

**K L University**  
**Department of MBA**  
**Course Handout for II Year MBA (General) PROGRAM**  
**A.Y.2017-18, II Semester**

**Course Name** : **Business Ethics & Corporate Governance**

**Course Code** : **15MB62C1**

**L-T-P structure** : **3-0-0**

**Course Credits** : **3**

**Course Coordinator** : **Dr. D. Prasanna kumar, Associate Professor in MBA**

**Course Instructors** : **Dr. D. Prasanna kumar, M V. A. L Narasimha Rao**

**Course Teaching Associates** : **Nil**

**Course Objective** :

- 1) To understand the Business Ethics and to provide best practices of business ethics .
- 2) To learn the values and implement in their careers to become a good managers.
- 3) To develop various corporate social Responsibilities and practise in their professional life
- 4) To Imbibe the ethical issues in corporate governance and to adhere to the ethical codes.

**Course Rationale:** Business ethics and corporate governance is the study of to understand Business ethics in order to implement the best practices of business ethics .

**Course Outcomes (CO):**

CO No:	Course Outcomes	SO	BTL
1.	Students will be able to understand the business ethics.	F	2
2.	The student will be able to Analyze corporate social Responsibility .	F	4
3.	The student will be able to analyze various ethical codes in corporate governance	F	4
4.	Stundent will be able to Analyze the Employees conditions and Business Ethics	F	4

**COURSE OUTCOME INDICATORS (COI):**

CO No.	COI-1	COI-2	COI-3
1.	Understand Basic concepts of Business Ethics	Understand Values, Norms and Beliefs	Analyze the Role of values for managers
2.	Understand Ethical Codes	Understand Corporate Social Responsibility	Analyze CSR initiatives
3.	Analyze Financial markets	Analyze the Ethical issues in Corporate Governance	Analyze the problem of whistle blowing.
4.	Understad Ethical issues in employer – employee relation	Understand Ethical issues in marketing	Analyze working conditions

**SYLLABUS (As approved by BoS):**

**Introduction to Ethics-** Definition of Ethics – Objectives, nature and sources of ethics – Business Ethics – Nature, Importance and Factors influencing Business Ethics. **Values, Norms and Beliefs-** Ethics v. Morals; Values, Norms, Beliefs and their role; values for managers from Indian ethos; Ethical Codes – Ethical theories; Teleological, Deontological, natural and Kantian. **Corporate Social Responsibility:** Nature and significance; arguments for and against CSR; Shareholders and Business Ethics -Shareholders as stakeholders; the conflicting interests of various stakeholders; CSR initiatives at HSBC: Making good business sense. **Corporate Governance:** Ethical issues in Corporate Governance; The role of Financial Markets (Insider Trading); the role of accountants- The problem of whistle blowing. Cases of Enron Saga, Microsoft Antitrust case, ‘Ecomagination’ at work; GE’s sustainability initiatives. **Employees and Business Ethics** - Ethical issues in employer – employee relation; discrimination at work place; Sexual and racial harassment; working conditions – employee privacy. **Consumers and Business Ethics;** the limits of doctrine of caveat emptor; Ethical issues in marketing, advertising; the ethical challenges under globalization.

**BoS Approved Textbooks:**

1. M.G. Velasquez, Business Ethics, Prentice Hall India Limited, New Delhi,

**BoS Approved Reference Books:**

1. C.S.V. Murthy, Business Ethics, Himalaya Publishing House; Mumbai, 2007.
2. Andrew Crane and Diark Matten, Business Ethics, Oxford Publication, New Delhi, 2007
3. Chris Moonand Clive Bonny, Business Ethics, The Economist Publication, 2004.
4. R.C. Sekhar, Ethical Choices in Business, Response Books, New Delhi, 2007.
- 5.S.K. Chakraborty, Ethics in Management- Vedantic Perspectives, oxford India paper backs, New Delhi, 2007.

**Deviations (if any) from BoS approved syllabus and the topics planned: Nil**

**COURSE DELIVERY PLAN:**

Sess. No.	CO	COI	Topic (s)	Teaching-Learning Methods	Evaluation Components
1.	1	1	Explnation of Course Handout	Explanation	-
2.	1	1	Introduction: Introduction to Ethics	Deliver Lecture And Presentations	Test-1, Active Learning and End Semester (ES)
3.	1	1	Nature of ethics	Deliver Lecture And presentations	Test-1, Active Learning and ES.
4.	1	1	Importance of ethics	Deliver Lecture And Presentations	Test-1, Active Learning and End Semester (ES)
5.	1	1	Factors influencing Business Ethics	Deliver Lecture And presentations	Test-1, Active Learning and ES.
6.	1	2	Values, Norms	Deliver Lecture and Presentations	Test-1, Active Learning and ES.
7.	1	2	Beliefs	Deliver Lecture and Presentations	Test-1, Active Learning and ES.
8.	1	2	values for managers,	Deliver Lecture and Presentations	Test-1, Active Learning and ES.
9.	1	3	values for managers from Indian ethos	Deliver Lecture and Presentations	Test-1, Active Learning and ES.
10.	2	1	Ethical Codes	Deliver Lecture and Seminar presentations	Test-2, Active Learning and ES.
11.	2	1	Ethical theories	Deliver Lecture and Seminar presentations	Test-2, Active Learning and ES.

12.	2	1	Teleological theory	Deliver Lecture and Seminar presentations	Test-2, Active Learning and ES.
13.	2	1	Deontological theory	Deliver Lecture and Mini-project	Test-3, Active Learning and ES.
14.	2	1	natural theory on ethics	Deliver Lecture-Case Analysis	Test-3, Active Learning and ES.
15.	2	1	Kantian theory on ethics	Deliver Lecture& Case Analysis	Test-3, Active Learning and ES.
16.	2	2	Corporate Social Responsibility (CSR)	Deliver Lecture And Presentations	Test-1, Active Learning and End Semester (ES)
17.	2	2	Nature and significance of CSR	Deliver Lecture And presentations	Test-1, Active Learning and ES.
18.	2	2	arguments for and against CSR	Deliver Lecture and Presentations	Test-1, Active Learning and ES.
19.	2	2	Shareholders and Business Ethics	Deliver Lecture and Presentations	Test-1, Active Learning and ES.
20.	2	2	Shareholders as stakeholders	Deliver Lecture and Seminar presentations	Test-2, Active Learning and ES.
21.	2	3	the conflicting interests of various stakeholders	Deliver Lecture and Seminar presentations	Test-2, Active Learning and ES.
22.	2	3	CSR initiatives at HSBC	Deliver Lecture and Seminar presentations	Test-2, Active Learning and ES.
23.	3	1	The role of Financial Markets	Deliver Lecture and Mini-project	Test-3, Active Learning and ES.
24.	3	1	the role of accountants	Deliver Lecture-Case Analysis	Test-3, Active Learning and ES.
25.	3	1	Cases of Enron Saga	Deliver Lecture And presentations	Test-1, Active Learning and ES.
26.	3	1	Microsoft Antitrust case	Deliver Lecture and Presentations	Test-1, Active Learning and ES.
27.	3	1	'Ecomagination' at work	Deliver Lecture and Presentations	Test-1, Active Learning and ES.
28.	3	1	GE's sustainability initiatives	Deliver Lecture and Seminar presentations	Test-2, Active Learning and ES.
29.	3	1	Corporate Governance	Deliver Lecture and Seminar presentations	Test-2, Active Learning and ES.
30.	3	2	Ethical issues in Corporate Governance	Deliver Lecture and Seminar presentations	Test-2, Active Learning and ES.
31.	3	3	The problem of whistle blowing	Deliver Lecture& Case Analysis	Test-3, Active Learning and ES.
32.	3	3	Remedial measures of whistle blowing	Deliver Lecture& Case Analysis	Test-3, Active Learning and ES.
33.	4	1	Employees and Business Ethics	Deliver Lecture and Mini-project	Test-3, Active Learning and ES.
34.	4	1	Ethical issues in employer	Deliver Lecture-Case Analysis	Test-3, Active Learning and ES.
35.	4	1	employee relation	Deliver Lecture& Case Analysis	Test-3, Active Learning and ES.
36.	4	2	Sexual harassment	Deliver Lecture And Presentations	Test-1, Active Learning and End Semester (ES)
37.	4	2	Racial harassment	Deliver Lecture And Presentations	Test-1, Active Learning and End Semester (ES)

38.	4	2	discrimination at work place	Deliver Lecture And presentations	Test-1, Active Learning and ES.
39.	4	2	working conditions –	Deliver Lecture and Presentations	Test-1, Active Learning and ES.
40.	4	2	employee privacy	Deliver Lecture and Presentations	Test-1, Active Learning and ES.
41.	4	3	Consumers and Business Ethics	Deliver Lecture and Presentations	Test-1, Active Learning and ES.
42.	4	3	the limits of doctrine of caveat emptor	Deliver Lecture and Seminar presentations	Test-2, Active Learning and ES.
43.	4	3	Ethical issues in marketing	Deliver Lecture and Seminar presentations	Test-2, Active Learning and ES.
44.	4	3	Ethical issues in advertising	Deliver Lecture and Seminar presentations	Test-2, Active Learning and ES.
45.	4	4	The ethical challenges under globalization	Deliver Lecture and Mini-project	Test-3, Active Learning and ES.

### Session wise Teaching – Learning Plan

#### Session Number:1

**Session Outcome:** Student able to understand the Course overview

Time(min)	Topic	BTL	Teaching – Learning Method
50	Coure overview and objective	2	Deliver Lecture

#### Session Number:2

**Session Outcome:** Student able to understand the basics of ethics

Time(min)	Topic	BTL	Teaching – Learning Method
10	Introduction to Ethics	2	Deliver Lecture
10	Meaning and Definition		Deliver Lecture
5	Question and Answers		Interaction
10	Importance of Ethics		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

#### Session Number:3

**Session Outcome:** Student able to understand the various objectives of ethics

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Objectives of ethics	2	Deliver Lecture
5	Question and Answers		Interaction
15	Objectives of ethics		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:4****Session Outcome: Student able to understand the various Importance of ethics**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Recap		Interaction
15	Importance of ethics	2	Deliver Lecture
5	Question and Answers		Interaction
15	Importance of ethics		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:5****Session Outcome: Student able to understand the concept of Factors influencing Business Ethics**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Outline		Interaction
15	<b>Factors influencing Business Ethics</b>	2	Deliver Lecture and Seminar Presentations
05	Question and Answers		Interaction
15	<b>Factors influencing Business Ethics</b>		Deliver Lecture and Seminar Presentations
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:6****Session Outcome: Student able to understand the values, norms**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Review		Interaction
15	Norms	2	Deliver Lecture and Presentations
5	Question and Answers		Interaction
15	values		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:7****Session Outcome: Student able to understand the beliefs**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Review		Interaction
15	Overview of Norms, values	2	Deliver Lecture and Presentations
5	Question and Answers		Interaction
15	Beliefs		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:8****Session Outcome: Student able to understand the concept of values for managers**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Outline		Interaction
15	Concept of values	2	Deliver Lecture and Seminar Presentations
5	Question and Answers		Interaction
15	values for managers		Deliver Lecture and Seminar Presentations
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:9****Session Outcome: Student able to understand the concept of values for managers from Indian ethos**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Outline		Interaction
15	Concept of values	2	Deliver Lecture and Seminar Presentations
5	Question and Answers		Interaction
15	values for managers from Indian ethos		Deliver Lecture and Seminar Presentations
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:10****Session Outcome: Student able to understand the Ethical Codes**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Outline of Last topic		Interaction
15	Ethical Codes	2	Deliver Lecture
05	Question and Answers		Interaction
15	Ethical Codes		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:11****Session Outcome: Student able to understand the concept of ethical theories**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Recap		Interaction
15	Ethical theories	2	Deliver Lecture
05	Question and Answers		Interaction
15	Ethical theories		Deliver Lecture and case analysis

10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:12**

**Session Outcome: Student able to understand Teleological theory**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Recap		Interaction
15	Teleological	2	Deliver Lecture
05	Question and Answers		Interaction
15	Teleological		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:13**

**Session Outcome: Student able to understand the Deontological theory**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Review of last topic		Interaction
15	Deontological	2	Deliver Lecture
05	Question and Answers		Interaction
15	application		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:14**

**Session Outcome: Student able to understand the natural theory**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Recap		Interaction
15	natural theory	2	Deliver Lecture
05	Question and Answers		Interaction
15	Natural		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:15**

**Session Outcome: Student able to understand the Kantian theory**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Recap		Interaction
15	Kantian	2	Deliver Lecture
05	Question and Answers		Interaction
15	Kantian		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:16****Session Outcome: Student able to understand corporate social responsibility**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Recap		Interaction
15	Corporate Social Responsibility	2	Deliver Lecture
05	Question and Answers		Interaction
15	Different corporates		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:17****Session Outcome: Student able to identify the nature and significance of corporate social responsibility**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Recap		Interaction
15	Nature and significance	2	Deliver Lecture
05	Question and Answers		Interaction
15	significance		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:18****Session Outcome: Student able to understand the for and against corporate social responsibility**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Recap		Interaction
15	arguments for and against CSR	2	Deliver Lecture
05	Question and Answers		Interaction
15	against CSR		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:19****Session Outcome: Student able to understand the concept of Shareholders and Business Ethics**

Time(min)	Topic	BTL	Teaching Method – Learning
05	Review		Interaction
15	Shareholders and Business Ethics	2	Deliver Lecture
05	Question and Answers		Interaction
15	Shareholders and Business Ethics		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:20****Session Outcome: Student able to understand the concept of Shareholders as stakeholders**



Time(min)	Topic	BTL	Teaching – Learning Method
05	Review		Interaction
15	Shareholders as stakeholders	2	Deliver Lecture
05	Question and Answers		Interaction
15	Examples		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:21**

**Session Outcome:** Student able to analyze the conflicting interests of various stakeholders

Time(min)	Topic	BTL	Teaching – Learning Method
05	Review		Interaction
15	conflicting interests of various stakeholders	4	Deliver Lecture
05	Question and Answers		Interaction
15	conflicting interests of various stakeholders		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:22**

**Session Outcome:** Student able to analyze the CSR initiatives at HSBC

Time(min)	Topic	BTL	Teaching – Learning Method
05	Review		Interaction
15	CSR initiatives at HSBC	4	Deliver Lecture
05	Question and Answers		Interaction
15	Analyze		Deliver Lecture and reading seminar
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:23**

**Session Outcome:** Student able to analyze the role of Financial Markets (Insider Trading)

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	The role of Financial Markets (Insider Trading)	4	Deliver Lecture
05	Question and Answers		Interaction
15	Insider Trading		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:24**

**Session Outcome:** Student able to analyze the role of accountants

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	The role of accountants	4	Deliver Lecture
05	Question and Answers		Interaction
15	The role of accountants		Deliver Lecture
10	Question and Answers (Q&A)		Interaction

05	Revision		Interaction
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**Session Number:25**

**Session Outcome: Student able to evaluate** Cases of Enron Saga

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Cases of Enron Saga	4	Deliver Lecture
05	Question and Answers		Interaction
15	cases		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:26**

**Session Outcome: Student able to evaluate** Microsoft Antitrust case

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Microsoft Antitrust case	4	Deliver Lecture
05	Question and Answers		Interaction
15	Practical problems		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:27**

**Session Outcome: Student able to evaluate** Ecomagination at work

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Ecomagination at work	4	Deliver Lecture
05	Question and Answers		Interaction
15	Corporate Practices		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:28**

**Session Outcome: Student able to evaluate** GE's sustainability initiatives

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	GE's sustainability initiatives	4	Deliver Lecture
05	Question and Answers		Interaction
15	Practical problems		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:29**

**Session Outcome: Student able to analyze the role of** Corporate Governance

Time(min)	Topic	BTL	Teaching – Learning Method
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05	Recap		Interaction
15	Corporate Governance	4	Deliver Lecture and Reading Seminar
05	Question and Answers		Interaction
15	Importance		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:30**

**Session Outcome: Student able to analyze the Ethical issues in Corporate Governance**

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Ethical issues	4	Deliver Lecture and Reading Seminar
05	Question and Answers		Interaction
15	Importance		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:31**

**Session Outcome: Student able to analyze the problem of whistle blowing**

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	The problem of whistle blowing	4	Deliver Lecture
05	Question and Answers		Interaction
15	problems		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:32**

**Session Outcome: Student able to analyze the remedial measures of whistle blowing**

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Remedial measures of whistle blowing	4	Deliver Lecture
05	Question and Answers		Interaction
15	problems		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:33**

**Session Outcome: Student able to understand the Employees and Business Ethics**

Time(min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Employees ethics	2	Deliver Lecture
05	Question and Answers		Interaction
15	Business ethics		Deliver Lecture and case analysis
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

#### Session Number:34

**Session Outcome:** Student able to understand Ethical issues in employer

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Ethical issues in employer	2	Deliver Lecture
05	Question and Answers		Interaction
15	Employer participation		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

#### Session Number:35

**Session Outcome:** Student able to describe the employee relation

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	employee relation	2	Deliver Lecture
5	Question and Answers		Interaction
15	employee relation		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

#### Session Number:36

**Session Outcome:** Student able to understand Sexual harassment

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Sexual harassment	2	Deliver Lecture
05	Question and Answers		Interaction
15	racial harassment		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

#### Session Number:37

**Session Outcome:** Student able to understand racial harassment

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction

15	racial harassment	2	Deliver Lecture
05	Question and Answers		Interaction
15	racial harassment		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:38**

**Session Outcome: Student able to understand discrimination at work place**

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Discrimination at work place	2	Deliver Lecture
05	Question and Answers		Interaction
15	Working conditions of women at work place		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:39**

**Session Outcome: Student able to understand working conditions**

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	working conditions	2	Deliver Lecture
05	Question and Answers		Interaction
15	employee privacy		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:40**

**Session Outcome: Student able to understand employee privacy**

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	employee privacy	2	Deliver Lecture
05	Question and Answers		Interaction
15	employee privacy		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:41**

**Session Outcome: Student able to analyze Consumers and Business Ethics**

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Consumers and Business Ethics	4	Deliver Lecture
05	Question and Answers		Interaction
15	Business Ethics		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:42**

**Session Outcome:** Student able to analyze the limits of doctrine of caveat emptor

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	limits of doctrine of caveat emptor	4	Deliver Lecture
05	Question and Answers		Interaction
15	limits of doctrine of caveat emptor		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:43**

**Session Outcome:** Student able to analyze the Ethical issues in marketing,

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Ethical issues in marketing,	4	Deliver Lecture
05	Question and Answers		Interaction
15	advertising		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:44**

**Session Outcome:** Student able to analyze the Ethical issues in advertising

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Ethical issues in advertising	4	Deliver Lecture
05	Question and Answers		Interaction
15	advertising		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**Session Number:45**

**Session Outcome: Student able to analyze the Ethical challenges under globalization**

Time (min)	Topic	BTL	Teaching – Learning Method
05	Recap		Interaction
15	Ethical challenges under globalization	4	Deliver Lecture
05	Question and Answers		Interaction
15	Corporate Practices		Deliver Lecture
10	Question and Answers (Q&A)		Interaction
05	Revision		Interaction

**EVALUATION PLAN:**

Evaluation Component	Weightage/Marks	Date	Duration (Hrs)	CO 1			CO 2			CO 3			CO 4		
COI Number				1	2	3	1	2	3	1	2	3	1	2	3
BTL				2	2	4	4	2	4	2	4	4	2	2	4
Test 1	Weightage (10%)	30 <sup>th</sup> Jan to 2 <sup>nd</sup> Feb	1 Hr 30 Mts	3%	3%	4%									
	Max Marks (20)			6	6	8									
Test 2	Weightage (10%)	5 <sup>th</sup> March to 8 <sup>th</sup> March	1 Hr 30 Mts				3%	3%	4%						
	Max Marks (20)						6	6	8						
Test 3	Weightage (10 %)	3 <sup>rd</sup> April to 6 <sup>th</sup> April	1 Hr 30 Mts							3%	3%	4%			
	Max Marks (20)									6	6	8			
Active Learning	Weightage (15%)														
	Max Marks (15)			Active Learning – 15M (Reading Seminar)											
Attendance	Weightage (5%)	Equal Weightage for all sessions - 5 marks													
Semester End Exam	Weightage (50%)		3 Hrs	3%	3%	4%	3%	3%	4%	3%	3%	4%	6%	7%	7%
	Max Marks (50)			3	3	4	3	3	4	3	3	4	6	7	7
	Question Number			1 a,b	2	3	1 c, d	4	8	1e,f	5	8	1 g,h,I,j	6,7	8

**Course Team members, Chamber Consultation Hours and Chamber Venue details:**

S.No.	Name of Faculty	Chamber Consultation Day(s)	Chamber Consultation Timings for each day	Chamber Consultation Room No:	Signature of Course faculty
01	Dr. D. Prasanna kumar	Thursday = 12 days in a semester	4-5 pm	New Library Building, 4 <sup>th</sup> Floor Faculty Cabin	

02	<b>M V. A. L Narasimha Rao</b>	Wednesday= 12 days in a semester	3-4 pm	New Library Building, 5 <sup>th</sup> Floor Faculty Cabin	
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**Signature of COURSE COORDINATOR:**



Hari Kiran Vege,

Assoc. Dean-TLP

**Approved By:**

**Recommended by HEAD OF DEPARTMENT:**

Document digitally approved by Vetting Team and HOD.

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