



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 1<sup>st</sup> Semester  
**Subject Name: Business Ethics & Corporate Governance (BE&CG)**  
**Subject Code: 4519205**

With effective  
 from academic  
 year 2018-19

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Critically evaluate</i> the theory of corporate governance and <i>apply</i> this theory in analyzing corporate structures, board composition and how boards of directors conduct their affairs.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Suggest</i> a hypothetical CSR plan for a social cause in culturally diverse territories.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Discuss</i> how the ethical and business values of different countries and societies differ.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Recommend</i> measures to align managerial values with societal values for a harmonious society.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Explain</i> the external reporting requirements relating to corporate governance which apply to organizations.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Compare</i> and <i>analyze</i> the role of stakeholders and corporate managers' moral obligations in business decision making</li> </ul>

## LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4519205	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Critically evaluate</i> the theory of corporate governance and <i>apply</i> this theory in analyzing corporate structures, board composition and how boards of directors conduct their affairs.	3	3	3	1	1	2	1	-	3
LO2: <i>Suggest</i> a hypothetical CSR plan for a social cause in culturally diverse territories.	2	2	-	2	2	1	2	2	1
LO3: <i>Discuss</i> how the ethical and business values of different countries and societies differ.	1	2	1	2	3	1	2	2	1
LO4: <i>Recommend</i> measures to align managerial values with societal values for a harmonious society.	1	1	2	1	2	1	3	1	1
LO5: <i>Explain</i> the external reporting requirements relating to corporate governance which apply to organizations.	1	-	1	3	-	-	2	1	1
LO6: <i>Compare</i> and <i>analyze</i>	2	2	3	3	1	3	1	2	2



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**2. Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

**3. Course Contents:**

Module No.	Contents	No. of Sessions	70 Marks (External Evaluation)
<b>I</b>	<b>Introduction to Business Ethics:</b> <ul style="list-style-type: none"> <li>• Nature of Ethics</li> <li>• Ethical Concepts and Theories</li> <li>• Morals and Values</li> <li>• Importance and need of ethics in business</li> <li>• Distinction between values and ethics</li> <li>• Kohlberg's six stages of moral development (CMD)</li> </ul>	10	17
<b>II</b>	<ul style="list-style-type: none"> <li>• <b>Managerial Ethics:</b></li> <li>• Categories of management morality</li> <li>• Ethical Problems-Dilemma at Work-Sources and Resolutions</li> <li>• Overview of Creative Accounting-Its role in business scandals</li> <li>• Corporate Ethical Leadership</li> <li>• Whistle Blowing.</li> </ul>	10	18
<b>III</b>	<b>Corporate Governance:</b> <u>Meaning of Corporate Governance:</u> <ul style="list-style-type: none"> <li>• Difference between Governance and Management.</li> <li>• Purpose of Good Governance</li> <li>• Potential Consequence of poor CG.</li> <li>• Governance risk and Financial Stability                - The balancing of conflicting objectives.</li> </ul> <u>Indian and Global Scenario:</u> <ul style="list-style-type: none"> <li>• Sarbanes Oxley Act of 2002</li> <li>• Overview of Anglo-American, Japanese, German models of CG</li> <li>• Reports and recommendations of Narayan Murthy &amp; Ganguly Committees</li> </ul>	10	18
<b>IV</b>	<b>Strengthening Corporate Governance:</b> <u>Key Issues in CG:</u> <ul style="list-style-type: none"> <li>• Role and composition of the board, remuneration of directors and senior executives</li> <li>• Rights and responsibilities of shareholders</li> <li>• Ownership of independent directors</li> </ul> <u>Corporate Social Responsibility (CSR):</u>	10	17



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	<ul style="list-style-type: none"> <li>• Introduction to CSR</li> <li>• Advantages and Scope</li> <li>• Indian Scenario</li> <li>• CG and CSR</li> <li>• Corporate governance rating</li> </ul>		
V	<p><b>Practical:</b>          The students may be given a term paper either individually or in group of 2 to 3 students on topic like:</p> <ul style="list-style-type: none"> <li>• Study of the CSR activities of corporates</li> <li>• Important religious tenets (any one of them) and their implication for social and spiritual enhancement.</li> <li>• Significance of Values contained in Scriptures like Ramayana, Mahabharata, Bible, Quran, etc., for Social and Spiritual Welfare.</li> <li>• Important Values prescribed by historical leaders of India, viz. Chanakya, Kautilya, Akbar, Maharana Pratap, Mahatma Gandhi, Mother Teresa, etc., and their significance in guiding Human Behaviour.</li> <li>• Relevant values as practiced by corporate / business leaders and their role in empire building.</li> <li>• 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> </ul>	----	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

A	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

#### 6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	S K Mandal	Ethics in Business and Corporate Governance	Tata McGraw Hill	2011 or Latest
2	Murthy C.S.V.	Business Ethics and Corporate	Himalaya	2009 or Latest



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		Governance	Publishing	Edition
3	A.C. Fernando	Business Ethics: An Indian Perspective	Pearson	Latest
4	Riya Rupani	Business Ethics and Corporate Governance	Himalaya Publishing	Latest Edition
5	David J.Fritsch	Business Ethics; a Global and Managerial Perspective	McGraw-Hill Irwin, Singapore	Latest Edition
6	Andrew Crane & Dirk Matten	Business Ethics : Managing Corporate Citizenship and Sustainability in the Age of Globalization	Oxford University Press	Latest Edition
7	Neeru Vasisth Namita Rajpu	Corporate Governance Values & Ethics	Taxmann	2010
8	Ashok K Nadhani	Business Ethics and Business Communications	Taxmann	Latest Edition
9	Murthy C.S.V	Business Ethics	Himalaya Publishing	Latest Edition
10	Daniel Albuquerque	Business Ethics: Principles and practice	Oxford Uni. Press	Latest Edition

## 7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Journal of Human Values
2. IBA Journal of Management & Leadership
3. International Journal of Business Ethics in Developing Economies
4. Journal of Business Law and ethics
5. Indian Journal of Corporate Governance