CONTENTS

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

CHAPTER 1—BUSINESS ETHICS

UNIT 2:PERSONAL ETHICS

Introduction – Meaning – Emotional Honesty – Virtue of humility – promote happiness – karma yoga – proactive – flexibility and purity of mind

CHAPTER 2: PERSONAL ETHICS

UNIT 3:ETHICS IN MANAGEMENT

Introduction – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management – Technology Ethics and Professional ethics.

CHAPTER 3: ETHICS IN HUMAN RESOURCE MANAGEMENT

CHAPTER 4: MARKETING ETHICS

CHAPTER 5: ETHICAL ASPECTS OF FINANCIAL MANAGEMENT CHAPTER 6: TECHNOLOGY ETHICS AND PROFESSIONAL ETHICS

Unit 4: ROLE OF CORPORATE CULTURE IN BUSINESS

Meaning – functions – impact of corporate culture – cross cultural issues in ethics

CHAPTER 7: ROLE OF CORPORATE CULTURE IN BUSINESS

Unit 5: CORPORATE GOVERNANCE

Meaning, scope, composition of BODs, Cadbury Committee, various committee, reports on corporate governance, scope of CG, Benefits and Limitations of CG with living examples.

CHAPTER 8: CORPORATE GOVERNANCE

Unit 6:

CHAPTER 9 : CASE STUDIES IN CORPORATE GOVERNANCE

CHAPTER 10 : REPORTS OF FEW COMPANIES ON THEIR CORPORATE

GOVERNANCE

CHAPTER 11 : CASE STUDIES IN BUSINESS ETHICS.

Bibliography