

ELECTIVE - IV - BUSINESS ETHICS

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
VI		Elective-IV	60	4	60	4	3

COURSE OBJECTIVE:

1. To understand the importance of ethics in business and to acquire knowledge, capability to develop ethical practices for effective management.
2. To know the ethics in various functional areas.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO STATEMENT	Knowledge level (K1-K4)
CO1	To understand the nature of business ethics	K1
CO2	To develop skills of ethical decision making	K1
CO3	To be familiar with and manage ethics	K2
CO4	To develop skills of ethics in marketing and operations management	K2
CO5	To identify with the ethics in global business	K2

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	M	S	S
CO2	M	S	S	S	M	S
CO3	S	S	M	S	S	S
CO4	S	S	M	M	S	M
CO5	S	M	S	S	S	S

S – Strong;

M – Medium;

L – Low

UNIT- I INTRODUCTION TO BUSINESS ETHICS

15 hrs

Nature of Business ethics : Definition - Importance of ethics in business - Factors influencing business ethics - Ethics in management - Indian ethics for business - Sacred simplicity (Vedantic ethics) - Ethical values in Gita - Ethical dimensions of Gandhi - Ethics in Buddhism - Ethics in Sufism - Ethical issues in business.

UNIT-II ETHICAL DECISION MAKING

10 hrs

Attitudes and beliefs: Decision process of groups - Market forces - Environmental ethics.- Business ethics and society - Society expectations from business - Ethical issues in Terrorism
- Ethical values and dilemmas. Decision making - Decision process in competitive pressures- Ethical decision making - Ethical decision dilemmas
- Organisation and power politics - silent saboteurs.

UNIT- III MANAGING ETHICS

10 hrs

Building a value system : code of ethics - setting standards from top - Masculine and feminine values - Role of laws and enforcement - Rights and stakeholders - Rules and enforcement - Ethics committees - Training in ethics - Training programmes in ethics - Hot line – Ombudsman - Regular meetings - Ethics audits and bench marking.

UNIT- IV	ETHICS IN COMMERCIAL AND OPERATIONS MANAGEMENT	10 hrs
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Ethics in marketing and industrial espionage :Consumer rights - Unethical practices in marketing - product related issues - Ethics in Advertising - Industrial espionage - Ethics in SCM and Intellectual property - Issues in purchase - Ethical issues in transport - Ethics in stores - Issues in civil contracts - Black marketing and hoarding - Bribery and corruption- Intellectual property rights - Ethics in operation and Technology.

UNIT- V ETHICS IN HRM 15 hrs

Ethics in HRM : Employment issues - privacy issues -Whistle blowing - Sexual harassment - Social responsibilities and ethical values - Global Business and ethics - Foreign bribery- avoiding sanctions - Develop conditions for business growth – Model business principles in USA -The Caux principles - IT and Ethics - Ethical concerns in E-commerce - Ethical issues in BPO- Ethical concerns of BT - Ethics in pharma sector.

Distribution of marks: Theory 100% and problem

0% TEXT BOOKS:

S.N O	Authors	Title	Publishers	Year of publicatio n
1	R.V.Badi & N.V.Badi	Business ethics	Vrinda Publication(p) ltd	2005
2	David J. Fritzsche	Business Ethics: A Global & Management Perspective	Tata McGrawHill	1998

3	Ramaswamy Namakumari	Strategic Planning - Corporate Strategy	MacMilla n India Ltd	1994
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REFERENCE BOOKS:

S.N O	Authors	Title	Publishers	Year of publicati on
1	Laura P. Hartman	Perspectives in Business Ethics	Tata McGraw- Hill, 2nd Edition	2007
2	Peter Madsen & Jay M. Shafritz	Essential of Business Ethics	Meridian, New Delhi	1990
3	Ken Smith and Phil Johnson	Business Ethics and Business Behavior	Cengage Learning EMEA	1996
4	CSV Murthy	Business ethics, text and cases	Himalya publishing house	2006
5	SathishModh	Ethical Management	Macmillan	2006
6	B.P Banerjee	Foundations of Ethics and Management	Excel books	2005

TEACHING METHODOLOGY :

- 1.Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study

10. Role play

SYLLABUS DESIGNER:

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