

SYLLABUS

PANJAB UNIVERSITY, CHANDIGARH

PAPER 3 : MC 403

BUSINESS ETHICS AND CORPORATE GOVERNANCE

UNIT - I

Business Ethics: Introduction to Business Ethics, Ethics, Morals & Values, Concepts of Utilitarianism and Universalism—Theory of rights, theory of Justice—Virtue Ethics—Ethics of Care—Law and Ethics. The Nature of Ethics in Management Business Standards and Values, Value Orientation of the Firm. Typical Problems in Business Ethics: Environmental Pollution & Society, Marketing Ethics (in Products, Pricing, Promotion and Place) and Consumer Protection—Ethics in Human Resources Management (Recruitment and Promotion Policies, Working Conditions, Down Sizing Workforce), Ethical Issues at the Top Management, Ethics in Financial Markets and Investor Protection—Ethical Responsibility towards competitors and business partners.

UNIT - II

Complexity of Ethical Issues: Conflicts in decision making from ethical and economic point of view, Ethical Dilemma, Solving ethical dilemma Managerial integrity and decision making. Ethical Leadership: Personal Integrity and self development—Wisdom based leadership. Corporate Governance: History of Corporate form and models, Corporate Objectives and goals, Ownership pattern—Issues in managing public limited firms—Agency problems. Nature & Evolution of Corporate Governance: Global and National Perspectives—Global Corporate Governance Models, Anglo American and Relationship Model (Germany, Japan and France) Claims of Various Stakeholders, Why Governance—Changes in Eighties Cadbury Report, Hampel Report and OECD Committee Recommendations—SOX Act.

UNIT - III

Internal Corporate Governance Mechanism: Board of Directors—Functional Committees of Board; Code of Conduct, Whistle Blowers. External Corporate Governance Mechanism: Regulators, Gate Keepers, Institutional Investors, Corporate Raiders, Corporate Governance

Ratings Corporate Governance in India: Corporate form in India 50s to 90s—developments in Corporate Governance in India in nineties and 2000s—CII, Kumaramangalam, Narayanamoorthy, Naresh Chandra, JJ Irani Committee Reports—Legal and Regulatory Changes—Introduction and Modification of Clause 49, Corporate Governance in Practice in India.

UNIT-IV

Cases :

1. A Dent in Wal Mart's Public Image—The PR Strategy.
2. China Aviation Oil's Collapse : Singapore INC's Challenges.
3. Child labour in Coca Industry.
4. Obesity Concerns : Burger Kings Product Revenues.
5. Bhopal Gas Tragedy.

Source :

- (a) Case Studies for Managers, Vol. II, IBSPCD.
- (b) BECG Main Reference Book.