



**TEACHING PLAN – BUSINESS ETHICS**

<b>SCHOOL:ASOM</b>		<b>ACADEMIC SESSION: 2022–23</b>	<b>MBA, SEMESTER-IV</b>		
			<b>FOR STUDENTS’ BATCH: 2022-24</b>		
<b>1</b>	<b>Course code</b>	<b>MGTM-403</b>			
<b>2</b>	<b>Course Title</b>	<b>Business Ethics</b>			
<b>3</b>	<b>Credits</b>	<b>4</b>			
<b>4</b>	<b>Learning Hours</b>		<b>Contact Hours (Class room and Tutorial)</b>	<b>60</b>	
			<b>Assessment</b>	<b>20</b>	
			<b>Guided Study</b>	<b>20</b>	
			<b>Total hours</b>	<b>100</b>	
<b>5</b>	<b>Course Objective</b>	<ul style="list-style-type: none"> <li>• Equip students with a comprehensive understanding of ethics, business ethics, and corporate governance.</li> <li>• Develop critical thinking skills to analyze and address ethical issues in business.</li> <li>• Foster an appreciation for the role of corporate social responsibility in sustainable development.</li> <li>• Enhance students' ability to apply ethical theories to real-world business situations.</li> <li>• Provide insights into the contemporary issues and challenges in the field of business ethics and corporate governance.</li> </ul>			

6	<b>Program Outcomes</b>	<p>After completing the course, the student shall be able to:</p> <p>CO1: Understand the fundamental concepts and principles of ethics and business ethics.</p> <p>CO2: Analyze and evaluate ethical theories and their application in business scenarios.</p> <p>CO3: Identify and address ethical issues in commerce and management, including marketing, finance, and HR.</p> <p>CO4: Comprehend corporate governance principles and its practices in the Indian context.</p> <p>CO5: Evaluate contemporary issues and understand the role of businesses in sustainable development.</p>			
7	<b>Outline syllabus:</b>				
7.01	<b>Paper Code</b>	<b>Unit</b>	<b>Introduction</b>	<b>Reference number</b>	<b>Teaching methods</b>
7.02	<b>Paper Code. Unit I MGTM-403</b>	(a)	<ul style="list-style-type: none"> <li>Introduction and Concept of Ethics</li> <li>Types and Significance of Ethics</li> </ul> <p><a href="https://youtu.be/9soMNMf31WE?feature=shared">https://youtu.be/9soMNMf31WE?feature=shared</a></p> <p><a href="https://youtu.be/ltW7KVYJ1go?feature=shared">https://youtu.be/ltW7KVYJ1go?feature=shared</a></p> <p><a href="https://youtu.be/fctf9m52Jfg?feature=shared">https://youtu.be/fctf9m52Jfg?feature=shared</a></p>	T1: 2-5 T2: 1-3	Direct Lecture, White board, Group discussion, PPT
		(b)	<ul style="list-style-type: none"> <li>Ethics in Business</li> <li>Relationship between Ethics and Business Ethics</li> </ul> <p><a href="https://youtu.be/ltW7KVYJ1go?feature=shared">https://youtu.be/ltW7KVYJ1go?feature=shared</a></p> <p><a href="https://youtu.be/Y2hqx0uOEYA?feature=shared">https://youtu.be/Y2hqx0uOEYA?feature=shared</a></p> <p><a href="https://youtu.be/fWJuc7gWB4E?feature=shared">https://youtu.be/fWJuc7gWB4E?feature=shared</a></p>	T1: 12-17 T2: 9-19	Direct Lecture, White board, Group discussion,

		<ul style="list-style-type: none"> <li>Unethical Issues in Business</li> </ul> <p><a href="https://youtu.be/Txf5cYZU78Y?feature=shared">https://youtu.be/Txf5cYZU78Y?feature=shared</a></p> <p><a href="https://youtu.be/jkT0yDuQBjQ?feature=shared">https://youtu.be/jkT0yDuQBjQ?feature=shared</a></p>	<p>T1: 22-26 T2: 21-24</p>	<p>Direct Lecture, White board, Group discussion</p>
7.03	Paper Code. Unit II MGTM-403	<ul style="list-style-type: none"> <li>Ethical Theories – Egoism, Utilitarianism, Deontology, Care Ethics, Virtue Ethics</li> </ul> <p><a href="https://youtu.be/0vNXd9m0fiw?feature=shared">https://youtu.be/0vNXd9m0fiw?feature=shared</a></p> <p><a href="https://youtu.be/qxUgnxd27-8?feature=shared">https://youtu.be/qxUgnxd27-8?feature=shared</a></p> <p><a href="https://youtu.be/xKh0bOd5jR0?feature=shared">https://youtu.be/xKh0bOd5jR0?feature=shared</a></p>	<p>T1: 32-37 T2: 27-31</p>	<p>Direct Lecture, White board, Group discussion</p>
		<ul style="list-style-type: none"> <li>Corporate Social Responsibility (CSR) – Introduction and Nature</li> <li>Types of CSR and Social Responsibilities for Economic Growth</li> </ul> <p><a href="https://youtu.be/AzHaDKZ-iiI?feature=shared">https://youtu.be/AzHaDKZ-iiI?feature=shared</a></p> <p><a href="https://youtu.be/L_Q9rXAFZeg?feature=shared">https://youtu.be/L_Q9rXAFZeg?feature=shared</a></p> <p><a href="https://youtu.be/iIwuDvZI8t0?feature=shared">https://youtu.be/iIwuDvZI8t0?feature=shared</a></p> <p><a href="https://youtu.be/ek9OZw2M_gE?feature=shared">https://youtu.be/ek9OZw2M_gE?feature=shared</a></p>	<p>T1: 42-53 T2: 34 – 45</p>	<p>Direct Lecture, White board, Group discussion, Q&amp;A Session</p>
		<ul style="list-style-type: none"> <li>Religion and Ethics in Business</li> <li>Business Ethics and CSR in New Economy, Ethical Climate</li> </ul> <p><a href="https://youtu.be/6O8WjrUffCY?feature=shared">https://youtu.be/6O8WjrUffCY?feature=shared</a></p> <p><a href="https://youtu.be/uvkyGM4qi0c?feature=shared">https://youtu.be/uvkyGM4qi0c?feature=shared</a></p> <p><a href="https://www.youtube.com/watch?v=PTp08MeQCoU&amp;list=PLmFN7_8sAtp8as8heVS8BGUwJcsJvrlpM">https://www.youtube.com/watch?v=PTp08MeQCoU&amp;list=PLmFN7_8sAtp8as8heVS8BGUwJcsJvrlpM</a></p>	<p>T1: 77-89 T2: 52-62</p>	<p>Direct Lecture, White board, Group discussion</p>
		<ul style="list-style-type: none"> <li>(c)</li> </ul>		

7.04	<b>Paper Code. Unit III MGTM-403</b>	(a)	<ul style="list-style-type: none"> <li>Ethics in Marketing and Ethical Issues in Marketing Mix</li> <li>Unethical Practices in Marketing</li> </ul> <p><a href="https://www.youtube.com/watch?v=x9WWy0JnG98&amp;pp=ygU74oCiCUV0aGljcyBpbjBNYXJrZXRpbmcgYW5kIEV0aGljYWwgSjXNzdWVzIGluIE1hcmtldGluZyBNaXg%3D">https://www.youtube.com/watch?v=x9WWy0JnG98&amp;pp=ygU74oCiCUV0aGljcyBpbjBNYXJrZXRpbmcgYW5kIEV0aGljYWwgSjXNzdWVzIGluIE1hcmtldGluZyBNaXg%3D</a></p> <p><a href="https://youtu.be/vpa8iOoNt3E?feature=shared">https://youtu.be/vpa8iOoNt3E?feature=shared</a></p> <p><a href="https://youtu.be/hm8K5j6mCI8?feature=shared">https://youtu.be/hm8K5j6mCI8?feature=shared</a></p>	T1: 92-107 T2: 75-92	Direct Lecture, White board, Group discussion, PPT
		(b)	<ul style="list-style-type: none"> <li>Ethics in Finance and Code of Ethics in Finance</li> </ul> <p><a href="https://youtu.be/OB4Dn1x69FU?feature=shared">https://youtu.be/OB4Dn1x69FU?feature=shared</a></p> <p><a href="https://youtu.be/qGvX0UWPkGE?feature=shared">https://youtu.be/qGvX0UWPkGE?feature=shared</a></p>	T1: 115-133 T2: 97-109	Direct Lecture, White board, Group discussion, Q&A Session
		(c)	<ul style="list-style-type: none"> <li>Introduction to Ethics in HRM</li> <li>Ethical Issues in HR</li> </ul> <p><a href="https://youtu.be/xHqkGdabutE?feature=shared">https://youtu.be/xHqkGdabutE?feature=shared</a></p> <p><a href="https://youtu.be/JhQMGUTT0IE?feature=shared">https://youtu.be/JhQMGUTT0IE?feature=shared</a></p> <p><a href="https://youtu.be/i9ExYHT4Ytg?feature=shared">https://youtu.be/i9ExYHT4Ytg?feature=shared</a></p> <p><a href="https://youtu.be/gJYXweCcRRc?feature=shared">https://youtu.be/gJYXweCcRRc?feature=shared</a></p>	T1: 172-193 T2: 127-145	Direct Lecture, White board, Group discussion, Q&A Session
7.05	<b>Paper Code. Unit IV MGTM-403</b>	(a)	<ul style="list-style-type: none"> <li>Concept of Corporate Governance and its Need</li> <li>Principles of Corporate Governance</li> <li>Present Scenario of Corporate Governance in India</li> </ul> <p><a href="https://youtu.be/U6qPQ7NcqXY?feature=shared">https://youtu.be/U6qPQ7NcqXY?feature=shared</a></p> <p><a href="https://youtu.be/n-bqtII9diU?feature=shared">https://youtu.be/n-bqtII9diU?feature=shared</a></p> <p><a href="https://youtu.be/EB0IG2m0LEw?feature=shared">https://youtu.be/EB0IG2m0LEw?feature=shared</a></p>	T1: 212-223 T2: 156-178	Direct Lecture, White board, Group discussion, Q&A Session

			<a href="https://youtu.be/FN0kRR98518?feature=shared">https://youtu.be/FN0kRR98518?feature=shared</a>		
		(b)	<ul style="list-style-type: none"> <li>• Board of Directors – Composition and Functions</li> <li>• Committees in Corporate Governance – Birla Committee, Naresh Chandra Committee, Narayan Murthy Committees, Cadbury Committee</li> </ul> <a href="https://youtu.be/nw0XygvD0w?feature=shared">https://youtu.be/nw0XygvD0w?feature=shared</a> <a href="https://youtu.be/iMAS4gfsVx0?feature=shared">https://youtu.be/iMAS4gfsVx0?feature=shared</a> <a href="https://youtu.be/pOne_4-w31U?feature=shared">https://youtu.be/pOne_4-w31U?feature=shared</a> <a href="https://youtu.be/tR6NtjcvxLo?feature=shared">https://youtu.be/tR6NtjcvxLo?feature=shared</a>	T1: 231- 245 T2: 183 - 197	Direct Lecture, White board, Group discussion, Q&A Session
		(c)	<ul style="list-style-type: none"> <li>• Changes in Corporate Governance issues as per Companies Act, 2013</li> </ul> <a href="https://youtu.be/y4mAcYXjFq4?feature=shared">https://youtu.be/y4mAcYXjFq4?feature=shared</a>	T1: 257-269 T2:212-233	Direct Lecture, White board, Group discussion, Q&A Session
7.06	Paper Code. Unit V MGTM-403	(a)	<ul style="list-style-type: none"> <li>• Role of SEBI in Governance and Extent of Compliance of Governance Code in India</li> <li>• Governance Rating in India</li> </ul> <a href="https://youtu.be/sspsOx4n604?feature=shared">https://youtu.be/sspsOx4n604?feature=shared</a> <a href="https://youtu.be/nC8KLricMW4?feature=shared">https://youtu.be/nC8KLricMW4?feature=shared</a>	T1: 276-287 T2: 237-245	Direct Lecture, White board, Group discussion, Q&A Session

		(b)	<ul style="list-style-type: none"> <li>• Concept of Sustainable Development and Objectives</li> </ul> <p><a href="https://youtu.be/6M5INMddqyQ?feature=shared">https://youtu.be/6M5INMddqyQ?feature=shared</a></p> <p><a href="https://youtu.be/iFQfTYw5WOo?feature=shared">https://youtu.be/iFQfTYw5WOo?feature=shared</a></p>	T1: 289-298 T2: 249-262	Direct Lecture, White board, Group discussion, Q&A Session
		(c)	<ul style="list-style-type: none"> <li>• Evolution and Principles of Sustainable Development</li> <li>• Global Goals of Sustainable Development</li> </ul> <p><a href="https://youtu.be/oRHr1mpYoPw?feature=shared">https://youtu.be/oRHr1mpYoPw?feature=shared</a></p> <p><a href="https://youtu.be/nIKkb1HkWnQ?feature=shared">https://youtu.be/nIKkb1HkWnQ?feature=shared</a></p> <p><a href="https://youtu.be/7dzFbP2AgFo?feature=shared">https://youtu.be/7dzFbP2AgFo?feature=shared</a></p> <p><a href="https://youtu.be/X5zHBCsz42I?feature=shared">https://youtu.be/X5zHBCsz42I?feature=shared</a></p>	T1: 312-323 T2: 267-283	Direct Lecture, White board, Group discussion, Q&A Session
<b>8</b>	<b>Course Evaluation</b>				
<b>8.10</b>	<b>CA: 40%</b>				
<b>8.1</b>	<b>Attendance</b>	5%			
<b>8.12</b>	<b>Homework</b>	20%			
<b>8.13</b>	<b>Quizzes</b>	15%			
<b>8.14</b>	<b>Projects</b>	5%			
<b>8.15</b>	<b>Presentation</b>	15%			
<b>8.16</b>	<b>Any other</b>	--			
<b>8.2</b>	<b>MTE(IA)</b>	20%			
<b>8.3</b>	<b>End-term examination: 60%</b>				
<b>9</b>	<b>Text Books &amp; References</b>				
<b>9.1</b>	<b>Text books</b>	<ul style="list-style-type: none"> <li>• Thomas Clarke: Theories of Corporate Governance (ed.), Rutledge Publishers, London.</li> <li>• Kesho Prasad: Corporate Governance, PHI, New Delhi.</li> <li>• A.C.Fernando: Corporate-Governance, Principles, Policies and Practices, Pearson Education, New Delhi</li> <li>• Joseph R. Desjardins; An introduction to business ethics; TMH, New Delhi</li> <li>• Chakraborty S.K. Ethics in management, Oxford University Press, New Delhi</li> </ul>			
<b>9.2</b>	<b>References</b>				

		<ul style="list-style-type: none"> <li>• Vasudha Joshi: Corporate Governance – The Indian Scenario Foundations Books, New Delhi</li> <li>• David J. Fritzsche; Business Ethics: A global and Managerial perspective, TMH, New Delhi</li> <li>• R.C.Shekhar; Ethical Choices in business, response Book, New Delhi</li> <li>• Rituparana Raj; A study in business ethics, Himalaya, Bombay</li> </ul>
9.3	<b>Video References</b>	<ul style="list-style-type: none"> <li>• <a href="https://shodhganga.inflibnet.ac.in/simple-search?">https://shodhganga.inflibnet.ac.in/simple-search?</a></li> <li>• <a href="https://www.inflibnet.ac.in/">https://www.inflibnet.ac.in/</a></li> <li>• <a href="https://ndl.iitkgp.ac.in/">https://ndl.iitkgp.ac.in/</a></li> <li>• <a href="https://openlibrary.org/search?q=Corporate+Governance&amp;mode=everything">https://openlibrary.org/search?q=Corporate+Governance&amp;mode=everything</a></li> </ul>

### Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic↓	1	2	3	4	5
Paper Code. Unit I (a)	✓				
Paper Code. Unit I (b)	✓				
Paper Code. Unit I (c)	✓				
Paper Code. Unit II (a)		✓			
Paper Code. Unit II (b)		✓			
Paper Code. Unit II (c)		✓			
Paper Code. Unit III (a)			✓		
Paper Code. Unit III (b)			✓		
Paper Code. Unit III (c)			✓		
Paper Code. Unit IV (a)				✓	
Paper Code. Unit IV (b)				✓	
Paper Code. Unit IV (c)				✓	
Paper Code. Unit V (a)					✓
Paper Code. Unit V (b)					✓
Paper Code. Unit V (c)					✓

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## QUESTION BANK

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### Unit 1

1. What is the concept of ethics, and why is it important in various aspects of life?
2. Discuss the nature and objectives of ethics, highlighting its significance in decision-making.
3. Differentiate between various types of ethics and provide examples of their applications.
4. Explore the evolution of business ethics and its principles.
5. Elaborate on the relationship between ethics and business ethics, emphasizing their interconnectedness.
6. Identify and discuss unethical issues commonly encountered in business.

### Unit 2

7. Define and explain the ethical theories of egoism, utilitarianism, deontology, care ethics, and virtue ethics.
8. Examine the intersection of religion and ethics, particularly in the context of business.
9. Highlight the concept and nature of Corporate Social Responsibility (CSR) and its current situation in India.
10. Discuss the different types of social responsibility and their role in promoting ethical business practices.
11. Evaluate the ethical climate in the new economy and its impact on business ethics.

### Unit 3

12. Analyze the ethical issues in marketing, focusing on product marketing, pricing, distribution decisions, and advertising.
13. Explore unethical practices in marketing and their consequences.
14. Discuss the importance and scope of ethics in finance, including the establishment of a code of ethics.
15. Introduce the concept of ethics in Human Resource Management (HRM) and explore ethical issues in HR.

### Unit 4

16. Define corporate governance and discuss its necessity and importance in business.
17. Outline the principles of corporate governance and its present scenario in India.
18. Explore the composition and functions of the Board of Directors in corporate governance.



19. Examine the committees associated with corporate governance, such as the Birla, Naresh Chandra, Naryan Murthy, and Cadbury Committees.
20. Evaluate the changes in corporate governance issues as per the Companies Act, 2013.

## **Unit 5**

21. Investigate the role of SEBI (Securities and Exchange Board of India) in governance and its impact on corporate practices.
22. Assess the compliance of governance codes in India and discuss governance ratings.
23. Define sustainable development and elaborate on its objectives and scope.
24. Trace the evolution of sustainable development and its principles.
25. Discuss the global goals of sustainable development and their implications for businesses.

### **PROJECT**

1. What is the significance of ethics in various fields of application, and how does it influence decision-making?
2. Discuss the evolution of business ethics and its principles. How has the perception of business ethics changed over time?
3. Explore the relationship between ethics and business ethics. How do ethical considerations impact business practices, and what are the consequences of unethical behavior in the business world?
4. Explain the ethical theories of egoism, utilitarianism, deontology, care ethics, and virtue ethics. How do these theories apply to decision-making in a business context?
5. Investigate the intersection of religion and ethics in business. How does religion influence ethical decision-making, and what role does it play in shaping corporate values?
6. Analyze the concept of Corporate Social Responsibility (CSR) and its current situation in India. What are the different types of social responsibility, and how does CSR contribute to economic growth?
7. Examine the ethical issues in marketing, covering aspects such as product marketing, pricing, distribution decisions, and advertising. How can businesses ensure ethical practices in their marketing strategies?
8. Discuss the importance and scope of ethics in finance. Explore the relevance of a Code of Ethics in Finance and highlight examples of unethical financial practices.
9. Investigate the ethical issues in Human Resource Management (HRM). How does the use of Human Resource Information System (HRIS) impact ethical considerations in HRM?
10. Explore the concept of Corporate Governance, its principles, and the current scenario in India. Discuss the composition and functions of the Board of Directors, as well as the impact

of Committees like the Birla Committee, Naresh Chandra Committee, Naryan Murthy Committees, and Cadbury Committee.