

**Personal and Corporate Ethics**  
**PGP-I / FABM-I/ FPM-I: 2019-20 (Slots 3 and 4)**

**Instructors**

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**Course Objective**

'Personal and Corporate Ethics' is a compulsory course in the first year of the Post Graduate Programme.

The objective of the course is to sensitize the participants on the nature of ethical debates and discourses, alternative perspectives and frameworks used to evaluate choices and behavior from ethical standpoint, the effect of culture and religion in shaping the ethical discourse and choices made by the society and individuals, and the ethical dilemmas faced by the firms and the managers. The course would help the participants in critically analyzing some of the social and ethical challenges faced by the managers and would attempt to frame appropriate managerial and corporate responses.

While social ethics seems to be relative varying across societies, is there or can there be core "absolute" even if minimalist ethics, in modern society? In what sense can a corporation have ethics? How do the various conceptualization of corporations and of organisations in society cohere with the idea of ethics in social dealings? Does the "ethics" of businesses vary with the kind of businesses? Could there be issues with the implied ethics in the case of the practice of some of the functions of management like marketing? In that case what happens when the ethics of an individual is not in sync with that of the corporation or of the business that the corporation or organisation professes?

Can we say that the practices and accepted dealings in some societies are less ethical than in others? How do the ethical standards of society change with modernization? What do religion and traditional mores of behavior have to do with ethics?

**Evaluation**

The course has 0.5 credits and is a pass/fail course, based on students' self-evaluation assessed by teaching faculty. Students would have to reflect on an ethical dilemma that they would have faced, to bring out the reasons for their actions then, and what they would have done today.

**Books**

Karve, Irawati (2016) *Yuganta – The End of an Epoch*, Disha Books /Orient Longman. Revised.

## SESSION WISE OUTLINE

Topic /Sessions	Detail and materials
1. Business ethics: Introduction	<p>The expected behavior in important roles /activities differ. If some of these do not sit well with the preferences of the person, what are the options available</p> <p><i>Case</i> Kavitha and Second Hand Cars (Caselets) Version 5.</p> <p><i>Readings</i> “Is Business Bluffing Ethical?”, Albert Z. Carr in Gini and Marcoux (2009) “Doing the Right Thing” in “Justice: What’s the Right Thing To Do?”, Michael . J. Sandel (2009).</p>
2. Business Ethics	<p>While businesses may have their own ways of working, organizations their processes is there a minimalist “ethics” that constrain or ought to constrain in the modern world?</p> <p><i>Case</i> Managing Product Safety: The Ford Pinto (HBS Case)</p> <p><i>Readings</i> “The Greatest Happiness Principle”, page 31-48 in “Justice: What’s the Right Thing To Do?”, Michael . J. Sandel (2009). “What Matters is the Motive” in “Justice: What’s the Right Thing To Do?”, Michael . J. Sandel (2009).</p>
3. Ethics of Marketing	<p>If the case for consumer sovereignty is weak, are companies being unethical in advertising using life style associations? Does advertising affect the agency of the human being.</p> <p><i>Case</i> “Uptown Dakota and PowerMaster”, Smith, Carig in Gini and Marcoux (2009).</p> <p><i>Readings</i> Is Marketing Ethics an Oxymoron, Philip Kotler, in Philip in Gini and Marcoux (2009). Caveat Emptor –Entry in Encyclopedia Britannica</p>

<p>4. Ethics in social construction</p>	<p>Modern democracies are ethical societies in their construction. However that is very much work in progress, and vestiges of the past can create aspects of social behavior and results that may be violative of human rights</p> <p><i>Case</i>          “The Case of the Contested Firearms”, Brenkert, George in Gini and Marcoux (2009).</p> <p><i>Readings</i>          Extracts from Newspapers – Advertisement for Sweepers by an NGO (various newspapers and social media)          “Eating Our Friends” &amp; “Dying Quietly”, R. Scruton, <i>A Political Philosophy</i>, Continuum, London/New York, 2006.</p>
<p>5. Corporate ethics and CSR</p>	<p>Are there any other corporate ethical responsibilities other than following laws? Should there be any?</p> <p><i>Case</i>          “Royal Dutch/Shell in Nigeria- Operating in a Fragile State”, Ivey Case, 9B06M021</p> <p><i>Readings</i>          “The Social Responsibility of Business is to Increase Its Profits“, M. Friedman.          “The Limits of the Market for Virtue”, D. Vogel, <i>Ethical Corporation</i>, September 2005</p>
<p>6. Corporate ethics and notions of trusteeship</p>	<p>Morality, rules, and trusteeship and models of business. How do rules arise and should managers always follow rules - Corporations and managers being trustee of resources at their disposal for social welfare.</p> <p><i>Case</i>          “IKEA's Global Sourcing Challenge: Indian Rugs and Child Labour (A)”, HBS 9-906-414.</p> <p><i>Readings</i>          Gopinath, C. (2005) – “Trusteeship as a Moral Foundation for Business”, <i>Business and Society Review</i>, 110:3, 331 – 344.</p>
<p>7. Being human and the ethics of so being</p>	<p>Can there be a minimalist absolute ethics. How have our notions of ourselves changed over the modern period? Does the agency of the manager in his role dilute his agency as a human? The possible conflict between individual ethics and corporate working and the resolution</p> <p><i>Case</i>          “Conflict on a Trading Floor (A)” HBS 9-394-060.</p> <p><i>Readings</i>          Business Ethics: A View from the Trenches”, J.L. Badaracco Jr. and A.P. Webb, <i>California Management Review</i> 37(2), 1995.</p>

8. Individual Ethics in a Social Context	<p>Does the culture our society, and the situation we are in warrant change in our actions?</p> <p><i>Case</i>  “Parable of the Sadhu” McCoy, Bowen in Gini and Marcoux (2009)  “Yuganta: The End of an Epoch”, Irawati Karve (2007)</p>
9. Developing a Personal Ethic	<p>How do I make choices? Am I responsible for my choices?</p> <p><i>Cases</i>  Martha McCaskey, HBS 9-403-114  “Yuganta: The End of an Epoch”, Irawati Karve (2007)</p>
10. Integrated Case	<p>Putting it all together</p> <p><i>Case</i>  “Himachal Fertiliser Corporation (A): An Ethical Conundrum”, The Case Research Journal, NACRA (2015), NAC3612A</p>