

<b>COURSE TITLE</b>	<b>BUSINESS ETHICS &amp; CORPORATE GOVERNANCE</b>
<b>COURSE CODE</b>	<b>04BB2601</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Understand the dynamics of business ethics
- 2 Relate the concepts and principles of ethical reasoning to specific ethical issues
- 3 Identify ethical dilemmas in business & suggest solutions to overcome the problems
- 4 Develop strategies for identifying and dealing with personal and organisational ethical issues
- 5 Learn the concept of corporate governance and its relevance to ethical business activity

**Pre-requisite of course:**N/A

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduction to Ethics</b> Meaning and classification of Ethics, Importance of Business Ethics, Ethical theories, Nature of ethics as moral value; types of values; Teaching from Scriptures like Ramayan, Mahabharat, Gita, Quran, Bible w.r.t, Indian Value Systems in Business, Relevant Case Studies	12
2	<b>Ethical Dilemma and Essence of Decision Making</b> Meaning and structure of Ethical Dilemma in business, Sources of Ethical Problems, Managing Ethical Dilemmas in difficult situations, Understanding Decision making, Model of Cognitive Moral Development, The Process of Making Good Ethical Decision; Dynamics of Ethical Leadership, Relevant Case Studies	12
3	<b>Ethical Issues in Financial Management, IT &amp; Cyber Space</b> Introduction to Ethics in Finance, Ethical issues in Financial Markets, Financial service industry and by Financial people in organizations, Ethical issues in IT & Cyber Space, Professional Ethics, Role of regulatory bodies to deal with ethical issues in finance and IT, Relevant Case Studies	12

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
4	<b>Ethical Issues in Marketing &amp; HRM</b> Role of Marketing, Areas in Marketing Ethics, Truth and Advertising; Functional Areas of HRM, Need for Workplace ethics, HR related ethical issues, Rights, and duties of Employees. Role of regulatory bodies to deal with ethical issues in marketing, Relevant Case Studies	12
5	<b>Introduction to Corporate Governance</b> Definition and attributes of good corporate governance, Corporate governance theories – Agency, Stewardship, Shareholder, stakeholder theory, Role of Board of Governors, Factors influencing quality of Corporate Governance, Status of Corporate Governance in India and the World, Relevant Case Studies	12
<b>Total Hours</b>		<b>60</b>

#### **Textbook :**

- 1 Business Ethics and Corporate Governance, A. C. Fernando , Pearson, 2012
- 2 Business Ethics: Principles and practice, Daniel Albuquerque, Oxford Uni. Press, 2010

#### **References:**

- 1 Business Ethics and Corporate Governance, Business Ethics and Corporate Governance, Murthy C.S.V, Himalaya Publishing , 2017
- 2 Ethics in Business and Corporate Governance, Ethics in Business and Corporate Governance, S K Mandal , Tata McGraw Hill, 2012

#### **Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking / Creative</b>
0.00	0.00	35.00	35.00	30.00	0.00

#### **Instructional Method:**

- 1 THEORY

#### **Supplementary Resources:**

- 1 N/A