

Name of Institute: Institute of Management Studies (IMS)

Name of Faculty: Dr Daisy Kurien

Course code: BB0501

Course name: Business Ethics

Pre-requisites: Understanding of Business concepts

Credit points: 3 Credits

Offered Semester: V

Course Lecturer (weeks 01 – 12)

Full Name: Dr Daisy Kurien

Department with siting location: Management

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Consultation times:2:00 pm to 4:00 pm

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

By participating in and understanding all facets of this Course a student will:

- 1) Understand Business ethics
- 2) Explain concepts of Corporate Social Responsibility(CSR), personal ethics and professional conduct.

Course Outcomes (CO)

At the completion of the course, the student will be able to:

- 1: Demonstrate an understanding of the ethical, social and economic environments in which ethical concerns arise
- 2: Recognize important ethical issues that arise in various business contexts and professional

practice;

3: Demonstrate critical thinking skills required for the successful practice of personal and managerial ethics

4: Build an understanding of ethical theories which guide human behavior

5: Understand importance of ethical standards in professional and managerial decision making

6: Build decision making skills in order to be able to handle ethical dilemmas

Course Outline

Module 1

Introduction to Ethics –Principles of personal and professional ethics, Evolution of ethics, Ethics in Business – Importance, need and Significance of Business ethics, Value and Ethics in Business

Module 2

Ethical Theories – Normative theories, Ethical theories in relation to business
Corporate Social Responsibility(CSR) – Ethics and social responsibility of Business, Definition and models of CSR

Module 3

Ethics in Marketing – Ethical Role of marketing managers, Ethics in advertising, Marketing related ethical issues

Ethics in Finance- Ethical Role of finance professionals, Ethical practices in Financial organisations

Module 4

Ethics in Human Resource Management- Ethical Role of HR professionals, challenges and ethical dilemmas, Role of HRM in creating ethical organisations.

Ethics in Information Technology- Ethical Role of IT professionals, Ethical practices in IT organisations

Method of delivery

Lectures, Role plays, Case studies, Video Cases

Study time

Three hours per week

CO-PO Mapping (PO: Program Outcomes)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	1	3	3	2
CO 2	2	3	1	3	2	3
CO 3	1	3	1	3	3	1
CO 4	3	3	1	2	3	1
CO 5	2	3	1	3	3	1
CO6	1	1	3	3	3	2

Blooms Taxonomy and Knowledge retention (For reference)
 (Blooms taxonomy has been given for reference)

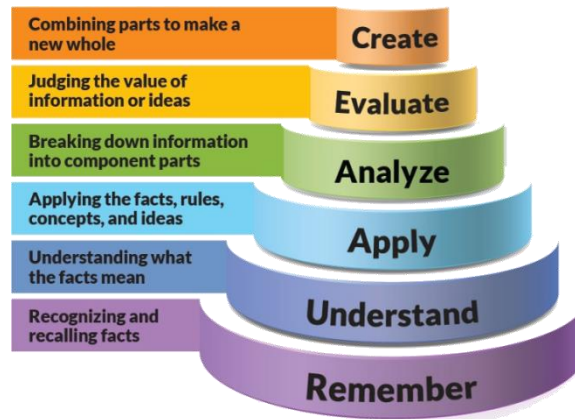


Figure 1: Blooms Taxonomy

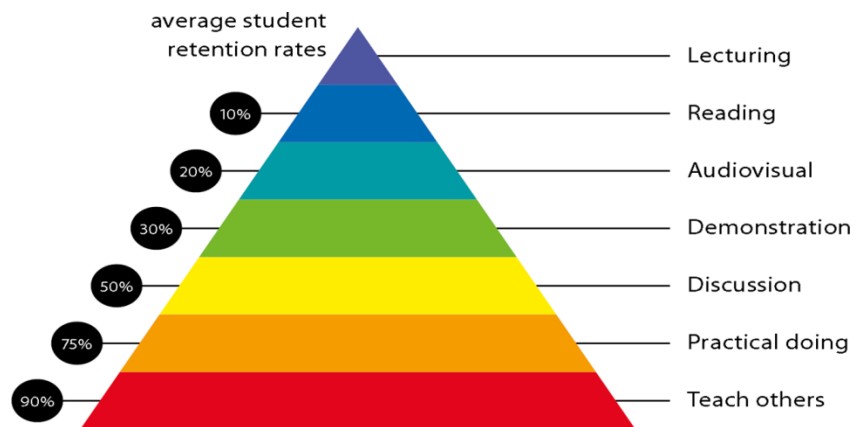


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered
 (Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of Management Graduate Capabilities
Informed Gain an understanding of marketing issues dominating the market in present time which may pose as a threat in marketing but is handled well may lead to better marketer- customer relation.	1 Market knowledge, & awareness
Independent learners Locate, evaluate and synthesize complex	2 Information literacy, gathering & processing

situations and offer perspectives. Opportunities to acquire these abilities are developed through lectures, and case discussion.	
Problem solvers Developing critical thinking skills that are pertinent for problem solving and innovation in today's competitive market. Critically analyze the situation and offer solutions to situations.	4 Problem solving skills
Effective communicators Develop the ability to reflect on issues on hand. Through active participation enhance the skills to communicate verbally and in writing and develop practices expected of today's professionals.	5 Written communication
	6 Oral communication
	7 Teamwork
Responsible Gain a better understanding of sustainable market. Being responsible in dealing and delivering value to all stakeholders	10 Sustainability, societal & environmental impact

Practical work:

Live project/ Assignments

Lecture/tutorial times:

Lecture	Tuesday	11:10 – 12:10 p.m	Room LH 35
Lecture	Wednesday	11:10 – 12:10 p.m	Room LH 35
Lecture	Friday	11:10 – 12:10 p.m	Room LH 35

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

Business Ethics and Corporate Governance by K. Nirmala, B.A. Karunakara Reddy, N.

Reference Books

- Business Ethics and Corporate Governance by A.C. Fernando Pearson Publication
- Business Ethics by Joseph W. Weiss Publisher: South Western Educational Publishing

Additional Materials

- Newspaper articles
- Video cases on current business issues

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Assignment 1	5%
Assignment 2	5%
Presentation	5%
Attendance	5 %
Mid semester	40%
Final exam (<i>closed book</i>)	40%

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 60% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of 5% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Courseschedule(subject to change)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Introduction to Ethics –Principles of personal and professional ethics, Evolution of ethics	CO1, CO3	Lecture, PPT Video,
Weeks 2	Ethics in Business – Importance, need and Significance of Business ethics	CO1 , CO2, CO3	Lecture, Video
Week 3	Ethics in Business – Value and Ethics in Business	CO1, CO2, CO3	Lecture
Week 4	Ethical Theories –Normative theories	CO1, CO2 , CO3	Lecture, Case Discussion
Week 5	Ethical Theories – Ethical theories in relation to business	CO4	Lecture
Week 6	Corporate Social Responsibility(CSR) – Ethics and social responsibility of Business	CO4	Lecture, Video
Week 7	Corporate Social Responsibility(CSR) – Definition and models of CSR	CO4	Lecture
Week 8	Ethics in Marketing – Ethical Role of marketing managers, Ethics in advertising, Marketing related ethical issues	CO5, CO6	Lecture & video Case Discussion
Week 9	Ethics in Marketing –, Marketing related ethical issues	CO5, CO6	Lecture
Week 10	Ethics in Finance- Ethical Role of finance professionals, Ethical practices in Financial organisations	CO5, CO6	Lecture
Week 11	Mid term	NA	NA
Week 12	Ethics in Human Resource Management- Ethical Role of HR professionals, challenges and ethical dilemmas	CO5, CO6	Lecture , Video Case Discussion

Week 13	Ethics in Human Resource Management- Role of HRM in creating ethical organisations.	CO5, CO6	Lecture
Week 14	Ethics in Information Technology- Ethical Role of IT professionals	CO5, CO6	Lecture and case Discussion
Week 15	Ethics in Information Technology- , Ethical practices in IT organisations	CO5, CO6	Lecture