

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – IV) (W.E.F. January 2014)

### COMPULSARY SUBJECT

**Subject Name: Business Ethics & Corporate Governance (BE&CG)**

**Subject Code: 2840003**

**1. Course Objective:** To prepare men and women with character by sensitizing them to fundamental principles of Ethics in general and Business Ethics in particular in such a way that it makes permanent imprints in the minds of the students so that 'Ethical Mindset' becomes a crucial filter for future decision making process as is necessary for a transparent and a fair Corporate Governance System.

**2. Course Duration:**

The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours

Module No:	Module Content	No. of Sessions	Marks (70 External exam)
I	Introduction to Business Ethics: Nature of Ethics; Ethical Concepts and Theories; 1 to 2 Case Studies on Ethics, Morals and Values.	7	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. 1to 2 Case Studies.	7	17
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. 1 to 2 Case studies	7	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	7	18
V	<p><b>Practical Module:</b></p> <p>The students may be given a term paper either individually or in group of 2 to 3 students on topic like:</p> <ol style="list-style-type: none"> <li>1. Important tenets important religions (any one of them) and their implication for social and spiritual implications.</li> <li>2. Significance of Values contained in Scriptures like Ramayana, Mahabharat, Bible, Quran, etc., for Social and Spiritual Welfare.</li> <li>3. 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>4. 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>5. 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</li> <li>6. 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 ,if any, are resolved and also the system of corporate governance in those organizations</li> <li>7. Impact of emerging international environment on developing Anti-corruption practices in enterprises: Initiative by Transparency International, United Nations Global Compact UNGC and World-Bank; Fight again corporate Corruption: Applying UNGC Management Model</li> <li>8. Governance and conflict of interest; Side-dealings and its' impact on Governance; Aligning individual values to ethical leadership and governance</li> <li>9. Ethics and functional area issue in Global</li> </ol>	8	(20 Marks) of CEC Internal Evaluation

	business: Supply Chain and human rights challenges; Executive Compensation and ethical considerations		
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#### 4. Teaching Method:

1. Lectures to explain the concepts with live examples followed by a case study.
2. Presentation of Term Paper by a student or a group of students.
3. Question - answer and Class Discussions

#### 5. Evaluation:

<b>A</b>	Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	Weightage 50 marks (Internal Assessment)
<b>B</b>	Mid-Semester Examination	Weightage 30 marks (Internal Assessment)
<b>C</b>	End –Semester Examination	Weightage 70 marks (External Assessment)

#### 6. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
T1	S K Mandal	Ethics in Business and Corporate Governance	Tata McGraw Hill	2011 or Latest
T2	Murthy C.S.V.	Business Ethics and Corporate Governance	Himalaya Publishing	2009 or Latest Edition
T3	Fernando	Business Ethics	Pearson	Latest
T4	Rupani Riya	Business Ethics and Corporate Governance	Himalaya Publishing	Latest Edition

#### 7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
R1	David J.Fritzsche	Business Ethics; a Global and Managerial Perspective	McGraw-Hill Irwin, Singapore	Latest Edition

R2	Andrew Crane & Dirk Matten	Business Ethics : Managing Corporate Citizenship and Sustainability in the Age of Globalization	Oxford University Press	Latest Edition
R3	Neeru Vasisth Namita Rajput	Corporate Governance Values & Ethics	Taxmann	2010
R4	Nadhani Ashok K	Business Ethics and Business Communications	Taxmann	Latest Edition
R5	Murthy C.S.V.	Business Ethics	Himalaya Publishing	Latest Edition
R6	Albuquerque Daniel	Business Ethics: Principles and practice	Oxford Uni. Press	Latest Edition

## 8. List of Journals/Periodicals/Magazines/Newspapers, etc.

- SANKALPA: Journal of Management and Research (ISSN: 2231-1904), Volume 1, Issue 1 January 2011, Volume 1, Issue 2 July 2011, Special Issue September 2011, and Volume 2, Issue 1 January 2012, published by C K Shah Vijapurwala Institute of Management, Vadodara
- Journal of Human Values published by Indian Institute of Management, Kolkata.
- IBA Journal of Management & Leadership published by Indus Business Academy, Bangalore.
- Kalyan Kalpataru published by Geeta Press Gorakhpur.

## 9. Other Readings:

1. Principles for Responsible Management Education Anti-Corruption Toolkit: Resources: T.8.1, page 69 PRME Toolkit, Resources: T.8.3 (b), page 69-70, UNPRME, 2012
2. Ronald M. Green, The Ethical Manager, 1994, Prentice-Hall, Inc.
3. Berenbeim, Kaplan The Convergence of Principle- and Rule-Based Ethics Programs: An Emerging Global Trend? [www.adr-ny.com/articles/HedgeFundDisputes.pdf](http://www.adr-ny.com/articles/HedgeFundDisputes.pdf)
4. Transparency International (2009). Business Principles for Countering Bribery. Available at: <http://www.transparency.org/content/download/43008/687420>
5. Kleinhempel, M., Cecchini, G., 2010. Best business practices and variable pay –a contradiction in terms? Accessed: [http://prme.wikispaces.com/file/view/Variable+Pay\\_TechnicalNote+\(Kleinhempel\).doc](http://prme.wikispaces.com/file/view/Variable+Pay_TechnicalNote+(Kleinhempel).doc)
6. UNGC. Fighting Corruption in the Supply Chain: A Guide for Customers and Suppliers. United Nations, New York, 2010.

## 10. Session Plan:

Session no.	Topic
1-2	Introduction to Business Ethics: Nature of Ethics;
3-4	Ethical Concepts and Theories;
5-7	Ethics, Morals and Values. 1 to 2 Case Studies.
8-9	Managerial Ethics: Managerial & Ethical Dilemmas at work; Managing Ethical Problems
10-11	Managerial Ethics and Individual Decisions; Creative Accounting-Its Role in

12-14	Corporate Ethical Leadership and Corporate Social Responsibility and Social Reporting and Ethics of Whistle Blowing. 1to 2 Case Studies.
15-16	Business Ethics and Corporate Governance: Corporate Governance-Global Practice ,Sarbanes Oxley Act of 2002
17-18	Reports of Various Committees ( 1.Narayanmurthy 2.Ganguly 3.Naresh Chandra and 4.CII OECD ) and their Recommendations on Corporate Governance in India;
19-21	Administering and Reporting of Corporate Governance Report. 1 to 2 Case Studies.
22-23	Model Working of Corporate Governance : Board Structure, Role and Responsibilities of Directors
24-25	Right and Responsibilities of Shareholders, Ownership of Independent Directors-Indian Scenario
26-28	Corporate Governance Summary, Corporate Governance Rating.

29-36	<p><b>Practical Module:</b></p> <p>The students may be given a Term Paper either individually or in a group of 2 to 3 students on topics like :</p> <ol style="list-style-type: none"> <li>1. Important Tenets of different Religions (any one of them) and their implications for social and spiritual welfare.</li> <li>2. Significance of Values contained in Scriptures like Ramayana, Mahabharat, Bible, Quran, etc., for Social and Spiritual Welfare.</li> <li>3. 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>4. Relevant Values as practiced by Corporate Leaders like, Lala Shree Ram, Sheth Jamanlalji Bajaj, and Sir Jamshetji N. Tata and their Role in Empire Building.</li> <li>5. Relevant Values of present Business Leaders like, Azim Premji, Narayanmurthy, Rahul Bajaj, Ratan Tata, Kumar Mangalam Birla, Mukesh Ambani, Anil Ambani, etc, and their Role Models for Corporate Governance</li> <li>6. 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 ,if any, are resolved and also the system of Corporate Governance in those organizations.</li> <li>7. Impact of emerging international environment on developing Anti-corruption practices in enterprises: Initiative by Transparency International, United Nations Global Compact UNGC and World-Bank; Fight again corporate Corruption: Applying UNGC Management Model</li> <li>8. Governance and conflict of interest; Side-dealings and its' impact on Governance; Aligning individual values to ethical leadership and governance</li> <li>9. Ethics and functional area issue in Global business: Supply Chain and human rights challenges; Executive Compensation and ethical considerations</li> </ol>
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