

20BB203 BUSINESS VALUES, ETHICS AND CORPORATE GOVERNANCE

Hours Per Week :

L	T	P	C
4	-	-	4

Total Hours :

L	T	P
50	-	-

COURSE DESCRIPTION AND OBJECTIVE:

To discuss the theories of ethics and corporate governance and explain how they can be applied in various business situations, importance of ethics in conducting business. Corporate social responsibility and ethical dilemmas at work place and corporate governance – Codes and Laws.

COURSE OUTCOMES:

Upon completion of the course, student will able to achieve the following outcomes:

COs	Course Outcomes	POs
1	Understand human values, ethics and objectives of ethics.	3
2	Analyze the importance of ethics in conducting business and gender equity.	2
3	Understand ethical organization and its corporate code.	3
4	Apply ethical issues in different functions in organization.	1
5	Understand corporate social responsibility and ethical dilemmas at work place.	3
6	Understand corporate governance – Codes and Laws.	3

SKILLS :

- ✓ *Students are expected to study any five CSR initiatives by Indian organizations and submit a report for the same.*
- ✓ *A group assignment on “The relationship between Business houses and Society in Indian Context and relating the same with respect to the models studied.*
- ✓ *Mini Project: Collect details of unethical practices by businesses in today’s context in the areas of Production, Marketing, HRM, and Financial services and make a report.*
- ✓ *Case studies/Role plays related ethical issues in business with respect to Indian context.*

UNIT - I

L-10

Ethics-Meaning & Definition of Human Values and Ethics- Nature of Ethics - Business Ethics – Nature of Business Ethics – Relationship between ethics and business - The Utilitarian view – Separatist view – Integrated view of ethics – Stages of Ethical Consciousness.

Importance of Ethics in Business – Ethical theories – Meta ethics – Normative ethical theory – Theory of Justice – Theory of Rights – Ethics of Care – Law and Ethics - Trust and ethics – Suppliers, Customers, Employees Integrative Social Contact Theory – Hyper norms.

UNIT - II

L-10

Ethical Organization and its Corporate Code – Characteristics of ethical organization - Corporate Code – Implementation of Corporate Code- **Ethical issues in Marketing** – Ethics in marketing strategy, Marketing Mix-**Ethical issues in Operations** – Role of Operations Manager, Quality Control, Ethical Problems in operations - **Ethical issues in Purchase**– Role, Purchase Code of Ethics – **Ethical issues in HRM & Gender Equity** – Organizational Policies regarding Gender- Gender Roles- Equality of Opportunity- Principles of Ethical Hiring, Promotion- Ethics in remuneration and retrenchment – Downsizing workforce –Protection against harassment.**Ethical Issues in Finance** – Ethics in Financial Markets – Investor protection measures.

UNIT - III

L-10

Corporate Social Responsibility – Meaning & Definition of CSR-Historical perspective of CSR from Industrial Revolution to Social Activism – CSR towards Stake Holders– Corporate expectations of Society -CSR-Legislation in India & the world- Current CSR Practices of firms in India.

UNIT - IV

L-10

Ethical Dilemmas at Work Place –Ethical dilemmas in decision making – power – authority – secrecy – confidentiality – trust and loyalty - Ethical Leadership – Managerial integrity and decision making- whistle Blowing.

UNIT - V

L-10

Corporate Governance –Meaning & Definition of Corporate Governance- Codes and Laws – Committees of Corporate Governance –Role and functions of Chairman and Managing Director – Role and functions of Committees – Audit Committee – Remuneration Committee – Nomination Committee – Cadbury committee – OECD committee – KM Birla committee on Corporate Governance.

TEXT BOOKS:

1. Sadri – Business Ethics Concepts and Cases, TMH, 1998

REFERENCE BOOKS:

1. R.C.Shekar - Ethical Choices in Business.
2. LaRue Tone Hosmer - The Ethics of Management, Universal books.
3. Ethics in Business & Corporate Governance by Mandat, TMH, 2010
4. Business Ethics and Corporate Governance – ICFAI Publications.
5. Business Ethics – An Indian Perspective by Francis, TMH 2010.