

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year III (Semester: –V) (W.E.F. Academic Year 2017-18)

Subject Name: Business Ethics and Corporate Governance (BECG)

Subject Code: 3559903

Subject Credits: 3

Total Marks: 150

### 1. Learning Outcome:

- Understanding of the underlying concepts of Corporate Governance, business ethics
- Foster candidates' understanding of the ethical influences on economic, financial, managerial and environmental aspects of business.
- Develop a candidate's ability to critically analyze ethical issues in business.

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

### 3. Course Contents:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
I	Introduction to Business Ethics: Nature of Ethics; Ethical Concepts and Theories.	9	17
II	Managerial Ethics: Managerial & Ethical Dilemmas at work; Managing Ethical Problems; Managerial Ethics and Individual Decisions; Creative Accounting-Its Role in Business Scandals; Corporate Ethical Leadership and Corporate Social Responsibility and Social Reporting and Ethics of Whistle Blowing.	9	18
III	Business Ethics and Corporate Governance: Corporate Governance-Global Practice, Sarbanes Oxley Act of 2002; Reports of Various Committees (1.Narayanmurthy 2.Ganguly 3. Naresh Chandra 4. CII/OECD) and their recommendations on corporate Governance.	9	18
IV	Model working of corporate governance: Board Structure, role and responsibilities of directors, Rights and responsibilities of shareholders, ownership of independent directors – Indian Scenario, corporate governance summary, corporate governance rating	9	17
V	<b>Practical:</b> The students are required to undertake the practical work related to services and relationship marketing from any of the below mentioned areas: <ul style="list-style-type: none"><li>• Important tenets important religions (any one of them) and their implication for social and spiritual implications.</li></ul>	---	(30 Marks CEC)

	<ul style="list-style-type: none"> <li>• Significance of Values contained in Scriptures like Ramayana, Mahabharat, Bible, Quran, etc., for Social and Spiritual Welfare.</li> <li>• Important Values subscribed by great Leaders like, Akbar the Great, Maharana Pratap, Mahatma Gandhi, Mother Teresa, etc., and their significance in guiding Human Behaviour.</li> <li>• Relevant values as practiced by corporate leaders like Lala Shree Ram, Seth Jamnalalji Bajaj, Sir Jamshetji Tata, and their role in empire building.</li> <li>• Relevant Values of present Business Leaders like, Azim Premji, Narayanmurthy, Rahul Bajaj, Ratan Tata, Kumar Mangalam Birla, Mukesh Ambani, Anil Ambani and their role models of corporate governance Mangalam.</li> </ul> <p>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 are resolved.</p>		
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#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

<b>A</b>	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
<b>B</b>	Mid-Semester examination	(Internal Assessment-30 Marks)
<b>C</b>	End –Semester Examination	(External Assessment-70 Marks)

#### 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	S K Mandal	Ethics in Business and Corporate Governance	Tata McGraw Hill	Latest Edition
2	Murthy C.S.V.	Business Ethics and Corporate Governance	Himalaya	Latest Edition
3	Fernando	Business Ethics	Pearson	Latest Edition
4	Rupani Riya	Business Ethics and Corporate Governance	Himalaya	Latest Edition
5	David J. Fritzsche	Business Ethics: A Global and Managerial Perspective	McGraw-Hill	Latest Edition

6	Andrew Crane & Dirk Matten	Business Ethics : Managing Corporate Citizenship and Sustainability in the Age of Globalization	Oxford University Press	Latest Edition
7	Neeru Vasisth, Namita Rajput	Corporate Governance Values & Ethics	Taxmann	Latest Edition
8	Nadhani Ashok K	Business Ethics and Business Communications	Taxmann	2 <sup>nd</sup>
9	Murthy C.S.V.	Business Ethics	Himalaya Publishing	11 <sup>th</sup>
10	Albuquerque Daniel	Business Ethics: Principles and practice	Oxford Uni. Press	Latest Edition
11	Ronald M. Green	The Ethical Manager: A New Method for Business Ethics	Macmillan	1994

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, etc.**

1. Journal of Management and Governance.
2. Indian Journal of Corporate Governance
3. Journal of Business Ethics
4. Journal of Human Values
5. IBA Journal of Management & Leadership.
6. International Journal of Business Governance and Ethics
7. SANKALPA: Journal of Management and Research.
8. Principles for Responsible Management Education Anti-Corruption Toolkit, UNPRME, 2012.