



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 2nd Semester

Subject Name: Entrepreneurship and Business Ethics

Subject Code: 1529607

With effective
from academic
year 2020-21

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Critically evaluate</i> the indigenous value system and apply the ethical concepts to develop ethical practices in the organizations. • <i>Appraise</i> the ecosystem and business environment facilitating entrepreneurship for inferring a given available opportunity for entrepreneurship
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions(CBPI)	<ul style="list-style-type: none"> • <i>Suggest</i> a hypothetical CSR plan for a social cause in culturally diverse territories. • <i>Design</i> a business plan for a given entrepreneurial opportunity.
Global Exposure and Cross-Cultural Understanding(GECCU)	<ul style="list-style-type: none"> • <i>Discuss</i> how the ethical and business values of different countries and societies differ. • <i>Analyze</i> relationship between personal traits as well as cultural values and entrepreneurial success.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Recommend</i> measures to align managerial values with societal values for a harmonious society. • <i>Prioritize</i> ethical considerations for the environment and society while exploiting a given entrepreneurial opportunity
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Develop</i> the individual value system and correlate with the organization value system. • <i>Create</i> presentations and business plans that articulate and apply financial, operational, organizational, market, and sales knowledge for setting up an entrepreneurial venture
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Compare and analyze</i> the role of stakeholders and corporate managers' moral obligations in business decision making • <i>Develop</i> a viable and feasible approach to market team's idea for the Indian business environment.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “- “= no correlation

Sub. Code:	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
LO1: Critically evaluate the indigenous value system and apply the ethical concepts to develop ethical practices in the organizations.	3	3	3	1	1	2	1	-	3
LO2: Appraise the ecosystem and business environment facilitating entrepreneurship for inferring a given available opportunity for entrepreneurship	3	3	3	1	-	1	-	2	2



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LO3: Suggest a hypothetical CSR plan for a social cause in culturally diverse territories.	2	2	-	2	2	1	2	2	1
LO4: Design a business plan for a given entrepreneurial opportunity.	2	3	3	2	2	-	-	2	2
LO5: Discuss how the ethical and business values of different countries and societies differ.	1	2	1	2	3	1	2	2	1
LO6: Analyze relationship between personal traits as well as cultural values and entrepreneurial success.	-	-	-	-	-	3	1	2	1
LO7: Recommend measures to align managerial values with societal values for a harmonious society.	1	1	2	1	2	1	3	1	1
LO8: Prioritize ethical considerations for the environment and society while exploiting a given entrepreneurial opportunity	2	2	-	-	1	2	3	2	2
LO9: Develop the individual value system and correlate with the organization value system.	1	2	1	2	-	3	2	-	1
LO10: Create presentations and business plans that articulate and apply financial, operational, organizational, market, and sales knowledge for setting up an entrepreneurial venture	-	-	-	3	1	-	-	-	-
LO11: Compare and analyze the role of stakeholders and corporate managers' moral obligations in business decision making	2	2	3	3	1	3	1	2	2
LO12: Develop a viable and feasible approach to market team's idea for the Indian business environment.	-	-	-	-	-	3	-	2	2

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

3. Course Contents:

Module No:	Contents	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



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<p>II</p>	<p>Managerial Ethics:</p> <ul style="list-style-type: none"> • 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 	<p>10</p>	<p>18</p>
<p>III</p>	<p>Entrepreneurship:</p> <p>Concepts, Importance; Characteristics of a Successful Entrepreneur, Problems faced by Entrepreneurs, Myths and Mind-set, Types of Entrepreneur, Forms of business organizations (Sole Proprietorship, Partnership, HUF, Private limited, Public limited, LLP), Distinction between Family Business and First Generation Entrepreneurs</p> <p>Creativity, Innovation and Entrepreneurship, Introduction to international entrepreneurship, modes of entry</p> <p>Formalities for Setting Up of a Small Business Enterprise: Identifying The Business Opportunity; Growth of a Business Idea; Selection of a Project (Product/ Service Selection, Location Selection, Project Feasibility Study, Business Plan Preparation, Preparation of a Project Profile</p>	<p>10</p>	<p>17</p>
<p>IV</p>	<p>Understanding of Entrepreneurial Ecosystem & Micro, Small, and Medium Enterprises (MSME): Concept, Role and Definitions of MSME, Growth & Development of MSME in India and Gujarat, Problems facing the MSME Sector.</p> <p>Introduction to Central, State and Other Institutions supporting business enterprises for financial assistance, technical consultancy, marketing input and research & development support, Process of raising finance from Bank and Other Institutes</p> <p>Initiatives for Start-up India, Stand up India and Skill India, Government of Gujarat schemes for Start-up, Start-up and ecosystem</p>	<p>10</p>	<p>18</p>
<p>V</p>	<p>Practical:</p> <p>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 • 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 Pratap, Mahatma Gandhi, Mother Teresa, etc., and their significance in guiding 		<p>15 Marks</p>



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	Human Behaviour. • 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		
	Project/ presentation on any of the following; • Survey of Entrepreneurs from local area • Preparing a Business plan for dream business/project • Identifying success stories of various Entrepreneurs, • Case study on entrepreneurship • Ease of Doing Business (EoDB) – Overview, Ranking, Determinants of EoDB Experience sharing with entrepreneurs by visiting industry, guest talks and live projects.		15 Marks

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 • Quiz	10 marks 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	TMH	Latest
2	A.C. Fernando	Business Ethics: An Indian Perspective	Pearson	Latest
3	David J. Fritsch	Business Ethics; a Global and Managerial Perspective	McGraw-Hill Irwin, Singapore	Latest
4	Andrew Crane & Dirk Matten	Business Ethics : Managing Corporate Citizenship and Sustainability in the Age of Globalization	Oxford University Press	Latest
5	Poornima M. Charantimath	Entrepreneurship Development and Small	Pearson	Latest



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		Business Enterprises		
6	Arya Kumar	Entrepreneurship: Creating and Leading an Entrepreneurial Organization	Pearson	Latest
7	Robert D. Hisrich, Michael P Peters and Dean A Shepherd	Entrepreneurship	McGraw Hill	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

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. Business India / Business Today / Business World, University News
6. The Journal Of Entrepreneurship by SAGE Publisher,
journals.sagepub.com/home/joe
7. The journal of Entrepreneurship and Innovation in Emerging Economies by
SAGE Publisher, journals.sagepub.com/home/eie.
8. International Journal of Entrepreneurship and Small Business by Inderscience
Publishers, www.inderscience.com/ijesb
9. Vikalpa: The Journal for Decision Makers
10. Prabandhan: Indian Journal of Management