

Course Code	CM010403
Title of the Course	Business Ethics and Corporate Governance
Semester	Four
Type	Core (For private registration students only- Course in lieu of Project)
Credits	4

Objectives:

To equip the students to have an overall understanding about the application areas of business ethics, corporate governance and knowledge management

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	The learner should get an understanding on the concept of ethics and values, its sources and application in business	Understanding	PSO 1
2	The learner should get an overview on various functional areas of ethical decision making in business and the process involved in the same.	Understand and apply	PSO 1
3	To have an understanding on CSR and its legal requirements	Understand and evaluate	PSO 1
4	The learner should develop an idea on corporate governance, its requirements, evaluation and corporate excellence	Understand and Evaluate	PSO 1
5	To develop a broader idea on knowledge management and its application in business	Understand and Apply	PSO 1

Module No	Unit No	Contents of the Unit	Remarks
		Introduction to Business Ethics	
1	1	Meaning of Ethics- Personal, Professional and Business Ethics – Principles- Meaning of values- Values vs Ethics.	Short questions and short essays
	2	Sources of Ethics- Religion, Culture, Philosophical Systems, legal system- Importance of ethics.	Short questions and short and long essays
	3	Factors affecting business ethics- Ethical foundation of business- Theories of Business Ethics – Descriptive and Normative- Traditional Ethical theories-	Short questions and short and long

		Consequentialists and non-consequentialists- Utilitarianism and Egoism- Deontology- Agent's Virtue- Contemporary Ethical Theories.	essays
Ethical Decision Making and Functional Areas of Business Ethics			
2	1	Ethical decision making- Corporate values and ethical decision making- Difficulties faced in ethical decision making- power and politics in organisation.	Short questions and short and long essays
	2	Code of ethics -Ethics Committees- Training programmes- Ethics hotlines- Laws enforcing ethical conduct.	Short questions and short and long essays
	3	Functional areas of ethics- Ethics in HRM, Marketing and Finance- HR related ethical issues- Role of HRM in building ethical organisation.	Short questions, short essays, Long essays
	4.	Accounting ethics- Investment decisions, disclosure in financial statements, insider trading norms	Short questions and short essays
	5	Ethics in marketing – Process and Product related ethics- Competition related ethics .	Short questions and short and long essays
Corporate Social Responsibility			
3	1	Corporate Social Responsibility- Meaning and Rationale- Corporate Philanthropy.	Short questions and short and long essays
	2	Arguments for and against CSR- Ackerman's Model of Social responsibility- Carroll's Model- Friedman Model- Corporate Citizenship Model .	Short questions and short and long essays
	3	CSR under Companies Act, 2013- CSR Reporting- CSR Committees- CSR Reporting- Analysis of CSR and Indian companies- CSR Awards.	Short questions and short and long essays
Corporate Governance and Corporate Excellence			
4.	1	Corporate Governance- History and Development- Various Committee recommendations that contributed to corporate governance at International level and in India.	Short questions, short essays and Long Essays
	2	Importance of corporate governance- Objectives- Constituents- Benefits- Corporate Governance and Stakeholders .	Short questions and short and long essays
	3	Role of SEBI in Corporate Governance- Clause 49 of Listing Agreement – Objectives and Scope- Mandatory and Non-Mandatory Requirements- Recent Developments .	Short questions short essays and Long Essays

	4	Board of Directors- Independent Directors, Audit Committee- Related Party Transaction- Audit Report and Whistle Blower Policy- Disclosures Subsidiary Company - CFO/CEO Certification- Corporate Governance Report.	Short questions short essays and Long Essays
	5.	Chairman of Board- Remuneration Committee- Shareholders' Rights- Postal Ballot- Training of Board Members- Evaluation of Non- Executive Board Members- Role of Chairman in Corporate Governance	Short questions short essays and Long Essays
	6	Measures of Evaluating Corporate Governance- Shareholder Value- ROCE, EPS, EVA, MVA,	Short Questions, Short Essays
	7	Customer care and Corporate Governance- Social Audit and Corporate Governance- SERVQUAL approach in corporate governance-	Short Questions, Short Essays
	8	CSR VS Corporate Governance- Corporate Excellence- Indicators of Corporate Excellence- Significance.	Short questions short essays and Long Essays
	9	Techniques of Corporate Excellence- TQM, Quality Circle, BPR, Six Sigma, Benchmarking, CRM.	Short questions short essays and Long Essays
Knowledge Management			
5	1	Knowledge - Meaning of Knowledge- Sources of Knowledge- Types of Knowledge.	Short questions and short essays
	2	Knowledge and Information- Need for Knowledge- Knowledge and Organisation- Knowledge Management- Objectives .	Short questions and short and long essays
	3	Functions of Knowledge Management- Stages- Importance of Knowledge Management- Components of Knowledge Management.	Short questions and short and long essays
	4	Benefits of Knowledge Management- Challenges to Knowledge Management- Areas where Knowledge Management can be applied in business- Knowledge Economy- Knowledge Workers.	Short questions and short and long essays

Reference Books

1. Sharma, J.P., Corporate Governance, Business Ethics, and CSR, *Ane Books Pvt Ltd, New Delhi.*
2. Ghosh, B.N., Business Ethics and Corporate Governance, *Tata McGraw Hill Pvt Ltd, Delhi.*
3. Gupta, Ananda Das, Business Ethics, *Springer India, New Delhi*
4. S K Chakraborty, Ethics in Management; Vedantic Perspectives , Oxford University Press

5. Subhash Sharma, Management in New Age: Western Windows- Eastern Doors, New Age International Publishing, New Delhi

6. Machiraju, Corporate Governance- Himalaya Publishing House

References Reading:

1. Fernando, A.C., Business Ethics and Corporate Governance, *Pearson, New Delhi*
2. Francis, Ronald & Mishra, Muktha, Business Ethics: An Indian Perspective, *Tata McGraw Hill Pvt Ltd, New Delhi*
3. George A Steiner and John F Steiner, Business, Government and Society, Mc Graw Hill International
4. Laura P Hartman, Perspectives in Business Ethics, Mc Graw Hill International