



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration (PT), 1st Semester
Subject Name: Values and Ethics in Management
Subject Code: 5519901

With effective
from academic
year 2021-22

1. Learning Outcomes:

Learning Outcome Component Learning	Learning Outcomes – Learners will be able to
Business Environment and Domain Knowledge (BEDK)	Understand universal human values and their core concepts Explain the importance of harmonious relationship between Self, Family, Society, Nature and the Existence Discuss the knowledge of business and related concepts from a human values perspective
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Analyze ethical issues in business as per the framework of human values Suggest means of resolving ethical issues in business
Global Exposure and Cross-Cultural Understanding (GECCU)	Compare the universality of human values and its application in all cultures
Social Responsiveness and Ethics (SRE)	Apply the understanding gained from universal human values to family, society, business and Nature
Effective Communication (EC)	Recommend the importance of the human values in ethical decision making in business organizations
Leadership and Teamwork (LT)	Evaluate ethical principles and verify the application of these principles in business by teamwork and ethical leadership

Correlation Levels:

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

Sub. Code:	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Understand universal human values and their core concepts	-	-	1	1	3	3	3	-	3
Explain the importance of harmonious relationship between Self, Family, Society, Nature and the Existence	1	-	-	1	2	2	3	-	2
Discuss the knowledge of business and related concepts from a human values perspective	2	2	1	-	1	1	2	-	2
Analyze ethical issues in business as per the framework of human values	3	2	3	-	2	2	3	-	2
Suggest means of resolving ethical issues in business	3	2	2	2	1	2	2	-	2



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Compare the universality of human values and its application in all cultures	1	1	-	1	3	1	2	-	1
Apply the understanding gained from universal human values to family, society, business and Nature	3	3	-	2	2	1	2	-	2
Recommend the importance of the human values in ethical decision making in business organizations	2	1	-	3	-	3	3	-	3
Evaluate ethical principles and verify the application of these principles in business by teamwork and ethical leadership	-	1	2	2	-	2	2	-	1

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

3. Course Contents:

Module No.	Module Content	No. of Sessions	Marks (out of 70)
I	<p>The Value Of Self Exploration : Happiness, 'I' And The Body</p> <p>Self-Exploration–Concept, Continuous Happiness and Prosperity- A look at basic Human Aspirations Right understanding, Relationship and Physical Facility</p> <p>Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario, Understanding and living in harmony at various levels</p> <p>Understanding human being as a co-existence of the sentient 'I' and the material 'Body, Understanding the needs of Self ('I') and 'Body' - happiness and physical facility</p> <p>Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)</p> <p>Understanding the harmony of I with the Body: Sanyam and Health; Physical needs and the meaning of Prosperity Programs to ensure Sanyama and Health - Ethics, Spirituality and Mindfulness</p>	10	18



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II	<p>Value Of Relationship : Harmony In Family, Society And Nature</p> <p>Understanding values in human-human relationship; meaning of Justice</p> <p>Understanding the meaning of Trust; Difference between intention and competence</p> <p>Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship</p> <p>Understanding the harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals</p> <p>Visualizing a universal harmonious order in society- Undivided Society, Universal Order- from family to world family</p> <p>Understanding the harmony in the Nature Understanding Existence as Co-existence of mutually interacting units in all pervasive space Holistic perception of harmony at all levels of existence</p> <p>Natural acceptance of human values :Definitiveness of Ethical Human Conduct, Professional ethics: Ability to utilize the professional competence for augmenting universal human order</p>	10	17
III	<p>Introduction To Ethics</p> <p>Western Approaches : Consequentialist and Non Consequentialist Principles of Ethics</p> <p>Integrative Social Contract Theory, Ethics and Decision Making</p> <p>Indian Approaches : Dharma as an ethical Imperative, Ethics of Purusharthas,</p> <p>Samkhya Yoga Ethics, Ethics of Liberation in Patanjali's Yoga,</p> <p>Dana as a Moral Category</p>	10	17



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IV	Ethical Issues In Business Importance of Ethics in Business : Macro and Micro Perspective The Importance of Society's Perception for Business Ethics in Practice : Ethical Companies, Organizational Culture and Ethics Professional Ethics Ethical and Spiritual Leadership : Indian and Global Case studies	10	18
V	Practical: Cases of Ethical/Unethical Behaviour of Companies Understanding Personality, Values, Attitude and their impact on behavior at work – Select a personality and identify the same from it Understanding motivation at work – Interview few people/colleagues on the same Understanding the Habits of Highly Effective People Ethical Leaders from India – A Life, Project based study Evaluation of Happiness of Self and Organization – A survey		Internal evaluation (30 marks of CEC)

4. Pedagogy:

: Following pedagogical tools will be used for teaching the course :

- a.) Case discussions based on Cases, Movies, Documentaries
- b.) Discussion on issues and experience sharing
- c.) Projects/Assignments/Quiz/Class Participation

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	<ul style="list-style-type: none"> • Continuous Evaluation Component 	30 marks
	<ul style="list-style-type: none"> • Class Presence & Participation 	10 marks
	<ul style="list-style-type: none"> • Quiz 	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)



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6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	R R Gaur, R Sangal, G P Bagaria	Human Values and Professional Ethics	Excel Books	Latest Edition
2	A.N. Tripathi	Human Values	New Age Intl. Publishers, New Delhi	Latest Edition
3	David Fritzsche	Business Ethics, A Global and Managerial Perspective	Mc Graw Hill	Latest Edition
4	Purushottam Bilimoria et al	Indian Ethics : Classical Traditions and Contemporary Challenges	Ashgate Publishing, UK	First Edition 2007
5	Subroto Bagchi	The Professional	Portfolio Books	First Edition
6	Schumacher E F	Small is Beautiful	Random House	Latest Edition
7	Stephen Covey	The Seven Habits of Highly Effective People	Simon & Schuster	Latest Edition

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. Business and Society – Journal from Sage Publications,
2. Journal of Business Ethics- Springer
3. Journal of Human Values, IIM Kolkata
4. Life Positive
5. Down to Earth