical Research - Issues in Clinical Research, Guidelines and Regulations in Clinical Research-GCP for clinical practices	9	CO4 ,CO5
4	<b>Clinical Trials:</b> Design and Analysis, Conduct and Operational Issues in Clinical Trials, Phases of clinical trial- risks and benefits of trials, Trial Management- Clinical Data Management, Regulatory Affairs and Systematic Reviews, Ethical issues in research involving human participants	9	CO4, CO5
5	<b>Intellectual property rights:</b> Introduction - Types of intellectual property rights (patents, copy rights, trade mark, geographical indications, industrial designs and trade secret)International organizations and Intellectual property rights .Procedures and process involved in patenting	9	CO6

#### TEXT BOOKS:

1. Richard Prince *Microbiology in Pharmaceutical Manufacturing*, First Edition – 2001, published byPDA/DHI, ISBN-10: 193011432X, ISBN-13: 978-1930114326.
2. Usharani .B, S Anbazhagi , C K Vidya ,*Biosafety in Microbiological Laboratories* , First Edition – 2019, published byNotion Press,ISBN-10: 1645878856, ISBN-13: 978-1645878858
3. Satheesh.M.K. *Bioethics and Biosafety* . First edition-2009, published by J. K International Publishing House Pvt.Ltd: Delhi. ISBN:9788190675703.
4. Deepa Goel and ShominiParashar. *IPR,Biosaftey and Bioethics*.1st Edition-2013 published by Pearson education: Chennai, ISBN 10: 8131774708 / ISBN 13: 9788131774700



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**REFERENCE BOOKS:**

1. David Machin, Simon Day and Sylvan green. *Textbook of clinical trials*, 2<sup>nd</sup> Edition-2002. Published by Wiley Publications: New York, ISBN: 978-0-470-01014-3
2. Giovanna di ignazio., Di Giovanna and Haynes.(2001). *Principles of clinical research*, 3<sup>rd</sup> Edition-2012, Routledge Publications: New Delhi, ISBN-10: 0123821673 ,ISBN-13: 978-0123821676.
3. John, I. Gallin, Frederick P. Ognibene .(2012). *Principles and Practise of Clinical Research*, 4<sup>th</sup> Edition-2017, published by Academic press: U S, ISBN: 9780128499047, ISBN: 9780128499054



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**DEPARTMENT OF JOURNALISM & COMMUNICATION**

**Semester IV**  
**Core Paper 13 – Media Laws and Ethics**

**Marks Max :100**

**Unit 1**

**Introduction to Constitution Legal Systems in India :** Nature and Scope of Indian constitution fundamentals rights: Scope and limitations Specific Provisions of Indian Constitution relating to mass media, Citizenship functions of Executive, Judiciary, Legislature, Directive Principles.

**Unit 2**

**Media Laws in India :** Press as Forth Estate Freedom of Press freedom of Expression Rights, Privileges and liabilities of the press, Censorship, Right to information. Laws and Constitutional, Provisions pertaining to Human Rights in India . Libel and Slander, Defamation. Case laws relating to press and media in India

**Unit 3**

**Intellectual Property's Rights :** Important acts relating to mass media: Indian Penal Code, PRB Act, Official Secret's Act Copyright Act, Trademark Acts, MRTP, Parliamentary privileges, Contempt of Court, Working Journalist Act.

**Unit 4**

**Privacy and Data Protection :** The need for cyber-laws, nature and scope of cyber laws, Approaches to cyber laws cyber crimes, obscenity, digital signature, IPR, Piracy, Privacy. Domain Name Registration Issues, Role and Responsibilities of ICANN, etc. Convergence Bill

**Unit 5**

**Case Studies and Ethical Issues :** Themes and issues in Media Ethics, Code of conduct Case Studies in media ethics. Role and Responsibilities of Professional Bodies (Press Council etc.)

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## References

- Basu, Law of the Press in India. Prentice-Hall India  
Basu. Introduction to Indian Constitution Prentice-Hall India  
Zelezny, E (1997): Communication Law: Liberties restraints and the modern media Thomson Learning  
Basu Shorter Constitution of India. Prentice-Hall India  
Gillmor, E (1998) Mass communication laws Cases and Comments. Thomson Learning  
Gillmor (1996) Fundamentals of Mass Communication laws Thomson Learning  
Na. Vijayshankar. Cyber-laws in India, guide  
Hameling, Cess (2001) Ethics of Cyber -Space Sage Publications  
Day, E (2000). Ethics in Media Communications, cases and Controversies Thomson Learning  
Leslie (2000). Mass Communication Ethics Thomson Learning  
Belsey, A and Chadwick, R (1902). Ethical issues in Journalism and the media



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