

IMB 702

BUSINESS ETHICS AND CSR

Module - I Ethics & Business.

What is Ethics, Nature and Scope of Ethics, Facts and value, Ethical subjectivism and Relativism, Moral Development (Kohlberg's 6 stages of Moral Development), Ethics and Business, Myth of a moral business?

Module-II: Decision making (Normal Dilemmas and Problems): Application of Ethical theories in Business (i) Utilitarianism (J.Bentham and J.S. Mill), (ii) Deontology (I. Kant) Virtue Ethics (Aristotle). **Economic Justice:** Distributive Justice,(John Rawls) Libertarian Justice (Robest Nozick), Components of Business Ethics Management, Role of ethical codes and their implementation.

MODULE-III:-Justifications for Ethics

Ethical Issues in Functional Areas of Business. **Marketing:** Marketing ethics and consumer rights, Ethics and regulations in pricing, Ethics in Advertising (Truth in Advertising). **Finance:** Fairness and Efficiency in Financial Market, Insider Trading, Green Mail, Golden parachute. **HR:** Workers Right and Duties: Work place safety, sexual harassment, whistles blowing. **IT:** Privacy, Accuracy, Property, Accessibility.

Module - IV: - Corporate Social Responsibility

Principles of corporate social responsibility, Models of CSR: philanthropic, European, Indian; Theories of CSR: Feminist theory, Stakeholder theory, Social contract theory, Pragmatism theory. Arguments for and against CSR; Procedure for implementing CSR, Dimensions of CSR.Social responsiveness and Social audit.CSR initiatives in India, Voluntary Guidelines, 2009.

Students shall prepare a minor project based on Module-III and IV, which shall be in lieu of Class Test-2.

Recommended Books:

- 1) Business Ethics-Francis and Mishra-TMH
- 2) Business Ethics-CSV Murthy-HPH
- 3) Corporate Governance – Farnando A.C . Pearson
- 4) Business Ethics , Albuquerque, Oxford
- 5) Corporate Governance and Business Ethics: Mathur U.C , Macmillan
- 6) Fundamental Concepts in Environmental Studies, Mishra DD, S. Chand