

SRM SCHOOL OF MANAGEMENT

SRM UNIVERSITY

**MB 601 - BUSINESS ETHICS**

**LESSON PLAN**

**II-MBA III-SEMESTER (2011)**

**Objectives :**

- To expose students to the practical issues of Business Ethics

**Purpose :**

- To prepare students to face the ethical issues in Business.

**Pedagogy :**

- Lectures, Debates, Guest Lectures, Case-discussions, Written tests, Mini Project – presentations and Seminars.

**Evaluation:**

- Mini Project presentation and Viva : (10+10) 20 marks
- Cycle Test : 10 marks
- Model test : 10 marks
- Announced/Surprise test : 5 marks
- Attendance : 5 marks

UNITS	TOPICS	HOURS	READINGS
1	• Introduction – What is Business Ethics.	1	T 1 (2-21)  R1 (24-31)
	• Basics of business ethics – difference between values, law, moral, virtues. Relevance of ethics today's business context.	1	
	• Factors influencing ethics moral	1	

	<p>development.</p> <ul style="list-style-type: none"> <li>• Should ethics be imposed or promoted.</li> </ul>	1	T1 (77)
		1	
2	<ul style="list-style-type: none"> <li>• Theories of ethics</li> <li>• Indian Theories</li> <li>• Case Study</li> <li>• Debate on Business profits (Vs) Ethical Standards</li> </ul>	2	T1 (28-42)
		2	R1 (57-114)
		2	T1 (43-49)
		2	T1 (72-84)
		1	
3	<ul style="list-style-type: none"> <li>• Ethical issues in Finance</li> <li>• Corporate governance</li> <li>• Ethical issues in HRD</li> <li>• Ethical issues in IT</li> <li>• Ethical issues in Market and Marketing</li> <li>• Ethical issues in Production and Manufacturing</li> <li>• International Business Ethics</li> <li>• Case Discussion</li> <li>• Panel discussion</li> <li>• Rights of Managers Human Rights</li> <li>• Case Study : Whistle Blowing</li> <li>• Case Study Monopoly</li> </ul>	2	T1 (458-475)
		2	T1 (140-173)
		2	T1 (417-426)
		2	T1 (436-446)
			T1 (388-401)
			R1 (166-203)
			R3, T1 (298-300)
			T1 (97-109)
		2	T1 (113)
		1	T1 (187-205)
			T1 (254-271)
		1	T1 (210)
		2	R1 (377-380)
		1	R1 (177-180)
		1	T1 (113)
		2	
		1	
	<ul style="list-style-type: none"> <li>• Ethics in Media</li> <li>• Case Study</li> </ul>	1	R1 (280-287)
		2	R1 (292)

4	• Ethics in Society	1	T1 (215-241)
	• Case Study	1	T1 (246)
5	• Environmental ethics – Air, Water, Soil, Forest, Health.	2	T1 (286-304)
	• Laws related to Environmental regulations	1	
	• Who should be punished? Sufferer or Polluter	1	
	• Case Study	2	T1 (310-315)
	• Alignment of corporate, divisional and individual ethical conflicts	1	
	• Case Study	2	

**Text Book :**

- Fernando A.C., 2009, “Business Ethics – An Indian Perspective”, Pearson Publication, India (T1)

**Reference :**

- Manuel G.Velasquez, 2008, “Business Ethics – Concepts & Cases”, Prentice – Hall Publicatio, India.. (R1)
- Laura P.Hartman, 2003, “Perspectives in Business Ethics”, 2<sup>nd</sup> Edition, Tata McGraw Hill, Publication. (R2)
- Dr.Jayashree Suresh and B.S.Ragavan, 2005, “Professional Ethics”, S.Chand & Co, New Delhi. (R3)

**Web Sites :**

- [www.WTO.com](http://www.WTO.com)
- [www.WHO.com](http://www.WHO.com)
- [www.EPA.com](http://www.EPA.com)
- [www.KYOTO.com](http://www.KYOTO.com)

