

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MAM (MASTERS IN APPLIED MANAGEMENT) DUAL DEGREE PROGRAMME

Year – III (Semester – V) (W.E.F. JULY 2014)

**Subject Name: BUSINESS ETHICS**

**Subject Code: 4150504**

### 1. Course Objective:

- Stimulate the moral imagination of students.
- Help students recognize moral issues and analyze key moral concepts and principles.
- Stimulate students' sense of responsibility.
- Help students deal effectively with moral ambiguity and disagreement.

2. **Course Duration:** 45 Sessions

### 3. Course Contents:

Module No	Module Contents	No of Sessions	Marks External Evaluation
I	Introduction to Business Ethics: Nature of Ethics, Ethics in Business, Concepts and Theories of Business Ethics; Morals and Values, Understanding ethical linkages business in Indian Environment and Global setting	6	10
II	Ethics in Management: Business Competition and Ethics, Ethical Dilemmas at work place, Managerial Ethics and individual decision making- Rights and Obligations of Individuals in the organization, Sources of these dilemmas and their Resolutions. Managing ethical dilemmas, Whistle Blowing – Meaning, Implications and laws in Indian Context	6	14
III	Ethical issues in Marketing-Marketing, Truth and Advertising, Human Resource Management- Ethical issues in HRM, Workers Rights and Duties in an ethical environment, Workers Rights and International Trade, Financial Management- Ethical issues in FM & Creative Accounting- Live Cases	8	14
IV	Ethical Decision Making-Attitudes & beliefs, Societal influence and Building a Value System, Role of laws & enforcement, Creating an Ethical Organization: Integrating the Corporate Ethical Practices and Ethical Leadership, Corporate Social Responsibility – Why and how to ensure CSR in Indian Context	8	14
V	Ethics of Consumer Protection- Why and How of Consumer	8	14

	Protection, Environmental Ethics- Introduction to Environmental Issues, Industry and Environmental Pollution, Ethics of Controlling Environmental Pollution		
--	---	--	--

**4. Teaching Method: Lecture, Group Discussion, Field Visits, Role Play**

**5. Evaluation:**

A	External/University	70 Marks
B	Internal Examination	30%

**6. Basic Text Books:**

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	A.C. Fernando	Business Ethics : An Indian Perspective, 2/e	Pearson Education	2013
2	B.N. Ghosh	Business Ethics and Corporate Governance	McGraw-Hill	2013

**7. Reference Books:**

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Manuel G Velasquez	Business Ethics Concept and Cases	Pearson	Latest
2	S K Chakraborty, Debangshu Chakraborty	Human Values and Ethics	Himalaya Publishing House	2012 (Latest)

## 8. Session Plan:

No of Sessions		Topics to be covered
1-2		Introduction to Business Ethics: Nature of Ethics
3-4		Ethics in Business, Concepts and Theories of Business Ethics; Morals and Values
5-6		Understanding ethical linkages business in Indian Environment and Global setting
7-8		Ethics in Management: Business Competition and Ethics, Ethical Dilemmas at work place
9-10		Managerial Ethics and individual decision making- Rights and Obligations of Individuals in the organization
11-12		Sources of these dilemmas and their Resolutions. Managing ethical dilemmas, Whistle Blowing – Meaning, Implications and laws in Indian Context
13-14		Ethical issues in Marketing-Marketing, Truth and Advertising,
15		Human Resource Management- Ethical issues in HRM
16-17		Workers Rights and Duties in an ethical environment, Workers Rights and International Trade
18-20		Financial Management- Ethical issues in FM & Creative Accounting- Live Cases
21-22		Ethical Decision Making-Attitudes & beliefs
23-24		Societal influence and Building a Value System, Role of laws & enforcement
25-26		Creating an Ethical Organization: Integrating the Corporate Ethical Practices and Ethical Leadership
27-28		Corporate Social Responsibility – Why and how to ensure CSR in Indian Context
29-31		Ethics of Consumer Protection- Why and How of Consumer Protection
32-36		Environmental Ethics- Introduction to Environmental Issues, Industry and Environmental Pollution, Ethics of Controlling Environmental Pollution

**ACTIVE LEARNING ASSIGNMENTS:** Preparation of power-point slides, which include videos, animations, pictures, graphics for better understanding theory and practical work – The faculty will allocate chapters/ parts of chapters to groups of students so that the entire syllabus to be covered. The power-point slides should be put up on the web-site of the College/ Institute, along with the names of the students of the group, the name of the faculty, Department and College on the first slide. The best three works should submit to GTU.

