

**Major Mandatory**

**Title of the Course: Business Ethics and Professional Values**

<b>Semester: II</b>	<b>Credits: 4</b>	<b>Subject Code: CMAJCBEPV223528</b>	<b>Lectures: 60</b>
---------------------	-------------------	--------------------------------------	---------------------

**Course Outcomes:**

At the end of the course, the learner will be able to:

- CO-1-Identify and explain the concepts and significance of business ethics
- CO-2-Relate to various ethical issues that emerge in the business and professional context at individual, managerial and organizational level
- CO-3-Demonstrate critical thinking skills required for the successful conduct of management and the professions within the ethical framework
- CO-4- Identify and relate to key organizational tools, policies and systems that apply to managing ethical conduct specifically in the business environment.
- CO-5-Establish an inference of perspicacity and practice of business ethics in Indian and global context
- CO-6- Apply systematic ethical reasoning to business dilemmas and communicate effectively using the concepts and logic of business ethics.

**Unit 1: Introduction to Business Ethics**

15

- Conceptual framework: Nature, concept and definitions of- Ethics, Values, Business Ethics
- Ethical Relativism
- Ethical Reasoning
- Importance of Ethics in Business
- Why ethical problems occur in business?
- Indian Ethos and Global Ethos
- Guidelines of Socio-ethical System at General Level, Social Ethics- Issues related to Social Ethics, Factors affecting Social Ethics
- Principles of the UN Global Compact

**Unit 2: Ethical Practices in Indian Business Context**

15

- Pricing- Challenges, Policies
- Advertising - Impact of Ethics in Advertising, Code of ethics for advertising issued by the Advertising Council of India
- Copy rights and Patents: Current scenario and Challenges, Remedies for IP protection, Continuous Evolution of TRIPS, Ethics pertaining to Copyrighting
- Whistle Blowing: Concept, Cases, Whistle Blowers' Act
- Gender Challenges at Workplace: Causes, Remedies

Board of Studies	Department	Name	Signature
Chairperson (HoD)	Business Studies	Dr. Rama Venkat	



<ul style="list-style-type: none"> <li>Accounting Disclosures: Issues, Remedies, Role of Statutory Bodies</li> <li>Activity: Article Review</li> <li>Assignment: Case Study</li> </ul>	
--	--

<b>Unit 3: Institutionalisation of Ethical Governance for Corporations</b>	15
<ul style="list-style-type: none"> <li>Corporate Governance: Concept and Overview</li> <li>Roles and Responsibilities of Board of Directors</li> <li>Emergence of Corporate Governance Code- Cadbury Committee, Sarbanes-Oxley act 2002</li> <li>Development of Indian Corporate Governance- Misgovernance and Corruption, Emergence of Corporate Governance, Kumar Mangalam Birla Committee</li> <li>Issues in Corporate Governance</li> <li>Best Practices in Corporate Governance</li> <li>Institutionalization of Ethics: A Cross-cultural Perspective</li> <li>Commitments of Ethical Culture</li> <li>Ethics Audit</li> <li>Corporate Governance and CSR</li> <li>Assignment: Article Review</li> </ul>	

<b>Unit 4: Indian Approach to Business Ethics</b>	15
<ul style="list-style-type: none"> <li>Model of Managerial Effectiveness in Indian Thoughts</li> <li>Gandhian Approach in Management and Trusteeship</li> <li>Emergence of new values in Indian Industries after economic reforms of 1991</li> <li>Progressive Business Dharma</li> <li>Business vs. Ethics: The India Trade-off?</li> <li>Ethics in Competition Policy in India</li> <li>Hierarchism as an Organisational Values</li> <li>Assignment: Article Review</li> <li>Activity: Case Study</li> </ul>	

**Recommended Text Books:**

- Albuquerque, Daniel, *Business Ethics: Principles and Practices*, Oxford Higher Education (2010)
- Chakarborti S. K., *Foundations to Managerial Work – Contribution from Indian Thought*, Himalaya Publications
- Dr. Tripat Kaur, *Values and Ethics in Management*, Galgotia Publishing Company, 2<sup>nd</sup> Revision Edition 2007



Board of Studies	Department	Name	Signature
Chairperson (HoD)	Business Studies	Dr. Rama Venkat	<i>Dr. Rama Venkat</i>

**Reference Books:**


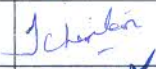
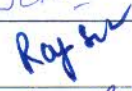

- Bhatia S K & Ahmad Abad, *Business Ethics and Managerial Values*, Deep & Deep, New Delhi, 2013
- Carroll Archie B, *Business Ethics: Brief Readings on Vital Topics*, Routledge, 2009, New York
- Murthy C S V, *Business Ethics*, Himalaya Publishing House, Mumbai, 2016
- Chandorkar Nidhi, Agarwal Tushar, *Business Ethics and Corporate Governance*, Himalaya Publishing House Pvt. Ltd. 2018
- Shukla Deepti, *Corporate Governance and Indian Value System*, Wisdom Publications, Delhi, 2015
- Sherlekar, S.A, *Ethics in Management*, Himalaya Publishing House Pvt. Ltd., 2012
- Velasquez Manuel G, *Business Ethics: Concepts and Cases*, PHI Learning Private Ltd, New Delhi, 2014


**Journal Articles:**

- Seshadri, D. V. R., Raghavan, A., & Hegde, S. (2007). *Business Ethics: The Next Frontier for Globalizing Indian Companies*. Vikalpa, 32(3), 61–80
- Vitell, S. J., Singhapakdi, A., & Nishihara, C. (2015) "The influence of ethics institutionalization on ethical decision making in marketing" In Handbook on ethics and marketing, Edward Elgar Publishing

**Websites:**

- <https://www.pensioenfederatie.nl/stream/14.-un-global-compact.pdf>
- [https://ajobe.journals.ac.za/pub/article/view/69/80- CSR and ethics in MSMEs in India](https://ajobe.journals.ac.za/pub/article/view/69/80-CSR%20and%20ethics%20in%20MSMEs%20in%20India)
- <https://www.elgaronline.com/downloadpdf/edcoll/9781781003428/9781781003428.00011.pdf>
- <https://knowledge.wharton.upenn.edu/article/business-vs-ethics-the-india-tradeoff/>

Board of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	 12/7/23
Faculty	Asst. Prof. Jyoti Chintan	 12/7/23
Faculty	Asst. Prof. Rajni Singh	 12/7/23
Faculty	Asst. Prof. Shanthi Fernandes	 12/7/23

Board of Studies	Department	Name	Signature
Chairperson (HoD)	Business Studies	Dr. Rama Venkat	



Subject Expert (Outside SPPU)	Dr. K. Rajagopal	<i>[Signature]</i> 12/7/23
Subject Expert (Outside SPPU)	Dr. Sumita Joshi	<i>[Signature]</i> 12/7/23
VC Nominee (SPPU)	Dr. Varsha Deshpande	<i>[Signature]</i> 12/7/23
Industry Expert	Mr. Sitesh Thadhani	<i>[Signature]</i> 12/7/23
Alumni	Ms. Anushka Sachdev	<i>[Signature]</i> 12/7/23



Board of Studies	Department	Name	Signature
Chairperson (HoD)	Business Studies	Dr. Rama Venkat	<i>[Signature]</i>