

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – First (Semester –II) (W.E.F. Academic Year 2017-18)

Subject Name: HUMAN VALUES & BUSINESS ETHICS (HVBE)

Subject Code: 2527105

1. Course Objective:

- a) To sensitize students about fundamental values and principles about life and try to help them in building strong & ethical character.
- b) To stimulate moral imagination of students.
- c) To enhance quality behavior among all stake holders.
- d) Stimulate student's sense of responsibility.

2. Course Duration: The course duration is of **45 sessions of 60 minutes** each.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	<u>Value Education:</u> Introduction to Value Education, Self-Exploration as the Process for Value Education, The Basic Human Aspirations, Anthropology & Sociology and Genesis Human Value	08	14
II	<u>Understanding the Harmony</u> Human Being as Co-existence, Harmony with Self, Body, Family, Society, Nature. Universal Human Values & Ethical Human Conduct, Holistic Alternative towards Universal Human Order, Pedagogies for imbibing human values and ethics	12	21
III	<u>Principles of Business Ethics</u> Introduction of Basic Principles of Business Ethics, Ethical Issues, Moral Reasoning & Moral Responsibility, Ethical Principles in Business i.e. Utilitarianism, Rights & Duties, Justice & Fairness, Integration among Principles	12	14

IV	<u>Business Ethics & CSR</u> Ethics and the Environment, Ethics of Consumer Protection & Marketing, Ethics and the Employee, Ethics of Job Discrimination, Corporate Social Responsibility	13	21
	Practical: Students may select any Small or Medium Enterprise and look into the Ethical Practices followed by the organization. Students may prepare a report and give presentation.		Internal Evaluation of CEC (30 marks)

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Lectures and Discussions
- (2) Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	R R Gaur, R Sangal & G P Bagaria	A foundation course in Human Values and Professional Ethics	Excel Books	Latest
2	Manuel G Velasquez	Business Ethics – 7 th Edition	Pearson	2016

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	S B Gogate	Human Values & Professional Ethics	Vikas Publishing House Pvt. Ltd	Latest
2	B.N. Ghosh	Business Ethics and Corporate Governance	McGraw-Hill	2013
3	Richard T DeGeorge	Business Ethics	Pearson	2015

8. Session Plan: (45 sessions of 60 minutes)

Session No.	Topics to be covered
1-3	Introduction to Value Education, Self-Exploration as the Process for Value Education
4-8	The Basic Human Aspirations, Anthropology & Sociology and Genesis Human Value
9-12	Human Being as Co-existence, Harmony with Self, Body, Family, Society, Nature
13-17	Universal Human Values & Ethical Human Conduct
17-20	Holistic Alternative towards Universal Human Order, Pedagogies for imbibing human values and ethics
21-25	Introduction of Basic Principles of Business Ethics, Ethical Issues, Moral Reasoning & Moral Responsibility,
26-30	Ethical Principles in Business i.e. Utilitarianism, Rights & Duties, Justice & Fairness, Integration among Principles
31-35	Ethics and the Environment
36-40	Ethics of Consumer Protection & Marketing,
41-45	Ethics and the Employee, Ethics of Job Discrimination, Corporate Social Responsibility
