

Business Ethics and Governance

- 1. Importance of Business Ethics** – Values and Ethics – Nature and Goals of Business Ethics – Morality, Virtues, 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 and Ethics – Indian Ethical Traditions
- 2. Ethics and Indian Business** – Impact of Globalisation – Reasons for Unethical Practices among Indian Corporations – Development of Indian Capital Markets – Major Indian Scams – Reasons for Unethical practices – Various studies on Ethical Attitudes of Managers.
- 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
- 4. Ethical Issues in Human Resource Management** - Genesis and Growth of HRM – HR related Ethical issues – Institutional Culture – Financial Management and Ethical Issues – Frauds in Banks – Measures Against Bank Frauds – Constraints to Ethical Practices Indian Nationalized Banks – Frauds in Insurance Sector- Cases.
- 5. Corporate Governance:** An overview – Theory and Practice of Governance- Indian model of Governance – Good Corporate Governance – Land marks in emergence of Governance OECB Principles- Sarbanes-Oxley Act2002 – SEBI's Initiatives – Various Committee Reports on Corporate Governance
- 6. Agents and Institutions in Corporate Governance:** Rights and Privileges of-Shareholders-Investors' Problems – Other stakeholders-Board of Directors- Role of Auditors- Duties and - responsibilities of Auditors.

7. Corporate Social responsibilities- Environmental Concern – Role of Media – Public Policies in Governance- Role of Government – Corporate Governance in Developing and Transiting Economies – Indian Scenario- Corporation in a Global Society.

8 Case Study

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