



DEPARTMENT of MANAGEMENT, KOCHI  
MBA 2017 – 2019  
Trimester V (OCT – DEC 2018)

## Managerial Values & Business Ethics (GM610C)

### COURSE OUTLINE & SESSION PLAN

**Instructor:** Viswanathan P K, Professor (Economics & Sustainability)  
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**Course Credits:** 3

#### Course Objectives:

The course promotes reflections on the ethical domain of business decision making and helps the students to get a better idea about business practices and their ethical dimensions. The grounded theories on economics and business practices are discussed with their ethical considerations. More contemporary topics include: environmental ethics; codes of conduct; globalisation and changing dimensions of business ethics; corporate governance and corporate social responsibility.

Particularly, the specific objective of the course is to sensitize the Future Business Managers and Leaders about:

- The concepts of Morality, Values and Ethics in Business Practices
- Important grounded economic and business theories, market mechanisms and business ethics
- Ethics in Business Practice - Functional Areas of Management
- Understanding Business Ethics and application of values in managerial decision-making
- Business, Society and Governance - the concepts of good governance, social responsibility and sustainability

**Pedagogy:** The pedagogy includes lectures, discussions, Presentations, test session, video sessions, case study discussions and group projects.

#### Learning Outcomes

On successful completion of the course requirements, students will be able to: (a) define, explain and illustrate the theoretical foundations of Business Ethics; (b) validate their knowledge of business and economic concepts from an ethical standpoint; (c) explain and illustrate the importance of community and ethical conduct in business; (d) recognise and resolve ethical issues in business; (e) reflect on and critically examine their managerial values and the importance of ethical dimensions in business and workplace decision making; and (f) confidently apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms, using the concepts, logic and rhetorical conventions of business ethics.

## Course Outline and Sessions Plan:

Sessions	Topic
1 – 2	Introduction to the course: Ethics and morality, Ethics and law, Business Ethics: Concepts & Theories (John Lock's theory of rights, virtue ethics, Utilitarianism, Kantian Categorical Imperative, Rights and Duties and Justice & fairness approaches to ethics), Importance and benefits, Values and its relevance in Management, Values for Managers, Personal and professional ethics
3 – 4	Economics and Business Theories: Adam Smith's theories and Criticism, Karl Marx's Theories and its criticism, Ricardian comparative advantage theory, Social Darwinism, Difference Principle and Principle of fair equality of opportunity, John Rawls theory of justice and principle of equal liberty
5 – 6	Ethical Dilemmas, Sources and Their Resolutions// Ethical Decision Making in Business, Ethics and Behavioural Theory, Generational Shifts in Managerial Values and the Dominant Business Culture
7 – 8	Globalization and Business Ethics/Creating an Ethical Organization/ Business Ethics in the intercultural and global context
9	Managerial Values and Business Ethics from Global and National Perspectives: the normative debate about ethical universalism and relativism in the business context
10 – 11	Corporate Ethics: Good Governance/ Corporate Ethics: Investors Rights, Privileges, Problems and Protection/ Handmaid of Ethics: Corporate Social Responsibility
12	Ethical Consumerism: Business Ethics and Consumer Protection, Consumerism and Ethical Responsibility, The Moral Entrepreneur: A New Component of Ethical Leadership (Muel Kaptein, 2017)
13 – 14	Ethics and Indian Business: Environmental Ethics//Role of Various Agencies in Ensuring Ethics in Corporations// Role of various agencies in ensuring ethics, Corporate Governance and the Significance- Corporate Governance Initiative in India
15 – 18	Critical Assessment of CSR and Environmental Responsibilities/ Role of various agencies (State, Market and Civil Society Organisations) in ensuring ethics, Corporate Governance and the Significance, Corporate Philanthropy through the lens of ethical subjectivity (Cluadia Eger et al., 2017), Corporate governance initiatives in India
19-21	Business Ethics and Interface with Functional Domains of Management - Ethical Issues in Human Resource Management – International & Indian Perspectives, Ethical Issues in Financial Management (Management & Accounting), Ethics from the Perspectives of Marketing and Trade/ IT Industry
22 – 25	Unethical Business Practices: Presentation of Case Studies of Unethical Business Practices - National and International: Policies, Responses and outcomes

## Course Evaluation:

# Comp.	Evaluation Criteria	Weightage
1	Research Paper/ Report Review (Individual)	10
2	"Unethical Business" Case Presentations (Group)	10
3	Mid Term Examination	35
4	End Term Examination	45
	TOTAL	100

**Basic Text:** A.C. Fernando, *Business Ethics: An Indian Perspective*. New Delhi: Pearson Education 2009, xviii + 514 (Price not given) paperback.

Additional reading materials will be shared during the course.

### Additional Readings:

Alexander Brink (Ed.) [2011]: *Corporate Governance and Business Ethics*, Springer Dordrecht Heidelberg London New York, 402p.

Ananda Das Gupta (2014): *Business Ethics: Texts and Cases from the Indian Perspective*, Springer New Delhi Heidelberg New York Dordrecht London, 208p.

Anderson, E. (1993): *Value in Ethics and Economics*, Cambridge, Mass. & London, Harvard University Press.

Colin Fisher and Alan Lovell (2006): *Business Ethics and Values: Individual, Corporate and International Perspectives*, Second Edition, London: Pearson Education Limited, 606p.

Ferrell, O.C., John Fraedrich and Linda Ferrell (2011): *Business Ethics: Ethical Decision Making and Cases*, 8th Edition, South-Western Cengage Learning, USA, 541p.

Geoffrey Brennan and Giuseppe Eusepi (Eds.) [2009]: *The Economics of Ethics and the Ethics of Economics Values, Markets and the State*, Edward Elgar Cheltenham, UK, 239p.

Greener, Sue (2008): *Business Research Methods*, Ventus Publishing ApS, Download at [www.bookboon.com](http://www.bookboon.com)

Ingyu Oh Gil-Sung Park (2017): *The Political Economy of Business Ethics in East Asia: A Historical and Comparative Perspective*, (Chandos Publishing is an imprint of Elsevier Ltd.).

Joseph W. Weiss (2014): *Business Ethics: A Stakeholder and Issues Management Approach*, Berrett-Koehler Publishers, Inc. San Francisco, California, 649p.

Manuel G Velasquez: (2006): *Business Ethics: Concepts and Cases* (7th Edition), Pearson Prentice Hall, 406p.

Raj Agrawal and P.S. Bajaj (2008): *Business Ethics: An Indian Perspective*, Wiley.

### List of Useful Journals:

No	Name of Journal	No	Name of Journal
1	Academy of Management Review	7	African Journal of Business Ethics
2	Business Ethics: A European Review	8	California Management Review
3	International Business Ethics Review	9	International Journal of Management Reviews
4	Journal of Business Ethics	10	Public Organization Review
5	Strategic Management Journal	11	The Ethics Forum
6	Asia Pacific Business Review		