

Master of Business Administration (MBA)
BUSINESS ETHICS & CORPORATE GOVERNANCE

Commerce without morality, productivity without humanity is no achievement! The objective of this course is to enable the student to appreciate the importance of business ethics and corporate social responsibility and to enable him/her to take a holistic approach as he/she conducts himself / herself in the day-to-day administration and in decision making towards implementing a transparent and stakeholder-appeasing governance.

UNIT-I: Introduction to Ethics- Definition of Ethics – Objectives, nature and sources of ethics – Business Ethics – Nature, Importance and Factors influencing Business Ethics

UNIT-II: Values, Norms and Beliefs- Ethics v. Morals; Values, Norms, Beliefs and their role; values for managers from Indian ethos; Ethical Codes – Ethical theories; Teleological, Deontological, natural and Kantian;

UNIT-III: Corporate Social Responsibility: Nature and significance; arguments for and against CSR; Shareholders and Business Ethics -Shareholders as stakeholders; the conflicting interests of various stakeholders; *CSR initiatives at HSBC: Making good business sense.*

Corporate Governance: Ethical issues in Corporate Governance; The role of Financial Markets (Insider Trading); The role of accountants- The problem of whistle blowing. *Cases of Enron Saga, Microsoft Antitrust case, 'Ecomagination' at work; GE's sustainability initiatives*

UNIT-IV: Employees and Business Ethics - Ethical issues in employer – employee relation; discrimination at work place; Sexual and racial harassment; working conditions – employee privacy.

UNIT-V: Consumers and Business Ethics; the limits of doctrine of caveat emptor; Ethical issues in marketing, advertising; the ethical challenges under globalization.

Case Analysis

Text Book

M.G. Velasquez, Business Ethics, Prentice Hall India Limited, New Delhi, 2007

Reference Books

1. C.S.V. Murthy, Business Ethics, Himalaya Publishing House; Mumbai , 2007.
2. Andrew Crane and Diark Matten, Business Ethics, Oxford Publication, New Delhi, 2007
3. Chris Moonand Clive Bonny, Business Ethics, The Economist Publication, 2004.
4. R.C. Sekhar, Ethical Choices in Business, Response Books, New Delhi, 2007.
5. S.K. Chakraborty, Ethics in Management- Vedantic Perspectives, oxford India paper backs, New Delhi, 2007.

Journals

1. Journal of Business Ethics.
2. Global Business Review, International Management Institute, New Delhi.
3. Harvard Business Review, Harvard Business School Publication Co., USA.