

International Management Institute Bhubaneswar

PGDM: Term VI; Core Course: Corporate Governance & Business Ethics (2014-2016)

Course Instructor: Prof. Supriti Mishra

Core Course: Ethics and Business

Email: mishrasupriti@imibh.edu.in

Credit: 1.5

Tel.: Ext. 152

Office Hours: 10 am – 5.30 pm

Consulting Hrs: 3 pm – 5 pm

Course Introduction

Business ethics has crept into the domains of workplace and boardrooms of business organizations. Recent corporate scandals have acted as a wake-up call for business organizations to make it an integral part of their decision-making in the various functional areas starting from marketing to HR to production and so on. However, the dilemma regarding ‘how much of ethics’, and ‘where and when to apply ethics’, almost always puzzles the managers in business organizations. The course on Corporate Governance & Business Ethics is aimed at addressing these issues.

Course Objective

The course intends to build up and strengthen the understanding of management students about applied ethics. The syllabus aptly includes modules on basic understanding of business ethics, underlying principles on ethics, and ethical issues with respect to various functional areas in organizations.

Pedagogy

The course will be covered with a mix of case discussion, lectures, project work and assignments.

Evaluation

Components	Weightage
Quizzes	20
Case Analysis	10
Class Participation	10
Project	20

Presentation	10
End Term	30

Class Participation: Students would be evaluated on the basis of their meaningful preparation for the class and active participation in discussions is expected.

Quizzes: The quizzes will be based on the course covered in the previous classes. Therefore keeping pace with the course covered will be important. There will be quizzes spread across the duration of the course.

Term Project: Each group is expected to work on the term project allocated by the instructor. Project evaluation will be based on the presentation and report submitted by the group.

Textbook:

Business Ethics: Concepts and Cases by Manuel G Velasquez, Prentice–Hall Inc., Latest edition.

Reference Book:

1. Business Ethics: A Stakeholder and Issues Management Approach by Joseph W. Weiss, Thomson: South – Western.
2. Business Ethics: An Indian Perspective, A.C. Fernando, Pearson Education.
3. Business Ethics, R. T. DeGeorge, Pearson Education.

Journals:

- Harvard Business Review
- California Management Review
- Academy of Management Journal
- Journal of Business Ethics
- Business and Society

Daily/Periodical:

- Economic Times
- Business Standard
- The Economist

Online e-resources

Course Content:

Session No.	Topic	Reading
1 & 2	Ethics and Business: Ethical Principles in Business, Cross-Border Issues in Business.	<ul style="list-style-type: none"> • Text: Chapters 1 and 2 • How (Un)ethical Are You? (HBR) • Case 1: Following Lance Armstrong: Excellence Corrupted (HBR)
3 & 4	Ethics of Consumer Production and Marketing	<ul style="list-style-type: none"> • Text: Chapter 6 • Socially Responsible Pricing: Lessons from the Pricing of AIDS Drugs in Developing Countries (available with faculty) • Case 2: Marketing & Ethics (Darden)
5 & 6	Ethics at the Workplace: Whistle Blowing	<ul style="list-style-type: none"> • Chapters 7 & 8 • Case 3: Prashanti Technologies: A Workplace Romance Ethical Dilemma
7 & 8	Ethics and Finance: Corporate Governance & Insider Trading	<ul style="list-style-type: none"> • Corporate Governance Reforms in China and India: Challenges & Opportunities • Case 4: Governance Failure at Satyam
9 & 10	Project Presentation	