



Business Ethics and Professional Values
Business Ethics and Professional Values

(Elective Course)

Semester: II	Credits: 4	Subject Code: MCM22003	Lectures: 48
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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

Unit 1: Introduction to Business Ethics	12
<ul style="list-style-type: none">• Conceptual Framework<ul style="list-style-type: none">○ Nature, concept and definitions: Ethics, Values, Business Ethics• 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<ul style="list-style-type: none">○ Issues related to Social Ethics○ Factors affecting Social Ethics• Principles of the UN Global Compact	

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

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<ul style="list-style-type: none"> ○ Remedies for IP protection ○ Continuous Evolution of TRIPS ○ Ethics pertaining to Copyrighting ● Whistle Blowing <ul style="list-style-type: none"> ○ Concept ○ Cases ○ Whistle Blowers' Act ● Gender Challenges at Workplace <ul style="list-style-type: none"> ○ Causes ○ Remedies ● Accounting Disclosures <ul style="list-style-type: none"> ○ Issues ○ Remedies ● Role of Statutory Bodies 	
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Unit 3: Institutionalisation of Ethical Governance for Corporations	14
<ul style="list-style-type: none"> ● Corporate Governance: Concept and Overview ● Roles and Responsibilities of Board of Directors ● Emergence of Corporate Governance Code <ul style="list-style-type: none"> ○ Cadbury Committee ○ Sarbanes- Oxley act 2002 ● Development of Indian Corporate Governance <ul style="list-style-type: none"> ○ Misgovernance and Corruption ○ Emergence of Corporate Governance ○ Kumar Mangalam Birla Committee ● Best Practices in Corporate Governance ● Institutionalization of Ethics: A Cross-cultural Perspective ● Commitments of Ethical Culture ● Ethics Audit 	

Unit 4: Indian Approach to Business Ethics	8
<ul style="list-style-type: none"> ● Model of Managerial Effectiveness in Indian Thoughts ● Gandhian Approach in Management and Trusteeship ● Emergence of new values in Indian Industries after economic reforms of 1991 ● Progressive Business Dharma ● Business vs. Ethics: The India Trade-off? 	

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

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

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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://ajobe.journals.ac.za/pub/article/view/69/80-CSR%20and%20ethics%20in%20MSMEs%20in%20India)
- 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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