



Discipline Specific Minor 1

Semester 1

Management Techniques and Ethics in Business

Programme(s) in which it is offered: B. Com International Accounting (Honours)

Course Category: DSM	Schedule of Offering: Odd
Course Credit Structure: 4	Course Code:
Total Number of Hours: 60	Contact Hours Per Week: 4
Lecture: 4	Tutorial: 0
Practical: 0	Medium of Instruction: English
Date of Revision: 26-12-2023	Skill Focus: Employability
Short Name of the Course: MTEB	Course Stream
Grading Method: Regular	Repeatable: Credit
Course Level: Introductory	

Course Description

This course encompasses essential facets of business management, ethics, technology, and communication across five modules. Students explore management fundamentals, including the evolution of management thought and the intricacies of business environments. They delve into organizational structures, ethics in accounting and corporate settings, technology integration, data security, and effective communication strategies vital for business success. Understanding the roles of managers, stakeholders, and ethical principles equips students with a holistic perspective on navigating contemporary business challenges. Additionally, the course focuses on technological advancements, cybersecurity, and personal effectiveness, empowering students with practical skills to thrive in diverse professional landscapes.

Course Objectives

- To comprehend the evolution of management thought, functions of managers, business environment analysis, and insights from Indian Knowledge Systems to establish a foundational understanding of management principles and their applications.
- To analyze business organization structures, stakeholder roles, professional ethics, and corporate codes of ethics, fostering an understanding of organizational dynamics and ethical considerations within business contexts.
- To explore the integration of technology in business, including its applications, fraud prevention, and cybersecurity measures, to develop strategies for leveraging technology while safeguarding data and operations.



- To evaluate communication methods, effective information dissemination, personal effectiveness techniques, and conflict resolution strategies, emphasizing the importance of communication and personal development in achieving workplace efficiency and harmony.

Course Outcome

- Students will understand the basic management process and its implications and also can explain internal and external business environment
- Students will understand the structure and design of various types of business organisation and the role of organizational culture and climate
- Students will understand the importance of the underlying Professional ethics in accounting and business and code of ethics in the corporate field.
- Students will be able to cope up with technological advancement as well as the cybercrimes in business.
- Students will understand different forms of business communication and various techniques of personal effectiveness

PO-CO Mapping

PO-CO Mapping Matrix

CO/PO Mapping	CO1	CO2	CO3	CO4	CO5
PLO1: Complex problem-solving		1			
PLO2: Critical thinking				2	
PLO3: Creativity			3		
PLO4: Communication Skills	2				3
PLO5: Analytical reasoning/ thinking	3				
PLO6: Research-related skills					
PLO7: Coordinating/collaborating with others		3			
PLO8: Leadership readiness/qualities					
PLO9: Learning how to learn skills					2
PLO10: Digital and technological skills				3	
PLO11: Multicultural competence and inclusive spirit					
PLO12: Value Inculcation- Indian Knowledge System	2				
PLO13: Autonomy, responsibility, and Accountability			2		
PLO14: Environmental awareness and action					
PLO15: Community engagement and service					
PLO16: Empathy					

1= Low Correlation, 2= Moderate Correlation, 3= High Correlation

Prerequisites and other constraints

Since this course will be taught in English, students taking this course must be comfortable with the basic usage of English.



Pedagogy

The course pedagogy integrates diverse methods to ensure a comprehensive understanding and practical application of business principles. Lectures and case studies cultivate critical thinking and analytical reasoning, while group discussions and debates enhance communication skills and collaborative abilities. Practical exercises, simulations, and ethical dilemma analyses foster autonomy and responsibility, tackling technological advancements and ethical considerations crucial in modern business landscapes.

Evaluation Pattern

Evaluation Matrix

Continuous Internal Assessment (CIA) Components*	Component Type	Weightage Percentage	Total Marks	Tentative Dates	Course Outcome Mapping
	MSE	33.33%	10	Week 10	1 & 2
	Assignment	33.33%	10	Week 3 & 10	1 & 3
	Presentations/ Quizzes	33.33%	10	Week 8 & 9	2, 4 & 5
	CIA Marks	100%	30		
ESE		70%	70		1,2,3,4, & 5

* The assignments involved in CIA will be subject to plagiarism checks. A submission with unexplained similarities exceeding 30% for Undergraduate courses, 20% for Postgraduate courses and 10% for PhD courses will be reverted for resubmission. The final submission is subject to score penalization as defined by the course instructor at the start of the course, with a clear communication of the same to all the registered candidates.

Course Contents

Module 1- Introduction to Management (12 Hours)

Unit 1: Introduction to Management -Nature and purpose – Evolution of management thought– Systems approach to management process -Managers as leaders-Functions of a manager— planning, organizing, staffing, leading and controlling.

Unit 2: Business environment - internal and external business environment - Social and demographic factors. Technological factors - Management insights from Indian Knowledge System

Module 2- The business organisation (12 Hours)

Unit 1: The business organisation: structure and design of business organisation - organisational culture and climate in business -types of business organisation and various Stakeholders in business organisations- The formal and informal business organisation –Macro economic factors & Micro economic factors.

Module 3: Professional ethics & Corporate code of ethics (12 Hours)



Unit 1: Professional ethics in accounting and business – Definition of business ethics – fundamental principles of ethical behaviour –types and role of professional bodies and regulators in promoting professional ethics - AICPA, FASB, AICPA – the purpose promoting ethics.

Unit 2: Corporate code of ethics – contents of corporate code of ethics – benefits to the organisation — Corporate codes of ethics, Ethical conflicts and dilemmas

Module 4: Business Technology and Security of Data and Compliance in Business (12 Hours)

Unit 1: Information Technology - IT Applications in Commerce, Business - automation, digitisation-E-waste and Green Computing - Automation and artificial intelligence (AI) in accounting systems - Fraud and fraudulent behaviour - fraud detection and prevention - money laundering regulation.

Unit 2: Security of data and compliance in business - Cybercrimes in business - types of cybercrimes in business (phishing scams, website spoofing, ransomware, malware, IoT hacking) - technology solutions (Encryption, Firewalls, security channels of communication, protecting networks and protecting servers and clients).

Module 5- Business Communication & Personal Effectiveness (12 Hours)

Unit 1: Communicating in business – methods of business communication -types of information and its purpose (strategic, tactical and operational)—a simple communication model (sender, message, receiver, feedback and noise) -formal and informal communication - attributes of an effective communication – patterns of communication.

Unit 2: Personal effectiveness -techniques of personal effectiveness - Consequences of ineffectiveness at work - Competence frameworks and personal development - Sources of conflicts and techniques for conflict resolution and referral – role of information technology in improving personal effectiveness.

Suggested books:

Stephen P Robbins- Organisational Behaviour and Management, Pearson Education, 2017

Reference books:

- Harlod Koontz, Principles of Management, Pearson Education, 2016
- Pattanayak, Principles of Management and Organisational Behaviour, Himalaya Publishing, 2016
- Kenneth Laudon, Jane Price Laudon, Management Information System- Managing the firm, PHI Learning, 2015