

P18 BUSINESS ETHICS



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P18 BUSINESS ETHICS

Unit I INTRODUCTION

Business Ethics – Meaning, Nature, Classification and Theories, Creating Ethical Organization, Ethical Problems –

Sources, Resolving and Establishing Ethical Standards, Ethical Decision Making – Influencing Factors, Decision Models,

Kohlberg’s Cognitive Moral Development Model and Ethical Decision Making Process

Unit II CORPORATE GOVERNANCE 10

Introduction – Definition, Requirements of Corporate Governance and Issues, Strategies and Benefits, Obligation to

Society, Investors, Employees and Customers, Corporate Governance in India – Performance Appraisal of

Corporations, Weaknesses and Future, Stakeholder Protection – Shareholders - Theories and Rights of Shareholders,

Investors Protection – Need, Problems of Investor in India, Consumer Protection – Ways of Exploitation

Unit III CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility – Meaning, Importance, Characteristics, Scope and Benefits, Theoretical Justification

– Trusteeship, Social Entity and Pluralistic Theory, Implementation Models – Ethical Model, Statist Model, Liberal

Model and Stakeholder Model, Environmental Ethics – Industrial pollution, Innovative Business Responses, Waste

Management and Pollution Control, Environmental Audit

Unit IV ETHICS IN FUNCTIONAL AREAS

Marketing Ethics – Product Development, Pricing, Placing and Promotion, Human Resource Management Ethics –

Emerging Challenges, Ethical Issues – Discrimination, Job Reservation and Sexual Harassment, Role of HRM in Creating

and Ethical Organization, Work place Ethics – Privacy, Occupational Hazards, Health and Safety Provisions, Conflict of

Interest, Whistleblowing and Abuse of Official Position

Unit V ETHICS IN BUSINESS

Finance Sector – Financial Markets, Financial Services, Frauds in Banks and Insurance Sector, Ethical Perspective of IT

Industry – Information Handling, Intellectual Property rights and Working Culture and Environment, Multinational

Corporations – Role, Benefits and Limitations, Principles for Ethical Business, Key issues – Employment Dilemma,

Sustainable Practices and Values, Trust, Honesty and Transparency, Collaboration and partnerships for action

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