



MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)

MBAS 456: BUSINESS ETHICS AND SOCIAL RESPONSIBILITY

Workload	: 04 hours per week - Total credits: 4
Examination	: 3 hours; 30 marks continuous evaluation & 70 marks final examination.
Objectives	: This paper focuses on business ethics and its relevance in the business field and helps to understand the concepts of ethics and social responsibility in the current business environment.
Pedagogy	: Lectures, assignments, Industrial visits and practical exercises, discussions, seminars.

1. Nature of business ethics. Moral development and Moral reasoning, arguments for and against business-ethics. Moral responsibility. Social responsibility and business ethics. Development of business ethics-Development of business ethics indifferent countries.
2. Ethical principles. Utilitarianism, The moral status of corporations. Ethical theory. Ethics and business -decision making. Case studies of ethics in practice.
3. Discrimination in employment. Affirmative action. Unjust dismissal, workers rights and duties. Whistle blowing, working conditions. Quality of working life. Gender issues. Women at work place.
4. Protecting consumers: Ethical issues in delivering consumer needs. Marketing strategy and ethics-Ethical practices in the market place - advertising. Marketing and product safety-Government regulations: Role of government, corporate democracy. Government and corporate codes
5. Controlling for more ethical behavior. Implementing business ethics, interpersonal relationships in organization- Controlling personal moral development within the organization. Controlling corporate culture and ethical decision making. Organizational politics.
6. Corporate Social Responsibility and corporate governance: Need for CSR, arguments for and against CSR, corporate governance in India. Drivers of corporate responsibility
7. Company's Act and CSR: CSR rules under Companies Act. Provisions in the companies act. CSR Committee and Policy, Activities under CSR. Impact of new CSR rules on companies and society.

References:

1. Adair, J. Management and Morality: The Problems and Opportunities of Social Capitalism. Farnborough:Gower.

- 2..Jackall, R. - Moral Mazes: The World of Corporate Managers., New York, Oxford University Press.
3. Business Ethics Concepts and cases by Manuel G Velasquez, Fifth edition , PHI
4. Business Ethics - Ethical decision making and cases by Ferrell & Fraedrich, Houghon Mifflin Company, Boston, 1991.
5. Business Ethics - by Richard T De George, Third edition. Me Millan Publishing Co.
6. Business Ethics - A managerial, stakeholder approach by Joseph W Weiss. Wadsworth Publishing Co., California 1994.
7. Ethics in Business - A Philosophical approach. By Thomas Donaldson and Patricia H Werhane, Fourth edition,
8. Rogene A Buchholz, Fundamental concepts & problem in business ethics, PHIC
9. Philip Kotler, Nancy Lee, Corporate Social Responsibility. John Wiley & Sons Inc. 2005

