



**Business Ethics and Professional Values**  
**Business Ethics and Professional Values**

(Elective Course)

<b>Semester: II</b>	<b>Credits: 4</b>	<b>Subject Code: MCM22003</b>	<b>Lectures: 48</b>
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**Course Outcomes:**

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

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

<b>Unit 1: Introduction to Business Ethics</b>	<b>12</b>
<ul style="list-style-type: none"><li>• Conceptual Framework<ul style="list-style-type: none"><li>○ Nature, concept and definitions: Ethics, Values, Business Ethics</li></ul></li><li>• Importance of Ethics in Business</li><li>• Why ethical problems occur in business?</li><li>• Indian Ethos and Global Ethos</li><li>• Guidelines of Socio-ethical System at General Level</li><li>• Social Ethics<ul style="list-style-type: none"><li>○ Issues related to Social Ethics</li><li>○ Factors affecting Social Ethics</li></ul></li><li>• Principles of the UN Global Compact</li></ul>	

<b>Unit 2: Ethical Practices in Indian Business Context</b>	<b>14</b>
<ul style="list-style-type: none"><li>• Pricing<ul style="list-style-type: none"><li>○ Challenges</li><li>○ Policies</li></ul></li><li>• Advertising<ul style="list-style-type: none"><li>○ Impact of Ethics in Advertising</li><li>○ Code of ethics for advertising issued by the Advertising Council of India</li></ul></li><li>• Copy rights and Patents<ul style="list-style-type: none"><li>○ Current scenario and Challenges</li></ul></li></ul>	

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<ul style="list-style-type: none"> <li>○ Remedies for IP protection</li> <li>○ Continuous Evolution of TRIPS</li> <li>○ Ethics pertaining to Copyrighting</li> <li>● Whistle Blowing             <ul style="list-style-type: none"> <li>○ Concept</li> <li>○ Cases</li> <li>○ Whistle Blowers' Act</li> </ul> </li> <li>● Gender Challenges at Workplace             <ul style="list-style-type: none"> <li>○ Causes</li> <li>○ Remedies</li> </ul> </li> <li>● Accounting Disclosures             <ul style="list-style-type: none"> <li>○ Issues</li> <li>○ Remedies</li> </ul> </li> <li>● Role of Statutory Bodies</li> </ul>	
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<b>Unit 3: Institutionalisation of Ethical Governance for Corporations</b>	<b>14</b>
<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             <ul style="list-style-type: none"> <li>○ Cadbury Committee</li> <li>○ Sarbanes- Oxley act 2002</li> </ul> </li> <li>● Development of Indian Corporate Governance             <ul style="list-style-type: none"> <li>○ Misgovernance and Corruption</li> <li>○ Emergence of Corporate Governance</li> <li>○ Kumar Mangalam Birla Committee</li> </ul> </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> </ul>	

<b>Unit 4: Indian Approach to Business Ethics</b>	<b>8</b>
<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> </ul>	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

<b>Recommended Reference Books:</b>
<ul style="list-style-type: none"> <li>● Albuquerque, Daniel. <i>Business Ethics: Principles and Practices</i>. Oxford Higher Education: 2010.</li> </ul>

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- 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: New York; 2009.
- Chakarborti S. K. *Foundations to Managerial Work – Contribution from Indian Thought*. Himalaya Publications: 2008.
- Murthy C S V. *Business Ethics*. Himalaya Publishing House: Mumbai; 2016.
- Shukla Deepti. *Corporate Governance and Indian Value System*. Wisdom Publications: Delhi; 2015.
- Sherlekar, S.A. *Ethics in Management*. Himalaya Publishing House Pvt. Ltd.: Pune; 2012.
- Velasquez Manuel G. *Business Ethics: Concepts and Cases*. PHI Learning Private Ltd.: New Delhi; 2014.

**Journals:**

- 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://www.elgaronline.com/downloadpdf/edcoll/9781781003428/9781781003428.0001\\_1.pdf](https://www.elgaronline.com/downloadpdf/edcoll/9781781003428/9781781003428.0001_1.pdf)
- <https://knowledge.wharton.upenn.edu/article/business-vs-ethics-the-india-tradeoff/>

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