Title of Programme: Post Graduate Diploma in Human Values and Business Ethics

I.   **Programme's Mission & Objectives**

The basic objectives of the programme is to develop enlighten and emotionally stable executives/managers with deep edification of Indian Values and Ethics.

Therefore, by the end of the course, it is expected that the learners will be able to;

- Appreciate the applicability of ethical aspects in corporate world.
- Recognize ethical considerations and values in professional and social life.
- Apply a moral code to business operations and decision making.
- Gain precision of thought and expression of complex concepts.
- Preserve and apply Indian values and ethos in business and personal life.
- to identify, critically evaluate, and deploy arguments effectively in support of specific conclusions.
- apply moral reasoning to specific situations and defend the conclusions of that reasoning .
- evaluate the ethics of particular business decisions and general practices in business.

II.   **Relevance of the program with HEI's Mission and Goals:**

Current concerns with the (increasingly prominent) role of business schools, fed by financial and ecological crises as well as ethical scandals, signal the renewed urgency of inquiring into, and experimenting with, the Humanities and Social Sciences in management education. Indeed, management education's scope and direction becomes a subject matter of great importance as it connects the future of the business to the shaping of tomorrow's society and organizations. So there is a need to create a context at the business school that fosters graduates with the ability to grasp their own situation and the possibilities for change inherent to it, rather than merely habituating them to the role of the receiver of perhaps all-too-narrow skills. Therefore, the programme has been sculpted to address the changes that are taking place in corporate world and society at large. The programme intends to meet the growing demand of ethical entrepreneurs, business leaders and managers who can face the challenges resulting from cut-throat competition.

III.   **Nature of prospective target group of learners:**

Since the basic objective of this programme is to inculcate human values and ethical conduct among the management professionals therefore, the course is open to the learners pursuing MBA or related Programme and also for those who have completed MBA or related programmes. Further, the learners who have completed BBA Programme /B.Com Programme shall also apply for this programme. Such learners shall be admitted directly. Further, this course is also offered to business executive serving in various capacities in different organizations.

Therefore the participants for the course would be:

- Learners of Business Administration /Commerce grounded with the basic concepts of management.
- Executives (Management) from the Industry.

Characteristics of Learners

- Should allure self-exploration and self-verification on the basis of natural acceptance and experiential validation.
- Should demonstrate initiative from the get-go.
- Should be committed to the goals and skill advancement.
- Should possess a professional communication both written and verbal.
- Should dedicate fully to the tasks.
- Should embrace the opportunity to take a leadership role.
- Should have own philosophical skills about the complex theoretical and practical issues.

IV.   **Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:**

The programme provides conceptual understanding of ethical aspects and will help them in recognizing ethical considerations and values in professional and social life. The appropriateness of the programme offered in the ODL mode is ensured in terms of curriculum design, eligibility criteria, admission procedures, duration, evaluation, project work etc. The programme offered by the School is useful and geared to fulfill the identified gaps in the corporate and business world. The Programme shall foster humanistic education that orients learning at ethical responsibility within a broader socio-cultural framework.

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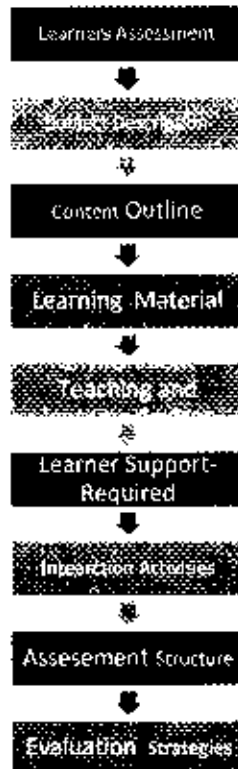उत्तराखण्ड मुक्त विश्वविद्यालय

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V. Instructional Design :

Instructional design is a scientific system that includes the principles of the effective design and implementation of a programme. In distance learning, instructional design has its own relevance. The successful distance learning design incorporates the unique learning requirements of adult learners. Prior to the development of the courses, curriculum assessment has been done and access devices and pedagogical tools have been applied for making curriculum. The contents of each course are divided into Blocks and Units. The entire study material is divided into small and manageable booklets to facilitate distance learners. For self assessment of learners Self Check Exercises are provided to recapitulate, consolidate and evaluate what they have learnt so far before moving on to the next stage. Further, various theories and models are referred for designing effective instructional events, some are specified as under;

- Learning objectives
- Self Check Exercises with Answers
- Reinforcing activities
- Small chunks of learning through learning modules.
- Modular Structure
- Statement of Objectives
- Indepth learning
- Hint Answers
- References
- Real World Contexts/Cases
- Real World Examples
- Self Appraisal Exercises
- School's Blog for enhanced learning

In this programme the contents shall be provided online and online counseling in the synchronous environment would be integral part of teaching-learning process. However, examination shall be conducted in offline mode.

The programme has been developed on the basis of the following sequential steps:

VI. Procedure for admission, curriculum delivery and evaluation:

Admission

Eligibility	Duration (Yrs) Min	Max	SILM	Mode of Exam (Annual /Sem)	Year/ Sem	Programme	Project/ Workshop	Exam	Practical	Viva-Voce	Identity Card r	Student Welfar	Degree Fee	Grand Total
Learners pursuing/completed MBA or related Programme. Learners completed BBA or B.Com Business Executives having minimum 2 years of working experience.	1	3	English	SEM ESTE R	I	2000	-	450	-	-	50	100	-	260(
					II	2000	-	450	-	-	-	-	-	245(

Curriculum Delivery

The Programme consists of 6 courses out of which 5 courses are of 6 credits each and one course is of 4 credits. Thus, overall the programme is of 34 credits.

Diploma (First Semester)

S. No	Name Of Course	Course Code	Credits
1	Philosophical Foundations of Human Values and Business Ethics	HVBE-1	6
2	Ethics in Functional Areas of Management	HVBE-2	6
3	Indian Ethos and Values for Managers	HVBE-3	6

Diploma (Second Semester)

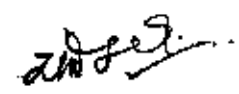| S. No.	Name of Course	Course Code	Credits
1	Corporate Social Responsibility/Social Responsibility for Business	HVBE-4	6
2	Stress Management and Human Values	HVBE-5	6
3	Environmental Ethics	HVBE-6	4

Evaluation

Learners are evaluated on the basis of term end examination and one assignment per course. The components of evaluation for each course include the following:
  a. Assignments   20 % weightage
  b. End-term examination   80 % weightage
VII.   Requirements of the laboratory support and Library Resources:

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A well equipped library having sufficient number of books and resource material to supplement the learners and faculty requirements are needed. Further, for the programme it is essential that learners should have proper IT facilities with adequate internet connectivity.

VIII.   Cost estimate of the programme and the provisions:

Cost Estimation		
Particulars	**Details**	**Amount (in Rs.)**
INSTRUCTIONAL SERVICES		
Development of In-house SLM	Payment to course writers	672000
	Payment to Editors	288000
	Total Cost	960000

IX.   Quality assurance mechanism and expected programme outcomes :
The Department reviews its programme time to time through its expert committee and Board of Studies' meetings to enhance the standard of its curriculum and instructional design. The Board of Studies and Expert Committee comprise of renowned academicians and practitioners who design, review and update the course curriculum and the study material accordingly.

Course 1- HVBE-1 Philosophical Foundations of Human Values and Business Ethics

Block –I		An Introduction to Human Values
	Unit-I	Values : An Introduction
	Unit-II	Implications of Value Based Living
	Unit-III	Values of Indian Culture
	Unit-IV	Values for Managers
Block-II		An Introduction to Business Ethics
	Unit-V	Introduction to Business Ethics- Meaning, Definition, Need, Importance and Objectives of Business Ethics
	Unit-VI	Nature of Ethics and its Relevance to Business-Nature, Scope Characteristics, Factors influencing Business Ethics, Types of Business Ethics, Stakeholder Model
	Unit-VII	Evolution of Ethics and their relation to Values- Sources of Ethics, Model of Ethics- Stakeholder Model, Kohlberg and Carol Gilligan Model
	Unit-VIII	Business and Ethical Responsibilities
Block-III		Philosophical Foundations of Human Values and Ethics
	Unit-IX	Swami Vivekananda
	Unit-X	Ethical dimensions of Gandhi and its implications for Business and Management
	Unit-XI	Sri Aurobindo on Ethics
	Unit-XII	Kantian theory- and its approach in the context of organizations and management etc.
	Unit-XIII	Other Philosophies on Ethics
Block-IV		Normative Ethics in Management
	Unit-XIV	Theories of Ethics-I- Teleological Theory, Deontological, Consequentialism, Natural Law, Egoism, Altruism etc.
	Unit-XV	Theories of Ethics-II Virtue Theory and Utilitarianism-their relevance to Business, The Stockholder Theory, Stakeholder Theory, The Social Contract, etc.
	Unit-XVI	Ethical Conflict and Ethical Congruence
	Unit-XVII	Ethical Reasoning and Relativism

Course 2- HVBE-2 Ethics in Functional Areas of Management

Block –I		Ethics in Functional Areas of Management -I
	Unit-I	Ethical Aspects in General Management
	Unit-II	Ethical Aspects in Human Resource Management
	Unit-III	Ethical Aspects in Corporate Finance
	Unit-IV	Ethical Aspects in Accounting
Block-II		Ethics in Functional Areas of Management-II
	Unit-V	Ethical Aspects in Marketing Management
	Unit-VI	Ethics and Advertising
	Unit-VII	Ethics in Production and Operations Management
	Unit-VIII	Ethics and Information Technology

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Block-III		Ethics in Functional Areas of Management-III
	Unit-IX	Ethics and International Business: Cross Cultural Influences
	Unit-X	Ethics in Research
	Unit-XI	Ethics and Intellectual Property Rights
	Unit-XII	Ethics and TQM: Value based TQM
Block-IV		Managing Ethics
	Unit-XIII	Codes of Ethics and conduct
	Unit-XIV	Creating Ethical Culture in an Organization
	Unit-XV	Managing Ethics –Factors Associated with Ethics Compliance.
	Unit-XVI	Work Ethics

Course 3- HVBE-3 Indian Ethos and Values for Managers

Block –I		Indian Ethos: An Introduction
	Unit-1	Indian Ethos: An Introduction
	Unit-II	Essentials of Indian Ethos
	Unit-III	History of Indian Ethos and Culture
	Unit-IV	Values in Ancient India
Block-II		Managerial Lessons from Scriptures-I
	Unit-V	The Vedantic View of Indian Ethos in Management-I
	Unit-VI	The Vedantic View of Indian Ethos in Management-II/Panchtantra and Management
	Unit-VII	Managerial Lessons from Shri Bahgvadgita -1
	Unit-VIII	Managerial Lessons from Shri Bahgvadgita II
Block-III		Managerial Lessons from Scriptures-II
	Unit-IX	Managerial Lessons from Ramcaritmanas
	Unit-X	Managerial Lessons from Mahabharata
	Unit-XI	Managerial Lessons from The Holy Quran
	Unit-XII	Managerial Lessons from The Bible
	Unit-XIII	Managerial Lessons from The Upanishads
Block-IV		
	Unit-XIV	Indian Insights on Decision Making
	Unit-XV	Indian Insights on TQM
	Unit-XVI	Science and Spirituality
	Unit-XVII	Secular and Spiritual Values in Management

Course 4- HVBE-4 Corporate Social Responsibility for Business

Block –I		Concept of Corporate Social Responsibility
	Unit-I	Defining Corporate Social Responsibility
	Unit-II	Principles of CSR
	Unit-III	CSR in changing Corporate World
	Unit-IV	CSR and Environment
Block-II		
	Unit-V	World Wide Initiatives on CSR
	Unit-VI	Policies, Regulations and Guidelines on CSR
	Unit-VII	Managing CSR
	Unit-VIII	CSR, Governance and Reputation
Block-III		Corporate Governance
	Unit-IX	Corporate Governance: An Introduction
	Unit-X	Theory, Approaches and Models of Corporate Governance
	Unit-XI	Codes of Corporate Governance and Audit Committees
	Unit-XII	Governance and Professional Ethics
Block-IV		Governance and Professional Ethics
	Unit-XIII	Critical Areas in Corporate Governance
	Unit-XIV	Financial Reporting and Corporate Governance
	Unit-XV	Corporate Governance and other Stakeholders

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	Unit-XVI	Emergence of Corporate Governance

Course 5- HVBE-5 Stress Management and Human Values

Block –I		Stress: Dimensions, Sources and Consequences
	Unit-I	Stress: Concept, Dimensions and Sources
	Unit-II	Consequences of Stress
	Unit-III	Stress and Emotions
	Unit-IV	Stress: Individual and Work
Block-II		Stress Management Strategies
	Unit-V	Stress Management Strategies
	Unit-VI	Stress, Conflict and Leadership
	Unit-VII	Stress amongst Mangers and Leaders
	Unit-VIII	Stress Management Strategies
Block-III		Quality of Work Life
	Unit-IX	Stress and Yoga
	Unit-X	Strategies for Work Place Diversity
	Unit-XI	Quality of Work Life
	Unit-XII	Strategies for Work Life balance
Block-IV		Crisis Management
	Unit-XIII	Crisis Management: An Introduction
	Unit-XIV	Crisis Planning and Training
	Unit-XV	Crisis Management Tolls for Mangers
	Unit-XVI	Moral and Cultural Issues in Crisis Management

Course 6- HVBE-6 Environmental Ethics

Block –I		Environmental Ethics: An Introduction
	Unit-I	Environmental Ethics: An Introduction
	Unit-II	Theories of Environmental Ethics
	Unit-III	Introduction to Deep Ecology
	Unit-IV	Environment Racism and Environmental rights
Block-II		Environmental Ethics and Sustainability
	Unit-V	Environmental Ethics and Sustainability
	Unit-VI	Environmental Justice
	Unit-VII	Ethical Perspectives on Global Warming
	Unit-VIII	Ecotheology & Green Religion/ Environmental Aesthetics
Block-III		Green Management
	Unit-IX	Green Marketing
	Unit-X	Green Finance
	Unit-XI	Green HRM
	Unit-XII	Green Manufacturing
	Unit-XIII	Green Initiatives in other functional areas of Management