

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 1 (Semester – I) (W.E.F. Academic Year 2018-19)

Subject Name: Business Ethics & Corporate Governance (BE&CG)

Subject Code: 4519205

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none">• Introduction to core business ethics issues and ethical concepts relevant to resolving moral issues in business• Re-examine the knowledge of business and economic concepts from an ethical perspective
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none">• Ability to recognize and resolve ethical issues in business
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none">• Enhanced responsibility and accountability towards business and community through ethical conduct
Effective Communication (EC)	<ul style="list-style-type: none">• Effective oral and written communication and application of systematic ethical reasoning to business dilemmas
Leadership and Teamwork (LT)	<ul style="list-style-type: none">• Critically examine the importance of the ethical dimension in workplace decision making.

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
I	Introduction to Business Ethics: <ul style="list-style-type: none">• Nature of Ethics• Ethical Concepts and Theories• Morals and Values• Importance and need of ethics in business• Distinction between values and ethics• Kohlberg's six stages of moral development (CMD)	10	17

II	<ul style="list-style-type: none"> • Managerial Ethics: • Categories of management morality • Ethical Problems-Dilemma at Work-Sources and Resolutions • Overview of Creative Accounting-Its role in business scandals • Corporate Ethical Leadership • Whistle Blowing. 	10	18
III	<p>Corporate Governance: <u>Meaning of Corporate Governance:</u></p> <ul style="list-style-type: none"> • Difference between Governance and Management. • Purpose of Good Governance • Potential Consequence of poor CG. • Governance risk and Financial Stability - The balancing of conflicting objectives. <p><u>Indian and Global Scenario:</u></p> <ul style="list-style-type: none"> • Sarbanes Oxley Act of 2002 • Overview of Anglo-American, Japanese, German models of CG • Reports and recommendations of Narayan Murthy & Ganguly Committees 	10	18
IV	<p>Strengthening Corporate Governance: <u>Key Issues in CG:</u></p> <ul style="list-style-type: none"> • Role and composition of the board, remuneration of directors and senior executives • Rights and responsibilities of shareholders • Ownership of independent directors <p><u>Corporate Social Responsibility (CSR):</u></p> <ul style="list-style-type: none"> • Introduction to CSR • Advantages and Scope • Indian Scenario • CG and CSR • Corporate governance rating 	10	17
V	<p>Practical: The students may be given a term paper either individually or in group of 2 to 3 students on topic like:</p> <ul style="list-style-type: none"> • Study of the CSR activities of corporates • Important religious tenets (any one of them) and their implication for social and spiritual enhancement. • Significance of Values contained in Scriptures like Ramayana, Mahabharata, Bible, Quran, etc., for Social and Spiritual Welfare. • Important Values prescribed by historical leaders of India, viz. Chanakya, Kautilya, Akbar, Maharana 	----	(30 marks CEC)

	<p>Pratap, Mahatma Gandhi, Mother Teresa, etc., and their significance in guiding Human Behaviour.</p> <ul style="list-style-type: none"> • Relevant values as practiced by corporate / business leaders and their role in empire building. • The students may also be asked to conduct the survey of 3 to 4 organizations to study the Ethical practices pursued by them and the way Ethical Dilemmas ,if any, are resolved and also the system of corporate governance in those organizations 		
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4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	S K Mandal	Ethics in Business and Corporate Governance	Tata McGraw Hill	2011 or Latest
2	Murthy C.S.V.	Business Ethics and Corporate Governance	Himalaya Publishing	2009 or Latest Edition
3	A.C. Fernando	Business Ethics: An Indian Perspective	Pearson	Latest
4	Riya Rupani	Business Ethics and Corporate Governance	Himalaya Publishing	Latest Edition
5	David J.Fritzsch	Business Ethics; a Global and Managerial Perspective	McGraw-Hill Irwin, Singapore	Latest Edition
6	Andrew Crane & Dirk Matten	Business Ethics : Managing Corporate Citizenship and Sustainability in the Age of Globalization	Oxford University Press	Latest Edition
7	Neeru Vasisth Namita Rajpu	Corporate Governance Values & Ethics	Taxmann	2010

8	Ashok K Nadhani	Business Ethics and Business Communications	Taxmann	Latest Edition
9	Murthy C.S.V	Business Ethics	Himalaya Publishing	Latest Edition
10	Daniel Albuquerque	Business Ethics: Principles and practice	Oxford Uni. Press	Latest Edition

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Journal of Human Values
2. IBA Journal of Management & Leadership
3. International Journal of Business Ethics in Developing Economies
4. Journal of Business Law and ethics
5. Indian Journal of Corporate Governance