



# SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Section	Date of commencement of Semester
19MB3T02	Business Ethics And Corporate Governance	III	MBA	5	A,B	28/8/2024

### COURSE OUTCOMES

1	Understand the basic concepts of business Ethics.(K1)
2	Identify various unethical practices among Indian companies(K1)
3	Explain various ethics in Finance,HRM,Marketing analyzes the current scenario.(K2)
4	Differentiate the theory and practice of governance in Indian context(K4)
5	Analyze Corporate Governance in Developing and Transiting Economies (K5)

UNIT	Outcomes /Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
<b>1.INTRODUCTION TO BUSINESS ETHICS</b>						
<b>I</b>	Understand the basic concepts of business Ethics.(K1)	1.1	Introduction to Business Ethics	T1,R2	1	PPT, Video
		1.2	Definition and importance of Business Ethics	T1,R2	1	
		1.3	Values and Ethics	T1	1	



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		1.4	Business Ethics and Law	T1,T3	1	
		1.5	Ethics in Work Place	T1, R1	1	
		1.6	Ethical Decision Making	T1, T3	1	
		1.7	Theories of Business Ethics	T1, R2	1	
		1.8	Management and Ethics	T1, T3	1	
		1.9	Indian Ethical Traditions	T1,R1	1	
		1.10	Case studies on Business Ethics	T2,R1	1	
<b>Total</b>					<b>10</b>	
<b>2.IMPACT OF GLOBALIZATION ON INDIAN BUSINESS ETHICS</b>						
<b>II</b>	Identify various unethical practices among Indian companies(K1)	2.1	Introduction to globalization of Indian business	T1, T3	1	Chalk & Talk PPT
		2.2	Some unethical issues in India	T1,		
		2.3	Reasons for Unethical Practices among Indian companies	T1, T3	1	
		2.4	Introduction to Capital Markets in India	T1, R1	1	
		2.5	Developments of Capital Markets in India	T1, R2	1	
		2.6	Deficiencies in Indian Capital Market	T1,R1	1	
		2.7	Various surveys and studies on ethical attitudes of Indian Managers	T1, R2	1	
		2.8	Indian Scams class-I	T2, R1	1	
		2.9	Indian scams class-II	T2, R1	1	
		2.10	Case studies	T2, R1	1	
<b>TOTAL</b>					<b>10</b>	
<b>3.ETHICS IN MARKETING, HRM, FINANCE</b>						
<b>III</b>		3.1	Introduction to Ethics in Marketing	T1,T3	1	PPT, Video,



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	Explain various ethics in Finance, HRM, Marketing analyzes the current scenario. (K2)	3.2	Ethical Norms and Values for Marketers	T1, R2	1	Flipped classroom
		3.3	Major unethical practices in Marketing	T1	1	
		3.4	Ethical issues relating to Product and Product safety	T3, R1	1	
		3.5	Ethical issues in Target Marketing	T1, R3	1	
		3.6	Ethical issues in advertising	T1, T3	1	
		3.7	Ethical responsibility in Product	T1, T3	1	
		3.8	Moral responsibilities in advertising	T1, T3	1	
		3.9	Ethical issues in Sales	T1, T3	1	
		3.10	Ethical issues in product placement	T1, R2	1	
		3.11	Ethical issues in advertising and Consumer Autonomy	T3, R2	1	
		3.12	Ethical issues in HRM	T1, R2	1	
		3.13	Emerging challenges of HRM	T3, R2	1	
		3.14	Financial management and Ethical issues	T1, R2	1	
		3.15	Unethical activities in Finance	T3, R2	1	
		3.16	Frauds in Banks	T1, R2	1	
		3.17	Measures against Bank Frauds	T3, R2	1	
		3.18	Frauds in Insurance Sector	T1, R2	1	
		<b>Total</b>				
<b>4. CORPORATE GOVERNANCE</b>						
IV	Differentiate the theory and practice of governance in Indian context (K4)	4.1	Introduction to Corporate Governance	T1, R2	1	Chalk & Talk, PPT, Video
		4.2	Nature and Scope of Corporate Governance	T2, R2	1	
		4.3	Theory and Practice of Governance	T1, R3	1	
		4.4	Indian model of Governance	T2, R3	1	
		4.5	Good Corporate Governance	T1, R3	1	
		4.6	Land marks in emergence of	T2, R2	1	



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			Governance OECB Principles				
		4.7	Sarbanes	T2, R2	1		
		4.8	Oxley Act 2002	T1, R2	1		
		4.9	SEBI Initiatives	T2, R2	1		
		4.10	Case Studies	T1, R3	1		
<b>Total</b>					<b>10</b>		
		<b>5.CORPORATE GOVERNANCE INDIAN SCENARIO</b>					
<b>V</b>	Analyze Corporate Governance in Developing and Transiting Economies (K5)	5.1	Introduction to Corporate Governance in India	T2, R2	1	PPT (Active Learning Activity)	
		5.2	Role of Government in Ensuring Corporate Governance	T2, R2	1		
		5.3	Governance issues relating to Board of Directors	T2, R2	1		
		5.4	Duties and responsibilities of Auditors	T2, R2	1		
		5.5	Governance under limited competition	T2, R2	1		
		5.6	Role of Media	T2, R2	1		
		5.7	Corporate Governance in Developing and Transiting Economies.	T2, R2	1		
		5.8	Case Studies	T2, R2	1		
<b>Total</b>					<b>8</b>		
<b>CUMULATIVE PROPOSED PERIODS</b>					<b>56</b>		
<b>Text Books:</b>							
<b>S.No.</b>	<b>AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION</b>						
T1	S.K.Mandal: "Ethics in Business and Corporate Governance", TMH, New Delhi, 2012.						
T2	Marianne M Jennings: "Cases in Business Ethics", Cengage Learning, New Delhi, 2012.						
T3	S.Prabhakaran: "Business Ethics and Corporate Governance", Excel Books, New Delhi, 2011.						



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## Reference Books:

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
R1	N.Balasubramanyam: "A Case Book on Corporate Governance and Stewardship", TMH., New Delhi, 2011.
R2	A.C.Fernando: "Business Ethics and Corporate Governance", Pearson Publishers New Delhi, 2013.

## Web Details

[https://onlinecourses.nptel.ac.in/noc21\\_mg46/preview](https://onlinecourses.nptel.ac.in/noc21_mg46/preview)

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		Name	Signature with Date
i.	Faculty	Ms. P.S.J. SHILPA	
ii.	Course Coordinator	Mrs.D.HALEENA	
iii.	Module Coordinator	Dr. V.A.M.Sridevi	
iv.	Programme Coordinator	Dr. G.Grace	

Principal

