



SREENIVASA INSTITUTE of TECHNOLOGY and MANAGEMENT STUDIES
(AUTONOMOUS)

DEPARTMENT OF MANAGEMENT STUDIES
INTERNATIONAL FINANCE

QUESTION BANK

I MBA / I- SEMESTER

REGULATION: R20



Business Ethics And Corporate governanace

COMPILED BY

FACULTY INCHARGE :

MS.M.HEERA

ASSISTANT PROFESSOR

PROGRAMME :

MBA



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BUSINESS ETHICS AND CORPORATE GOVERNANCE(22MBA232)

I MBA I Semester

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22MBA232

BUSINESS ETHICS AND CORPORATE GOVERNANCE

Course Educational Objectives (CEOs):

CEO1 : To give awareness to students on business ethics		
CEO2 : To make them to understand about ethics in Finance, Marketing and HRM		
CEO3 : To create knowledge on Ethical value system		
CEO4 : To enable students about importance of Corporate Governance		
CEO5 : To build knowledge on global issues in Corporate Governance		
UNIT - I	Introduction to Business Ethics	Lecture Hrs: 10
Meaning of Ethics – Definition - Types of Ethics - Ethics and Business - Importance and Scope of Ethics - Factors influencing Business Ethics - Objectives of Business Ethics - Ethical Dilemmas - Whistle Blowing -Morality and Ethics.		
UNIT - II	Ethics in Finance, Marketing and HRM	Lecture Hrs: 12
Insider Trading - Ethical Investments - Ethics in Market Place - Ethics in Advertising and Promotion - Ethics in Recruitment and Selection Process - Ethics at Work Place.		
UNIT - III	The Ethical Value System	Lecture Hrs:10
Universalism, Utilitarianism, Distributive Justice, Social Contracts, Individual Freedom of Choice, Professional Codes - Culture and Ethics – Ethical Values in different Cultures, Culture and Individual Ethics.		
UNIT - IV	Corporate Governance	Lecture Hrs:12
Meaning- Role-Importance of Corporate Governance- Roles of Directors- Role of Auditors- Role of Shareholders and Stakeholders. E-Governance in India.		
UNIT - V	Global Issues in Corporate Governance	Lecture Hrs:10
Introduction to IPRs, Basic concepts and need for Intellectual Property – Meaning and practical aspects of Patents, Copyrights, Geographical Indications, IPR in India and Abroad. Nature of Introduction to IPRs, Basic concepts and need for Intellectual Property – Meaning and practical aspects of Patents,		

Copyrights, Geographical Indications, IPR in India and Abroad. Nature of Introduction to IPRs, Basic concepts and need for Intellectual Property – Meaning and practical

On successful completion of the course the student will be able to,		POs related to COs	Course
CO1	Demonstrate the knowledge on Business Ethics and morality. Copyrights, Geographical Indications, IPR in India and Abroad. Nature of	PO1,PO3,PO4, PO5,PO6	
CO2	Understand about ethics in Finance, Marketing and HRM. Corporate Scams – Committees in India – Information Security and Threats – Combating Cyber Crime	PO1,PO3,PO4, PO5,PO6,PO7,PO8	
CO3	Acquire knowledge on Ethical value system	PO1,PO3,PO4, PO5,PO6	
CO4	Apply the knowledge on Corporate Governance	PO1,PO3,PO4, PO5,PO6	
CO5	Understand the global issues in Corporate Governance	PO1,PO3,PO4, PO5,PO6	

Outcomes:

Text Books:

1. Business Ethics, 6/e, A.C.Fernando, Pearson Education, New Delhi, 2019.
2. Corporate Governance, Bob Tricker, Oxford Publications, 2009.
3. Business Ethics, C.S.V.Murthy, Himalaya Publishers, Mumbai, 2011.
4. Business Ethics, 5/e, Velasquez, M.G, Pearson Education, New Delhi, 2013.

Reference Books:

1. Business Ethics and Corporate Governance, K. Viyyanna Rao, G. Naga Raju, I.K. International Publishing House Pvt. Limited, 2017.
2. Business Ethics, Sandy Mc Millan, Kogan Publishers, New Delhi, 2007.
3. Business Ethics: Concepts and Cases, Joseph.W.Weiss, Cengage Publishers, New Delhi, 2009.

Online Learning Resources:

- <https://corporatefinanceinstitute.com/resources/knowledge/other/business-ethics/>
<https://plato.stanford.edu/entries/moral-theory/>
<https://corp.gov.law.harvard.edu/2016/09/08/principles-of-corporate-governance/>
<https://www.acc.com/resource-library/top-ten-issues-corporate-governance-practices-india>

COs and POs Mapping

CO / PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2		2	2	2	2		
CO2	2		3	2	2	2		
CO3	2		3	1	2	3		
CO4	2		1	1	2	1		
CO5	2		1	2	1	1		
CO*	2		2	1.6	1.8	1.8		



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Question No.	Questions	PO Attainment
UNIT-I: Introduction to Business Ethics		
PART-A (Two Marks Questions)		
1	Define Business Ethics	PO1,3,4,8
2	Explain the Importance of Business Ethics	PO1,3,4,8
3	What is Ethical Decision Making	PO1,3,4,8
4	Explain Corporate Social Responsibility	PO1,3,4,8
5	Define Code of Ethics	PO1,3,4,8
6	Explain Conflict of Interest	PO1,3,4,8
7	Define Ethical Dilemma	PO1,3,4,8
8	Explain Whistleblowing	PO1,3,4,8
9	Define Ethical Leadership	PO1,3,4,8
10	Illustrate the objectives of Business Ethics	PO1,3,4,8
PART-B (Ten Marks Questions)		
1	Explain the Concept of Business Ethics	PO1,3,4,8
2	Explain the The Role of Ethical Leadership	PO1,3,4,8
3	Classify Ethical Decision-Making Models	PO1,3,4,8
4	Explain the Conflict of Interest in Business	PO1,3,4,8
5	Analyze the types of Ethics	PO1,3,4,8



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Question No.	Questions	PO Attainment
UNIT – II: Ethics in Finance, Marketing And HRM		
PART-A (Two Marks Questions)		
1	Explain Insider Trading	PO1,3,4,8
2	Explain Corporate Fraud	PO1,3,4,8
3	Explain Role of Financial Advisors	PO1,3,4,8
4	Explain Product Safety and Ethical Marketing	PO1,3,4,8
5	Explain Consumer Privacy	PO1,3,4,8
6	Explain Whistleblowing in HRM	PO1,3,4,8
7	Explain Diversity and Inclusion	PO1,3,4,8
8	Explain Employee Privacy Rights	PO1,3,4,8
9	Explain Fair Compensation Practices	PO1,3,4,8
10	Illustrate Influencer Marketing Ethics	PO1,3,4,8
PART-B (Ten Marks Questions)		
1	Examine Ethics in Financial Decision-Making	PO1,3,4,8
2	Analyze Role of Financial Institutions in Ethical Banking	PO1,3,4,8
3	Classify Corporate Governance and Financial Ethics	PO1,3,4,8
4	Explain the Impact of Marketing on Consumer Behavior.	PO1,3,4,8
5	Examine the Training and Development Ethics	PO1,3,4,8



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Question No.	Questions	PO Attainment
UNIT – III: The Ethical Value System		
PART-A (Two Marks Questions)		
1	List the types of Professional codes	PO1,2,8
2	Explain Universalism	PO1,2,8
3	Illustrate Distributive Justice	PO1,2,8
4	Explain Social Contracts	PO1,2,8
5	Explain Culture and Ethics	PO1,2,8
6	Explain Freedom of choice	PO1,2,8
7	Differentiate Ethical Values in different Cultures.	PO1,2,8
PART-B (Ten Marks Questions)		
1	Explain Individual Freedom of Choice.	PO1,2,8
2	Classify the Ethical values in different cultures.	PO1,2,8
3	Explain the Professional Codes.	PO1,2,8
4	Explain the culture and Ethics	PO1,2,8
5	Explain the Culture and Individual Ethics	PO1,2,8



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Question No.	Questions	PO Attainment
UNIT – IV: Corporate Governance		
PART-A (Two Marks Questions)		
1	Define Corporate Governance	PO1,2,8
2	Explain Importance of Corporate Governance	PO1,2,8
3	Explain Role of Directors	PO1,2,8
4	Explain Role of Auditors	PO1,2,8
5	Differentiate Shareholders and Stakeholders	PO1,2,8
PART-B (Ten Marks Questions)		
1	Explain the Importance of Corporate Governance	PO1,2,8
2	Examine the Role of Directors	PO1,2,8
3	Classify the various types Auditors.	PO1,2,8
4	Examine the Role of Shareholders and Stakeholders.	PO1,2,8
5	Analyze the E-Governance in India	PO1,2,8



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Question No.	Questions	PO Attainment
UNIT – V: Global Issues in Corporate Governance		
PART-A (Two Marks Questions)		
1	Explain IPRS	PO1,2,8
2	Define Patents	PO1,2,8
3	Explain Geographical Indications	PO1,2,8
4	Explain Nature of Corporate Scams	PO1,2,8
5	List the Committees in India	PO1,2,8
6	Explain Information Security and Threats	PO1,2,8
7	Explain Combaiting Cyber Crime	PO1,2,8
PART-B (Ten Marks Questions)		
1	Analyze the Basic concepts and need for intellectual property	PO1,2,8
2	Examine the Geographical Indications	PO1,2,8
3	Classify the IPR in India and Abroad	PO1,2,8
4	Explain the Information Security and Threats in IPRS	PO1,2,8
5	Illustrate the Nature of Corporate Scams	PO1,2,8

** ALL THE BEST **

