

## **MBAS 456: BUSINESS ETHICS AND SOCIAL RESPONSIBILITY**

**Workload** : 4 hours per week - Total credits 04

**Examination** : 3 hours; 30 marks continuous evaluation & 70 marks final examination.

**Objectives**

1. To understand business ethics and its relevance in the business field
2. To understand the concepts of ethics and social responsibility in the current business environment.
3. To provide exposure on the Indian Heritage & CSR

**Course** 1. Appreciate the concepts of business ethics

**Outcomes**

2. Understand the basic concepts of Indian Ethos
3. Able to understand and apply work ethos and values
4. Get familiar with the basic sources of Indian ethos and values
5. Understand the Indian Systems of learning

**Pedagogy** Lectures, assignments, practical exercises, discussions, seminars, etc.

**Module 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 in different countries.

**Module 2, Ethical principles.** Utilitarianism, The moral status of corporations. Ethical theory. Ethics and business -decision making. Case studies of ethics in practice. Discrimination in employment. Affirmative action. Unjust dismissal, workers' rights and duties. Whistle blowing, working conditions. Quality of working life. Gender issues. Women at workplace. 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

**Module 3, 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.

**Module 4, Indian ethos – an overview:** Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices

**Module 5, Work ethos and values:** Meaning, Levels, Dimensions, Steps, Factors Responsible for Poor Work Ethos Life Goals or Purusharthas, Professionalism and Karma Yoga, Values Vs Skills, Value System, Values & Purity of Mind, Indian Values & Wisdom relevant to modern management. Values are universal, why should we call them Indian Values

**Module 6, Sources of Indian ethos in management:** Management Lessons from Vedas, Management Lessons from Mahabharata, Management Lessons from Bible, Management Lessons from Quran, and Management Lessons from Kautilya's Arthashastra Indian Heritage in Business, Management, Production and Consumption. Ethics v/s Ethos Indian Management v/s Western Management

**Module 7, Indian systems of learning:** Gurukul System of Learning: Meaning, Features, Advantages, Disadvantages. Modern System of Learning: Meanings, Features, Advantages, Disadvantages. Karma: Meaning, Importance of Karma to Managers, Nishkama Karma. Laws

of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma. Self-Management: Personal growth and Lessons from Ancient Indian Education System. Personality Development: Meaning, Determinants, Indian Ethos and Personality Development

**Module 8, Indian heritage and CSR: Business Ethics, Theories of Business Ethics, Corporate Social Responsibility, Utilitarian Views on Business Ethics - Methods and means of checking corruption, Whistle blowing Fivefold debts (Pancha Rina) Vs Corporate Social Responsibility.**

#### Reference Books:

1. Devdutt Pattanaik (2015), Business Sutra: A Very Indian Approach to Management
2. R Nandagopal, Ajith Sankar RN: Indian Ethics and Values in Management, Tata Mc Graw Hill, 2011
3. Hill, 2011
4. Bhatta, S.K. (2006), Business Ethics & Managerial Values, Deep and Deep Publications, New Delhi.
5. Jackall, R. - Moral Mazes: The World of Corporate Managers., New York, Oxford University Press.
6. Business Ethics Concepts and cases by Manuel G Velasquez, Fifth edition, PHI
7. Business Ethics - Ethical decision making and cases by Ferrell & Frederic, Houghton Mifflin Company, Boston, 1991.
8. Business Ethics - by Richard T De George, Third edition. Me Millan Publishing Co.
9. Business Ethics - A managerial, stakeholder approach by Joseph W Weiss. Wadsworth Publishing Co., California 1994.
10. Ethics in Business - A Philosophical approach. By Thomas Donaldson and Patricia H Werhane, Fourth edition,
11. Rogene A Buchholz, Fundamental concepts & problem in business ethics, PHIC
12. Philip Kotler, Nancy Lee, Corporate Social Responsibility. John Wiley & Sons Inc. 2005
13. Dave, Nalini V (2003): Vedanta and Mana. Deep and Deep Publications, New Delhi.
14. Adair, J. Management and Morality: The Problems and Opportunities of Social Capitalism. Famborough: Gower.

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MANGALORE



UNIVERSITY

Mangalagangothri – 574199

**DEPARTMENT OF BUSINESS ADMINISTRATION**

in Association with

**Internal Quality Assurance Cell (IQAC), Mangalore University**

**United Nations Development Programme (UNDP)**

**Seventh Sense People Development Solutions Pvt Ltd**

**Organizes**

**6 Days UNDP Entrepreneurship Development Training Program**

**06 December, 2021 to 11 December, 2021**

Cordially Invite you to the  
INAUGURAL FUNCTION

***Dr. P Subrahmanya Yadapadithaya***  
*Hon'ble Vice Chancellor, Mangalore University*  
*Will inaugurate*

***Ms. Deeksha N***  
***Mr. Keerthanraj T. S***  
***Mr. Ashwin Kumar***  
*District Community Mobilizers and EDP Trainer*

**Seventh Sense Sense People Development Solutions Pvt Ltd and Inquilab Inventions Foundations**

*In the Presence of*  
***Prof Manjunatha Pattabi***  
*Director, IQAC*  
*Mangalore University*  
*And*  
***Prof. Puttanna K***  
*Chairman*  
*Department of Business Administration*  
*Mangalore University*

**Date: 6<sup>th</sup> December, 2021**

**Time: 09.00 AM**

**Venue: MBA Seminar Hall**

# MANGALORE UNIVERSITY

## 6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 - 11 December, 2021

### Report



6 Days UNDP Entrepreneurship Development Training Program was organised in the department in association with Internal Quality Assurance Cell (IQAC), Mangalore University, United Nations Development Programme (UNDP) and Seventh Sense People Development Solutions Pvt Ltd on 06 December, 2021 - 11 December, 2021.

The workshop was inaugurated by Prof. Puttanna. K, Chairman of the department and Mr. Keerthanraj T. S, District Community Mobilizer, Seventh Sense People Development Solutions Pvt Ltd. Experts from Seventh Sense People Development Solutions Pvt Ltd trained our participants on various issues relates to social entrepreneurship. They used both lecture and activity methods to train the participants. Their lecture covered broad aspects relates entrepreneurship.

Three resource persons Mr. Keerthanraj T. S, Ms. Deeksha N and Mr. Ashwin Kumar from Seventh Sense Sense People Development Solutions Pvt Ltd trained the participants. 61 students and 10 faculty members participated in the program. Certificate of participation is issued to all the participants on successful completion the training.