

GUJARAT UNIVERSITY
K.S.SCHOOL OF BUSINESS MANAGEMENT
[Five Years (Full Time) M.B.A. Integrated Degree Course]
FOURTH Year M.B.A. (SEM-VII)
KS_M_478
ETHICS, ETHOS AND VALUES

3 credit course

Objective:

Ethics and ethos are not contemporary words. They have been used traditionally in Indian and international epics/religions and have been cultivated as values over the period of time. Business and ethics are interlinked and interwoven. This course is aimed to make students comprehend and analyse the ethical issues and get a hands-on experience of ethical issues through case studies and presentation.

Pedagogical Tools: Class Teaching, Presentations, case discussions, Assignment and Quizzes.

MODULE: 1 **(20%)**

- Ethics: Meaning, Definition and Scope.
- Eastern and Western Ethical Thought and Business Practice.
- Doctrines, Dogmas and Business Management
- Modern Approach towards Indian Ethos

MODULE: 2 **(20%)**

- Ethics in the market place – Product positioning and competition Packaging, Labeling and Launch of a product Pricing, Brand Management.
- Ethics in Advertising and Communications.
- Ethics and Consumer – Consumer Privacy. Ethical and Unethical Consumer Behavior.

MODULE: 3 **(20%)**

- Ethics in Finance – Financial Scams. Financial Accounting, Financial standards. Responsibility of Financial Institution
- Ethical Issues in Mergers and Acquisition.

MODULE: 4 **(20%)**

- Ethics in HR Practices – Right and Duties of Employees, Personnel Policies and Procedures. Fair Wages, Trade Unions.
- Ethics in workplace.
- Ethics and Contemporary Worker.

MODULE: 5 **(20%)**

- Values and Ethics on the Job – Discrimination, Job Reservation, Harassment, Manners and Managers.
- Ethics in Cyber Age and Cyberspace. IT and its moral significance to Business Data Identity and Security, Crime and Punishment Intellectual Property Rights.

No. of lectures in semester: Approximately 40 to 45 hours

Assignment: Minimum 3 Assignments

Reference Books:

- Business Ethics – Principles and Practices by Daniel Albuquerque (Oxford Higher Education)
- Indian Ethos – Modern Management Mantra by Kumardatt A Ganjre, Prafulla A Pawar, Laxman N Renpure.(Himalaya Publishing Huoses)
- Ethics in Business and Management – Concept and cases by R.P. Banerje(Himalaya Publishing House)
- Business Ethics – New challenges for Business Schools and Corporate Leaders by Petersen and Ferwell (Himalaya Publishing House)
- Business Ethics by Narman E Bowie (Blackwell Philosophy Gudies)