

M.Com. Part I
Business Ethics and Professional Values

Semester II

Subject Code: MCM 21503

Lectures (Lects.): 60

Objectives:

- To develop clear understanding of concepts and issues concerning Business Ethics
- To provide an analysis and examination of significant contemporary ethical issues and challenges existing throughout the professional business arena through the conceptual framework and cases studies
- To make the students aware the significance of institutionalisation of ethical governance in business

Unit 1: Introduction to Business Ethics

12
Lects.

- Conceptual framework:
Nature , concept and definitions of-
 - Ethics
 - Values
 - Business Ethics
- Importance of Ethics in Business
- Classification of Ethics
- Profession and Values
- Indian Ethos and Global Ethos
- Work Ethos
- Guidelines of Socio-ethical System at General Level
- Social Ethics
 - Issues related to Social Ethics
 - Factors affecting Social Ethics

Unit 2: Indian Ethical Practices

14
Lects.

A) Pricing

- Challenges
- Policies

B) Advertising :

- Impact of Ethics in Advertising
- Government General Rules of Conduct in Advertising -India
- Code of ethics for advertising issued by the Advertising Council of India

C) Copy rights and Patents:

- Current scenario and Challenges
- Remedies for IP protection



W.M. 29/6/15

S. Balkar 29/06/2015

S. Shantilal 29/06/2015

R. P. Singh 29/06/15

B. Singh 29/6/15

M. Meghna 29/6/2015

29/6/2015

Rama Venkatesh

G. H. Gidwani

- Index of Issues
- Ethics pertaining to Copywriting

D) Whistle Blowing:

- Concept
- Cases
- Whistle Blowers' Policy

E) Gender Challenges at Workplace:

- Causes
- Remedies

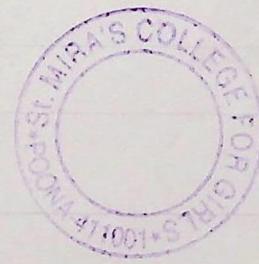
F) Accounting Disclosures:

- Issues
- Causes
- Remedies
- Role of Statutory Bodies

Unit 3: Institutionalisation of Ethical Governance for Corporations

14
Lects.

- Corporate Governance: Concept and Overview
- Board structure
- Roles and Responsibilities of Board of Directors
- Emergence of Corporate Governance Code
 - Cadbury Committee
 - Organisation for Economic Co-operation and Development
 - Sarbanes- Oxley act 2002
- Development of Indian Corporate Governance
 - Mis-governance and Corruption
 - Emergence of Corporate Governance
 - Kumar Mangalam Birla Committee
- Best Practices in Corporate Governance
- Commitments of Ethical Culture
- Ethics Audit



Unit 4: Indian Approach to Business Ethics

8
Lects.

- Gandhian Approach in Management and Trusteeship
- Gandhi's Doctrine of Satya and Ahimsa
 - Concept
 - Importance and relevance of Trusteeship Principle in Modern Business
- Emergence of new values in Indian Industries after Economic Reforms of 1991
- Progressive Business Dharma

Shubham 29/6/2015 Shailesh 29/6/2015 Rajiv Singh 29/6/2015 Bimla 29/6/2015 Udayan Kumar 29/6/2015 29/6/2015 Imdad
Rama Venkatesh 29/6/2015 G. H. Gidwani

- Guest Lectures
- Project Work
- Case Studies

12
Lects.

Books Recommended

1. Wg- Cdr – B.R.Chavala , Swastik Publishers .
2. Management by Values- 3.S.K.Chakraborti , Oxford University Press
3. Foundations to Managerial Work – Contribution from Indian Thought— S. K.Chakraborti , Himalaya Publications
4. Business Ethics- Principles and Practices- Daniel Albuquerue
5. A Study in Business Ethics- Rituparna Raj
6. Ethics in Management-S.A. Sherlekar , Himalaya Publication
7. Business Ethics and Corporate Governance S. K. Bhatia
8. Business Ethics- Veera Kohli, Huma Zafar

Sebalkar
29/06/2015

Shantie'
29/06/2015 Rajni Singh
29/6/15

Bindu
29/6/15

Winged
29/6/15
Umeshwaran (M)
29/6/2015

Ramaventak

G.H. Gidwani

