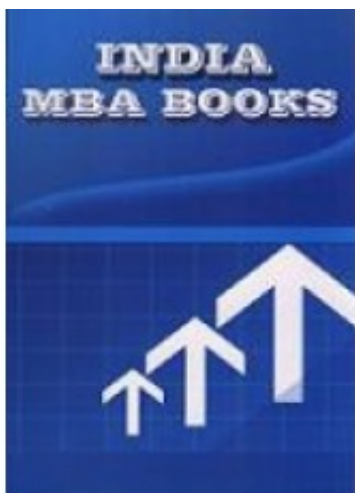


# BUSINESS ETHICS



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**3.7 BUSINESS ETHICS**

## OBJECTIVE

The objective is to provide basic knowledge of business ethics and values and its relevance in modern context.

### Unit 1: BUSINESS ETHICS

Introduction – Meaning - Scope – Types of Ethics – Characteristics – Factors influencing Business Ethics –

Importance of Business Ethics - Arguments for and against business ethics- Basics of business ethics -

Corporate Social Responsibility – Issues of Management – Crisis Management

### Unit 2: PERSONAL ETHICS

Introduction – Meaning – Emotional Honesty – Virtue of humility – Promote happiness – karma yoga –

proactive – flexibility and purity of mind.

### Unit 3: ETHICS IN MANAGEMENT

Introduction – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management –

Technology Ethics and Professional ethics.

### Unit 4: ROLE OF CORPORATE CULTURE IN BUSINESS

Meaning – Functions – Impact of corporate culture – cross cultural issues in ethics

### Unit 5: CORPORATE GOVERNANCE

Meaning, scope, composition of BODs, Cadbury Committee, various committees, reports on

corporate governance, scope of Corporate Governance, Benefits and Limitations of Corporate

Governance with living examples.

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