

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
Post Graduate Diploma in Management (PGDM)
Corporate Governance & Business Ethics (ST607)
CREDIT: Half credit (1.5 credits)
SESSION DURATION: 90/180 Minutes

TERM: V
YEAR: 2015-2017
BATCH-II

Course Outline and Session Plan

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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.

Learning Outcome	Description
L01 Rationale of the course	To provide the rationale of CSR & Sustainable Development
L02 Subject Knowledge	To analyse theories of CSR & Sustainable Development
L03 Business Responsibility	To sensitise students on responsibility of business to society
L04 Applications	To understand corporate practices on CSR & Sustainable Development
L05 Communication	To apply learnings of the course in critical situations

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**Session Plan**

Session No.	Topic	Reading	Learning Outcomes
1	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) 	LO1, LO2
2 & 3	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) 	LO2, LO3, LO4, LO5
4 & 5	Ethics at the Workplace: Whistle Blowing	<ul style="list-style-type: none"> • Chapters 7 & 8 • Case 3: Prashanti Technologies: A Workplace Romance Ethical Dilemma 	LO2, LO3, LO4, LO5
6 & 7	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 	LO2, LO3, LO4, LO5
8 - 10	Project Presentation & Corporate Talk		LO3, LO4, LO5