



# 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.D.T., 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	-	17/11/2021

### 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
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### I.INTRODUCTION TO BUSINESS ETHICS

I	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	
		1.4	Business Ethics and Law	T1,T3	1	



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		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 Seams class-I	T2, R1	1	
		2.9	Indian seams 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 Flipped
		3.2	Ethical Norms and Values for	T1, R2	1	



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Explain various ethics in Finance, HRM, Marketing analyzes the current scenario. (K2)	3.3	Marketers	T1	1	classroom		
	3.4	Major unethical practices in Marketing	T3, R1	1			
	3.5	Ethical issues relating to Product and Product safety	T1, R3	1			
	3.6	Ethical issues in Target Marketing	T1, T3	1			
	3.7	Ethical issues in advertising	T1, T3	1			
	3.8	Ethical responsibility in Product	T1, T3	1			
	3.9	Moral responsibilities in advertising	T1, T3	1			
	3.10	Ethical issues in Sales	T1, R2	1			
	3.11	Ethical issues in product placement	T3, R2	1			
	3.12	Ethical issues in advertising and Consumer Autonomy	T1, R2	1			
	3.13	Ethical issues in HRM	T3, R2	1			
	3.14	Emerging challenges of HRM	T1, R2	1			
	3.15	Financial management and Ethical issues	T3, R2	1			
	3.16	Unethical activities in Finance	T1, R2	1			
	3.17	Frauds in Banks	T3, R2	1			
	3.18	Measures against Bank Frauds	T1, R2	1			
	<b>Total</b>					<b>18</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 Governance OECB Principles	T2, R2	1		



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		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	PPF (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>CUMULATIVE PROPOSED PERIODS</b>						<b>56</b>
<b>Text Books:</b>						
<b>S.No.    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.					
<b>Reference Books:</b>						



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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.
<b>Web Details</b>	
	<a href="https://onlinecourses.nptel.ac.in/noc21_mg46/preview">https://onlinecourses.nptel.ac.in/noc21_mg46/preview</a>
	<a href="https://nptel.ac.in/courses/110/105/110105079/">https://nptel.ac.in/courses/110/105/110105079/</a>

		Name	Signature with Date
i.	Faculty	Mr. CH Praveen	
ii.	Course Coordinator	M.V.Prasanthi	
iii.	Module Coordinator	O.V.A.M.Sridevi	
iv.	Programme Coordinator	Dr. G.Grace	

Principal