

SKILL BASED SUBJECT - IV : BUSINESS ETHICS

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
VI		Skillbased subject-IV	30	2	30	2	2

COURSE OBJECTIVE:

To understand the importance of ethics in business and to acquire knowledge, capability to develop ethical practices for effective management.

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
C01	M	S	S	S	S	M
C02	M	S	S	S	M	S
C03	S	S	M	S	S	S
C04	S	S	M	M	S	M
C05	S	M	S	S	M	S

S – Strong;

M – Medium;

L – Low

UNIT-I INTRODUCTION TO BUSINESS ETHICS

6 hrs

Nature of Business ethics: Definition - Ethics in management - Ethics in business - Nature of business ethics and values - Importance of ethics in business - Factors influencing business ethics - Ethical values in Gita - Ethical dimensions of Gandhi.

UNIT-II ETHICAL DECISION MAKING

6 hrs

Attitudes and beliefs: Decision process of groups - Market forces - Environmental ethics. **Business ethics and society:** Society expectations from business - Ethical issues in Terrorism- Technology revolution and ethics - silent saboteurs.

UNIT-III MANAGING ETHICS

6 hrs

Building a value system: Code of ethics - Building a value system - setting standards from top- Masculine and feminine values - Ethics committees - Hot line - Ombudsman- Ethics audits and bench marking.

UNIT-IV	ETHICS IN COMMERCIAL AND OPERATIONS	
MANAGEMENT		6 hrs

Ethics in marketing : Consumer rights - Unethical practices in marketing - product related issues - Ethics in Advertising - Industrial espionage - Black marketing and hoarding - Bribery and corruption.

UNIT- V ETHICS IN HRM**6 hrs**

Ethics in HRM : Discrimination - Race and disability - Whistle blowing- CSR- Implementation of CSR - Foreign bribery- Avoiding sanctions - 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.NO	Authors	Title	Publishers	Year of publication
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	MacMillan India Ltd	1994

REFERENCE BOOKS:

S.NO	Authors	Title	Publishers	Year of publication
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	Himalaya publishing house	2006
5	Sathish Modh	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:

Mrs. A.Kalaiselvi, Assistant Professor, Department of Management Studies, D.K.M College for Women.