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# SYLLABI-BOOK MAPPING TABLE

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## Business Values and Ethics

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### Syllabi

### Mapping in Book

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#### Unit-I

**Meaning and Nature of Values:** Values in context of Business; Mission Statement and Role of Corporate Values in shaping it; influence of Individual Values on Morality of Managers; Indian Values and Changing Value systems of India.

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**Unit 1: Nature and Scope of Values**  
(Pages 3-35)

#### Unit-II

**Ethics:** Evolution of Ethics and their relation to values, norms, morals. Nature of Ethics and Relevance to Business; Virtue theory; Utilitarianism and its Applications to Business; Rights; Justice; Profit Maximization vis-à-vis Ethics.

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**Unit 2: Evolution of Ethics**  
(Pages 37-92)

#### Unit-III

**Contemporary Issues:** Workplace Spirituality; Indian Ethos for Business; Vedanta and Managers. Corporate Social Responsibility: Public Policy of a Corporation and its role in a market society; the nature of an ethical corporation; concept of Total Ethical Management.

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**Unit 3: Contemporary Issues**  
(Pages 93-140)

#### Unit-IV

Ethical Responsibilities of Business towards customers; Ethical Issues in Marketing; Issues relating to Product Safety, Product Quality, Pricing and Promotion. Ethical Responsibility of Business towards employees; whistleblowing; the changing workplace; employees discrimination; harassment of female workforce; rights and obligations of employees and employers.

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**Unit 4: Ethical Responsibilities**  
(Pages 141-172);

**Unit 5: Forces Leading to Changes in Norms and Standards of Ethical and Professional Values**  
(Pages 173-198);

**Unit 6: Emergence of New Values in Indian Industries**  
(Pages 199-232);

**Unit 7: Analysis of Ethical Values**  
(Pages 233-275);

**Unit 8: Globalization and Cross-Cultural Management**  
(Pages 277-301)

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