

MBAS 456: BUSINESS ETHICS AND SOCIAL RESPONSIBILITY

Workload : 4 hours per week - Total credits 04

Examination : 3 hours; 30 marks continuous evaluation & 70 marks final examination.

Objectives

1. To understand business ethics and its relevance in the business field
2. To understand the concepts of ethics and social responsibility in the current business environment.
3. To provide exposure on the Indian Heritage & CSR

Course Outcomes

1. Appreciate the concepts of business ethics
2. Understand the basic concepts of Indian Ethos
3. Able to understand and apply work ethos and values
4. Get familiar with the basic sources of Indian ethos and values
5. Understand the Indian Systems of learning

Pedagogy Lectures, assignments, practical exercises, discussions, seminars, etc.

Module 1, Nature of business ethics. Moral development and Moral reasoning, arguments for and against business-ethics. Moral responsibility. Social responsibility and business ethics. Development of business Ethics-Development of business ethics in different countries.

Module 2, Ethical principles. Utilitarianism, The moral status of corporations. Ethical theory. Ethics and business -decision making. Case studies of ethics in practice. Discrimination in employment. Affirmative action. Unjust dismissal, workers' rights and duties. Whistle blowing, working conditions. Quality of working life. Gender issues. Women at workplace. Protecting consumers: Ethical issues in delivering consumer needs. Marketing strategy and Ethics-Ethical practices in the market place - advertising. Marketing and product Safety-Government regulations: Role of government, corporate democracy. Government and corporate codes

Module 3, Controlling for more ethical behavior. Implementing business ethics, interpersonal relationships in organization- Controlling personal moral development within the organization. Controlling corporate culture and ethical decision making. Organizational politics.

Module 4, Indian ethos – an overview: Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices

Module 5, Work ethos and values: Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos Life Goals or Purusharthas, Professionalism and Karma Yoga, Values Vs Skills, Value System, Values & Purity of Mind, Indian Values & Wisdom relevant to modern management. Values are universal, why should we call them Indian Values

Module 6, Sources of Indian ethos in management: Management Lessons from Vedas, Management Lessons from Mahabharata, Management Lessons from Bible, Management Lessons from Quran, and Management Lessons from Kautilya's Arthashastra Indian Heritage in Business, Management, Production and Consumption. Ethics v/s Ethos Indian Management v/s Western Management

Module 7, Indian systems of learning: Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages. Modern System of Learning: Meanings, Features, Advantages, Disadvantages. Karma: Meaning, Importance of Karma to Managers, Nishkama Karma. Laws

of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma. Self-Management: Personal growth and Lessons from Ancient Indian Education System. Personality Development: Meaning, Determinants, Indian Ethos and Personality Development

Module 8, Indian heritage and CSR: Business Ethics, Theories of Business Ethics, Corporate Social Responsibility, Utilitarian Views on Business Ethics - Methods and means of checking corruption, Whistle blowing Fivefold debts (Pancha Rina) Vs Corporate Social Responsibility.

Reference Books:

1. Devdutt Pattanaik (2015), Business Sutra: A Very Indian Approach to Management
2. R Nandagopal, Ajith Sankar RN: Indian Ethics and Values in Management, Tata Mc Graw
3. Hill, 2011
4. Bhatta, S.K. (2006), Business Ethics & Managerial Values, Deep and Deep Publications, New Delhi.
5. Jackall, R. - Moral Mazes: The World of Corporate Managers., New York, Oxford University Press.
6. Business Ethics Concepts and cases by Manuel G Velasquez, Fifth edition, PHI
7. Business Ethics - Ethical decision making and cases by Ferrell & Frederic, Houghton Mifflin Company, Boston, 1991.
8. Business Ethics - by Richard T De George, Third edition. Me Millan Publishing Co.
9. Business Ethics - A managerial, stakeholder approach by Joseph W Weiss. Wadsworth Publishing Co., California 1994.
10. Ethics in Business - A Philosophical approach. By Thomas Donaldson and Patricia H Werhane, Fourth edition,
11. Rogene A Buchholz, Fundamental concepts & problem in business ethics, PHIC
12. Philip Kotler, Nancy Lee, Corporate Social Responsibility. John Wiley & Sons Inc. 2005
13. Dave, Nalini V (2003): Vedanta and Mana. Deep and Deep Publications, New Delhi.
14. Adair, J. Management and Morality: The Problems and Opportunities of Social Capitalism. Farnborough: Gower.
