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**Kanuru, Vijayawada – 520 007**  
**(AICTE approved, NBA accredited and ISO 9001:2008 certified Institution)**  
**(Permanent affiliation to JNTUK, Kakinada)**  
**(Effective for students admitted into first year MBA in 2012-13)**

**BA1T6- Business Ethics and Corporate Governance**

**Unit 1- Importance of Business Ethics:** Values and ethics – Nature and goals of Business ethics – Morality, Moral principles- Utilitarianism, Rights, Distributive justice, Ethics of care and Virtue ethics, Social ethics – Business ethics and law – Ethics in work place – Ethical decision making. Concepts and theories of business ethics- Normative theories – Ethical theories in relation to business – Management – Indian ethical traditions – Impact of globalisation – Reasons for unethical practices among Indian corporations.

**Unit 2- Development of Indian Capital Markets:** Major indian scams – Financial management and ethical issues – Frauds in banks – Measures against bank frauds – Constraints to ethical practices in Indian nationalized banks – Frauds in insurance sector- Cases.

**Unit 3- Marketing Ethics:** Product safety and pricing – Strict products liability – Ethical responsibility in product- Advertising and target marketing – Ethics of sales, Advertising and product placement – Consumer autonomy - Ethical issues in Human Resource management - Genesis and growth of HRM – HR related ethical issues – Institutional culture.

**Unit 4- Corporate Governance:** An overview – Theory and practice of governance- Indian model of governance – Good corporate governance - Whistle-blowing policy and procedures– Land marks in emergence of governance OECB principles- Sarbanes-Oxley act, 2002 – SEBI’s initiatives – Various committee reports on corporate governance; Rights and privileges of shareholders- Investors’ problems – Other stakeholders - Board of directors; Role of auditors.

**Unit 5- Corporate Social responsibilities:** Environmental concern – Sustainability reporting - Social responsibility in the public and voluntary sectors; Corporate governance in developing and transiting economies – Indian scenario- Corporation in a global society.

Relevant cases have to be discussed in each unit

**Text books:**

1. Fernando A.C, “Business Ethics and Corporate Governance”, Pearson Education, New Delhi, 2/e.
2. Manuel G. Velasquez, “Business Ethics”, PHI Learning, New Delhi, 2010

**References:**

1. Bob Tricker, “Corporate Governance”, Oxford University, New Delhi, 2010.
2. Daniel Albuquerque, “Business Ethics”, Oxford University Press, New Delhi, 2010.
3. David Martin, “Corporate Governance”, Viva Books, New Delhi, 2010.
4. Jayasree Suresh, B.S. Ragavan, “Human Values in Professional Ethics”, Sultan Chand, New Delhi, 2009.
5. Joseph W. Weiss, “Business Ethics”, Cengage Learning, New Delhi, 2012.
6. Mandal. S.K, “Ethics in Business and Corporate Governance”, TMH, New Delhi, 2010 Prabakaran. S, “Business Ethics and Corporate Governance”, Excel Books, New Delhi, 2010.
7. Shekhar R.C, “Ethical Choices in Business”, Sage Publishers, New Delhi, 2009
8. Subash Chandra Das, “Corporate Governance in India”, PHI Learning, New Delhi 2009.