

IMN605:BUSINESS ETHICS

Module-I Ethics & Business:

What is Ethics; Facts and Values; Moral Development(Kohlberg's 6 Stages of Moral Development), Myth of a Moral Business.Defination of Ethics and Business Ethics; Need, Importance, Nature and Scope of Business Ethics, Objectives of Business Ethics, Characteristics of Business Ethics, Factors influencing Business Ethics.

Module - II Decision Making(Normal Dilemmas and Problems)

Ethical Subjectivism and Relativism, Ethical Decisions , How they are made?Ethical Conflict and Ethical congruence; Normative ethics in Management;Application of Ethical theories on Business (i) Utilitarianism (J.Bentham and J.S.Mill), (ii)Deontology (I.Kant), (iii) Virtual Ethics (Aristotle's Nicomachien Ethics).

Module - III Managing Ethics:

Ethical activities; Company Codes; recipients of the intended Ethical action;Codes of Ethics; Ethics Training Programmes; ethics commottees; Laws enforcing Eythical Issues; supporting of ethics in companies with two Ethical Titbits to muse.

Module - IV : Ethical Issues in Functional Areas of Business:

Marketing: Characteristics of Free and Perfect Competitive market, Monopoly oligopoly, Ethics in Advertising (truth in Advertising);**Finance:** Fairness and Efficiency in Financial Market, Insider Trading, Green Mail, Golden parachute; HR: Workers Right and Duties, Workplace safety, Sexual harassment; Wistle Blowing.

Reference Books:

1. C.S.V. Murthy, Business Ethics, Text and Cases, HPH
2. Hartman, Perspectives in Business Ethics, TMH