

GE: MG 205: ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Course Objective:

The objective of this paper is to make the students aware about the importance of ethics and role of CSR in the business to encourage moral practices and sensitivity towards the ethical dimension of managerial problems.

Learning Outcomes:

- Understand the importance of ethics and CSR in the day-to-day working of organizations
- Learn the issues involved in maintaining ethics and how to deal with such situations
- Learn scope of business ethics in Compliance, finance, Human resources, marketing, and production.

Course Contents:

Unit I

(3 Weeks)

Business ethics: Meaning of ethics, why ethical problems occur in business. Theories of ethics: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, teleological theories, egoism theory, relativism theory, Moral issues in business: Worker's and employee's rights and responsibilities. Scope of Business Ethics, Ethics in Compliance, Ethics in Finance, Ethics in Human Resources, Ethics in Marketing, Ethics in Production, Advantages of Business Ethics.

References:

- Velasquez Manuel G: Business ethics- concepts and cases. (Chapter 1, 2, 6, 7)
Fernando A.C.: Business Ethics – An Indian Perspective. (Chapter 1, 2, 3, 4, 14, 15)
Crane Andrew & Matten Dirk: Business Ethics, Oxford. (Chapter 1, 7, 8)
Ghosh B N: Business Ethics & Corporate Governance, Mc Graw Hill (Chapter 9, 11)
DeGeorge Richard T.: Business Ethics, Pearson. (Chapter 13)

Unit II

(3 Weeks)

Ethical Principles In Business: introduction, Organization Structure And Ethics, Role of Board of Directors, Ethics Programme, Best Practices in Ethics Programme Features of Good Ethics Programme Code of Ethics, Code of Conduct, Model Code of Business Conduct & Ethics Credo, Ethics Training and Communication, Ethics Committee, Functions of Ethics

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Committee, Integrity Pact, Whistle Blower Policy and Whistle Mechanism Social and Ethical Accounting, Principles of social and ethical accounting Ethics Audit, Ethical Dilemma.

References:

Fernando A.C.: Business Ethics – An Indian Perspective. (Chapter 6)

Ghosh B N: Business Ethics & Corporate Governance, Mc Graw Hill (Chapter 10, 12, 13, 15)

DeGeorge Richard T.: Business Ethics, Pearson. (Chapter 14)

Unit III

(3 Weeks)

Meaning and definitions of CSR, CSR is not philanthropy, CSR is a contract with society, why CSR is required, Factors influencing CSR, Triple bottom line approach of CSR, CSR in India, Corporate Social Responsibility Voluntary Guidelines, 2009, National Voluntary Guidelines on Social, Environmental and Economic, Responsibilities of Business, CSR under the Companies Act, 2013, Corporate Citizenship – Beyond the Mandate of Law, Global Principles and Guidelines, CSR Audit, Profit maximization vs. social responsibility.

References:

Fernando A.C.: Business Ethics – An Indian Perspective. (Chapter 9)

Ghosh B N: Business Ethics & Corporate Governance, Mc Graw Hill (Chapter 17)

Crane Andrew & Matten Dirk: Business Ethics, Oxford. (Chapter 1, 2, 7)

Unit IV

(3 Weeks)

Sustainable Development, Role of Business in Sustainable Development, Sustainability Terminologies, Corporate Sustainability, Corporate Sustainability and Corporate Social Responsibility, Sustainability is Imperative, Government Role in improving Sustainability Reporting KYOSEI, Triple Bottom Line (TBL), Sustainability Reporting, Benefits of Sustainability Reporting, Global Reporting Initiative (GRI) - Sustainability Reporting Framework Global Reporting Initiative (GRI) - Sustainability Reporting Guidelines UN Global Compact – Ten Principles, 2000, Sustainability Indices, Sustainability Reporting Framework in India, Challenges in Mainstreaming Sustainability Reporting, Contemporary Developments- Integrated Reporting, Integrated Reporting by Listed Entities in India, Relation between Integrated Reporting and Sustainability Reporting.

References:

Crane Andrew & Matten Dirk: Business Ethics, Oxford. (Chapter 11)

Sharma J P: Corporate Governance, Business Ethics & CSR, Ane Books. (Chapter 12)

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Textbooks:

1. Velasquez Manuel G, Business Ethics: Concepts and Cases, Pearson.
2. Fernando A.C.: Business Ethics, Pearson Education.
3. Luthans Fred, Richard, M. Hodgetts and Kenneth, R. Thompson, Social issues in business, Macmillan, USA
4. Kevin Gibson, Ethics and Business: An Introduction (Cambridge Applied Ethics), Cambridge University Press

Additional Readings:

1. Fernando A.C., Corporate Governance: Principles, Policies, and Practices, Pearson Education.
2. Davies Adrian: Strategic approach to corporate governance, Gower Publishing Ltd.
3. Gopalswamy N.: Corporate governance a new paradigm, A H Wheeler Publishing Co Ltd.
4. Jennings Marianne M: Cases in Business Ethics, Indian South-Western College Publishing
5. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.

Teaching Learning Process:

The teaching learning process will consist of imparting key concepts of Business Ethics. The importance of ethics should be emphasized through examples and case studies. To make the lectures interesting use of PPTs and audio visual presentation is advisable as and when needed.

Assessment Methods:

Assessment of the students will take place on a continuous evaluation basis. It will primarily consist of class test, assignment, presentation and attendance.

Internal Assessment: 25 marks (including 5 marks for attendance)

End term written examination: 75 marks

Keywords:

Business Ethics, Utilitarian, Corporate Social Responsibility (CSR), Affirmative Action, Social Responsiveness, Whistle blowing, Sustainable Development, Triple Bottom Line