



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Dr. Arun K. Gupta Teaching-Learning Centre

Department of BCOM

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Business Ethics
2.	Course Code	BCMMI-106 (A)
3.	Academic Year	2024-25
4.	Semester	1st
5.	Number of Lesson plans	11
6.	Faculty Assigned	Ms. Shivani Kanaria

Faculty Signature



Lesson Plan No. 1.0	Course Name: Business Ethics Topic: Introduction	Course No.: BCMMI-106 (A)
----------------------------	---	----------------------------------

Objectives	At the end of the lesson the student shall be able to: 1. Gain a comprehensive understanding of business ethics, including its management, workplace implications, functional areas, and the influence of Indian ethos on management practices.
Teaching Aids (if any)	1. Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ol style="list-style-type: none"> a. Pose a question: “Why do you think ethics is crucial in business?” Allow a few responses. b. Briefly outline the topics to be covered: Introduction to Business Ethics, Management of Ethics, Workplace Ethics, Functional Managers’ Ethics, and Indian Ethos for Managers. 2. Development (30 minutes) <ol style="list-style-type: none"> A. Introduction to Business Ethics: <ol style="list-style-type: none"> c. Define business ethics and its significance in the corporate world. d. Importance: e. Discuss the impact of ethics on decision-making, organizational culture, and stakeholder trust. B. Management of Ethics: <ol style="list-style-type: none"> f. Define what ethical dilemmas are and how they arise in business. g. Role of Ethical Managers: h. Discuss the characteristics and responsibilities of ethical managers. i. Code of Ethics: <ol style="list-style-type: none"> j. Explain what a code of ethics is and its role in guiding organizational behavior. C. Workplace Ethics: <p>Discuss the intersection of personal values and professional responsibilities.</p> k. Issues in the Workplace: <ol style="list-style-type: none"> l. Briefly touch on issues like discrimination, harassment, and the importance of gender equality. D. Functional Managers’ Ethics: <ol style="list-style-type: none"> m. Ethics in Functional Areas: <ol style="list-style-type: none"> n. Briefly outline how ethics apply to different functions such as marketing, finance, and HRM. E. Indian Ethos for Managers: <ol style="list-style-type: none"> o. Discuss the influence of Indian ethos, values, and traditions on managerial ethics. 3. Exercise (5 minutes) – <ol style="list-style-type: none"> p. Present a brief ethical scenario (e.g., a manager discovers that a colleague is inflating sales figures). q. Ask a few students to share their thoughts on how they would handle the scenario.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading https://online.hbs.edu/blog/post/business-ethics Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<p>Reflective Questions (What, why, Who?). Allow students to answer and discuss.</p> <ol style="list-style-type: none">r. What are the key components of effective business ethics in organizations?s. Why is it important for managers to uphold ethical standards?t. How can understanding Indian ethos contribute to ethical decision-making in businesses? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1	Course Name: Business Ethics Topic: Meaning, Definition, and Importance of ethics and morals	Course No.: BCMMI-106 (A)
--------------------------	---	----------------------------------

Objectives	At the end of the lesson the student shall be able to: 3. Explain the concepts of ethics and morals, their definitions, and analyse their significance in both personal and professional contexts.
Teaching Aids (if any)	4. Power Point Presentation
Teaching Development	5. Introduction (5 minutes) u. Ask students to think about a recent decision they made. Was it influenced by personal values? How did they determine what was right or wrong? 6. Development (30 minutes) v. Definitions of Ethics and Morals w. Ethics: x. Discuss its basis in philosophy and societal norms (e.g., professional ethics in healthcare, law, etc.). y. Emphasize that ethics can be seen as a framework for decision-making in various contexts. z. Morals: aa. Explain that morals are subjective and can vary greatly between individuals and cultures. bb. Highlight the influence of family, culture, and personal experiences on moral beliefs. cc. Importance of Ethics: dd. Guiding Behavior: Ethics help navigate complex situations in professional environments (e.g., conflicts of interest). ee. Promoting Fairness and Justice: Discuss how ethical guidelines foster accountability and transparency. ff. Building Trust: Explore the role of ethics in establishing credibility in personal relationships and business practices. gg. Importance of Morals hh. Personal Integrity: Discuss how morals shape character and influence decisions in everyday life. ii. Community Cohesion: Explain how shared moral values promote social harmony and understanding. jj. Navigating Moral Dilemmas: Provide examples of situations where personal morals conflict with societal ethics (e.g., whistleblowing). 7. Exercise (5 minutes) – kk. Have students pair up and discuss a situation where they faced an ethical dilemma or moral conflict. Encourage them to consider: ll. What was the situation? mm. How did they resolve it, and what factors influenced their decision? nn. Follow-Up: Ask a few pairs to share their experiences with the larger group to highlight different perspectives.
Closure	8. Summarize the Lesson Learning Outcomes and get affirmation from students on these.



	<p>9. Suggested Reading https://online.hbs.edu/blog/post/business-ethics Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>Reflective Questions (What, why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none">oo. What are some examples of ethical dilemmas you've encountered or heard about?pp. Why do you think understanding the difference between ethics and morals is important?qq. Who or what influences your moral beliefs, and how does that shape your understanding of ethics? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.2	Course Name: Business Ethics Topic: Nature the purpose of ethics and morals for organizational interests	Course No.: BCMMI-106 (A)
----------------------------	---	----------------------------------

Objectives	At the end of the lesson the student shall be able to: 10. Understand the nature and purpose of ethics and morals in organizational contexts, including their significance for decision-making, culture, and overall business success.
Teaching Aids (if any)	11. Power Point Presentation
Teaching Development	<p>12. Introduction (5 minutes)</p> <p>rr. Start with a provocative question: “Can a company be successful without ethical practices? Why or why not?”</p> <p>ss. Briefly explain the significance of these concepts in guiding behavior and decision-making within organizations.</p> <p>13. Development (30 minutes)</p> <p>A. Understanding Ethics and Morals</p> <p>tt. Ethics: Discuss ethics as a set of principles or guidelines that govern behavior in a professional context.</p> <p>uu. Morals: Explain morals as personal beliefs that influence individual behavior.</p> <p>vv. Distinction: Highlight the differences and how both interact in organizational settings.</p> <p>ww. https://www.youtube.com/watch?v=ZwFyASop8nc</p> <p>B. Purpose of Ethics and Morals in Organizations</p> <p>xx. Guiding Decision-Making:</p> <p>yy. Explain how ethics provide a framework for making decisions that align with organizational values.</p> <p>zz. Discuss the role of ethical practices in establishing trust among stakeholders and enhancing brand loyalty.</p> <p>aaa. Explore how ethical standards ensure fair treatment of employees and stakeholders.</p> <p>bbb. Explain how a culture of integrity boosts morale and job satisfaction.</p> <p>ccc. Discuss the importance of ethics in maintaining legal compliance and managing risks.</p> <p>ddd. Explain how ethical practices contribute to long-term success and corporate social responsibility.</p> <p>eee. Discuss how ethical organizations attract and retain top talent.</p> <p>14. Exercise (5 minutes) –</p> <p>fff. Divide the class into small groups and ask them to discuss the following scenario:</p> <p>ggg. Scenario: A company discovers that one of its suppliers engages in unethical labor practices. The company must decide whether to continue the partnership or find a new supplier.</p> <p>hhh. Ask one representative from each group to share key points from their discussion.</p>



Closure	<p>15. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>16. Suggested Reading https://www.distanceeducationju.in/pdf/BCom%20Sem%20II%20BCG%20202.pdf</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>Reflective Questions (What, why, Who?). Allow students to answer and discuss.</p> <p>iii. What are the key benefits of having a strong ethical framework in an organization?</p> <p>jjj. Why do you think personal morals are important in shaping an organization's ethical culture?</p> <p>kkk. How can organizations effectively promote ethical behavior among employees?</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 1.3	Course Name: Business Ethics Topic: Cultural and Human values in management - Indian and Global perspective.	Course No.: BCMMI-106 (A)
----------------------------	---	----------------------------------

Objectives	At the end of the lesson the student shall be able to: 17. Understand the significance of cultural and human values in management from both Indian and global perspectives, and how these values influence organizational behavior and practices.
Teaching Aids (if any)	18. Power Point Presentation
Teaching Development	19. Introduction (5 minutes) Ill. Ask the question: "How do you think cultural values influence management styles?" Allow a few students to share their thoughts. mmm. State that the lesson will explore these values from both Indian and global perspectives. 20. Development (30 minutes) A. Cultural Values in Management: Indian Perspective: nnn. Collectivism: Discuss how Indian culture emphasizes teamwork and relationships over individualism. ooo. Hierarchy: Explain the significance of hierarchy and respect for authority in Indian organizations. ppp. Ethical and Spiritual Values: Discuss concepts like dharma and karma and their impact on business ethics. Global Perspective: qq. Diversity of Values: Highlight how values vary across cultures, such as individualism in the West versus collectivism in the East. rrr. Communication Styles: Discuss high-context versus low-context cultures and their impact on management communication. sss. Adaptability: Emphasize the importance of cultural intelligence for global managers. B. Human Values in Management: Indian Perspective: tt. Ethics and Integrity: Discuss the importance of ethics in Indian management practices. uuu. Corporate Social Responsibility (CSR): Explain the emphasis on social responsibility in Indian businesses. vv. Work-Life Balance: Talk about the evolving perspective on work-life balance in the Indian context. Global Perspective: www. Universal Human Values: Highlight values like respect, empathy, and fairness that are essential for effective management globally. xxx. Sustainability: Discuss the growing emphasis on sustainability and ethical leadership in global business practices. yyy. Inclusivity and Diversity: Explain the increasing focus on diversity and inclusivity in modern management. 21. Exercise (5 minutes) –



	<p>zzz. Divide students into small groups and assign them to discuss the following scenario:</p> <p>aaaa. Scenario: A multinational company is expanding into India. The management team must adapt its practices to align with Indian cultural values.</p> <p>bbbb. Ask a representative from each group to share key insights from their discussion.</p>
Closure	<p>22. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>23. Suggested Reading https://www.distanceeducationju.in/pdf/BCom%20Sem%20II%20BCG%20202.pdf</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>Reflective Questions (What, why, Who?). Allow students to answer and discuss.</p> <p>cccc. What are some key cultural values that influence management practices in your culture?</p> <p>dddd. Why is it important for managers to understand cultural and human values in a globalized world?</p> <p>eeee. How can organizations effectively promote and integrate diverse values within their teams?</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 2.1	Course Name: Business Ethics Topic: Management of Ethics	Course No.: BCMMI-106 (A)
----------------------------	---	----------------------------------

Objectives	At the end of the lesson the student shall be able to: 24. Understand the management of ethics in organizations, including ethical dilemmas, the role of ethical managers, codes of ethics, and the importance of ethical practices for organizational success.
Teaching Aids (if any)	25. Power Point Presentation
Teaching Development	<p>26. Introduction (5 minutes) ffff. Can you think of a time when you faced an ethical dilemma in a work or school situation? Allow a few students to share brief examples. gggg. Briefly outline the topics to be covered: ethical dilemmas, roles of ethical managers, codes of ethics, and the impact of ethics on organizational culture.</p> <p>27. Development (30 minutes) A. Understanding Ethical Dilemmas: hhhh. Explain what an ethical dilemma is and how it arises in business situations. iiii. Examples: jjjj. Provide real-world examples of ethical dilemmas (e.g., conflicts of interest, whistleblowing). B. Role of Ethical Managers: kkkk. Characteristics of Ethical Managers: llll. Discuss key traits such as integrity, transparency, and accountability. mmmm. Responsibilities: nnnn. Explore the responsibilities of ethical managers in promoting and maintaining an ethical culture. C. Codes of Ethics: oooo. Definition and Purpose: pppp. Define what a code of ethics is and its role in guiding employee behavior. qqqq. Elements of a Code of Ethics: rrrr. Discuss key components typically found in a code of ethics, such as compliance, conflict of interest, confidentiality, and respect for individuals. ssss. Implementation: tttt. Talk about how organizations can effectively implement and communicate their codes of ethics. D. Importance of Ethics in Organizations: uuuu. Impact on Culture: vvvv. Discuss how strong ethical practices contribute to a positive organizational culture and employee morale. wwww. Benefits: Highlight benefits such as increased trust, enhanced reputation, and long-term success.</p> <p>28. Exercise (5 minutes) –</p>



	<p>xxxx. Divide students into small groups and assign each group an ethical dilemma scenario (e.g., reporting unethical behavior, balancing profit with social responsibility).</p> <p>yyyy. Each group will discuss their scenario and decide how they would handle it, considering the role of an ethical manager.</p> <p>zzzz. Have each group briefly present their scenario and solution to the class.</p>
Closure	<p>29. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>30. Suggested Reading https://shorturl.at/Jnkjb</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>Reflective Questions (What, why, Who?). Allow students to answer and discuss.</p> <p>aaaaa. What are the key challenges managers face when dealing with ethical dilemmas?</p> <p>bbbb. Why is it essential for managers to adhere to ethical principles?</p> <p>ccccc. How can an organization ensure that its code of ethics is effectively implemented and followed?</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 2.2	Course Name: Business Ethics Topic: Ethical dilemma	Course No.: BCMMI-106 (A)
----------------------------	--	----------------------------------

Objectives	At the end of the lesson the student shall be able to: 31. Understand the concept of ethical dilemmas, explore real-world examples, and learn strategies for addressing these dilemmas effectively.
Teaching Aids (if any)	32. Power Point Presentation
Teaching Development	<p>33. Introduction (5 minutes)</p> <p>dddd. Ask the question: "Have you ever faced a situation where you had to choose between two conflicting values? What happened?" Allow a few students to share their experiences.</p> <p>eeee. Explain the relevance of ethical dilemmas in personal and professional settings.</p> <p>34. Development (30 minutes)</p> <p>A. Understanding Ethical Dilemmas:</p> <p>ffff. Discuss what constitutes an ethical dilemma, highlighting key characteristics (e.g., conflicting values, no clear right or wrong).</p> <p>gggg. Types of Ethical Dilemmas:</p> <p>hhhh. Introduce different types of dilemmas (e.g., conflicts of interest, confidentiality issues, whistleblowing).</p> <p>B. Strategies for Resolving Ethical Dilemmas</p> <p>iiii. Introduce a decision-making framework (e.g., identifying the dilemma, considering stakeholders, evaluating options, and making a decision).</p> <p>jjjj. Tips for Ethical Decision-Making:</p> <p>kkkk. Discuss practical tips, such as seeking guidance, consulting the code of ethics, and considering long-term impacts.</p> <p>llll. Role of Organizational Culture:</p> <p>mmmm. Explain how an organization's culture can influence decision-making in ethical dilemmas.</p> <p>35. Exercise (5 minutes) –</p> <p>nnnn. Present a scenario to the class:</p> <p>oooo. Scenario: "You are a team leader, and you find out that a team member is taking credit for your work in a presentation to upper management. You can confront them directly, report it to your supervisor, or let it go to avoid conflict."</p> <p>pppp. In small groups, discuss what actions you would take and why.</p> <p>qqqq. Invite one or two groups to share their responses with the class.</p>
Closure	<p>36. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>37. Suggested Reading https://corporatefinanceinstitute.com/resources/esg/ethical-dilemma/ Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	Reflective Questions (What, why, Who?). Allow students to answer and discuss.



	<p>rrrr. What factors do you think make ethical dilemmas challenging to resolve?</p> <p>ssss. Why is it important to have a framework for resolving ethical dilemmas?</p> <p>tttt. How can an understanding of ethical dilemmas improve decision-making in your future careers?</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
--	--



Lesson Plan No. 2.3	Course Name: Business Ethics Topic: Ethics for managers; Role of ethical managers	Course No.: BCMMI-106 (A)
----------------------------	--	----------------------------------

Objectives	At the end of the lesson the student shall be able to: 38. Understand the importance of ethics for managers, the characteristics of ethical managers, and the impact of ethical leadership on organizational culture.
Teaching Aids (if any)	39. Power Point Presentation
Teaching Development	<p>40. Introduction (5 minutes)</p> <p>uuuuu. Ask the question: “What qualities do you think are essential for a manager to be considered ethical?” Allow a few students to share their thoughts.</p> <p>vvvvv. Define business ethics in the context of management.</p> <p>41. Development (30 minutes)</p> <p>A. Importance of Ethics for Managers:</p> <p>wwwww. Discuss how ethical considerations influence managerial decisions and actions.</p> <p>xxxxx. Explain the role of ethics in fostering trust among employees, stakeholders, and customers.</p> <p>yyyyy. Highlight how ethical management contributes to an organization’s reputation and long-term success.</p> <p>B. Characteristics of Ethical Managers:</p> <p>zzzzz. Discuss essential traits of ethical managers, such as:</p> <p>aaaaa. Integrity</p> <p>bbbbb. Transparency</p> <p>ccccc. Accountability</p> <p>ddddd. Fairness</p> <p>eeeee. Empathy</p> <p>C. Role of Ethical Managers in Shaping Organizational Culture</p> <p>fffff. Explain how ethical managers set a positive tone at the top and influence organizational culture.</p> <p>ggggg. Discuss strategies for managers to promote ethical behavior within their teams (e.g., leading by example, providing training, est</p> <p>hhhhh. ablishing a code of ethics).</p> <p>iiiiii. Address how ethical managers navigate ethical dilemmas and encourage open dialogue about ethical issues.</p> <p>42. Exercise (5 minutes) –</p> <p>jjjjj. Divide students into small groups and provide each group with a scenario involving an ethical dilemma a manager might face (e.g., dealing with a team member who is not following company policies).</p> <p>kkkkk. Discuss how they would approach the situation as ethical managers.</p> <p>lllll. What steps would they take to resolve the issue?</p> <p>mmmmm. Invite one or two groups to share their scenarios and proposed solutions with the class.</p>



Closure	<p>43. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>44. Suggested Reading https://www.distanceeducationju.in/pdf/BCom%20Sem%20II%20BCG%20202.pdf</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>Reflective Questions (What, why, Who?). Allow students to answer and discuss.</p> <p>nnnnn. What challenges do you think ethical managers face in today's business environment?</p> <p>ooooo. Why is it important for managers to embody ethical principles in their leadership style?</p> <p>ppppp. How can you apply the lessons learned about ethical management in your future career?</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Lesson Plan No. 2.4	Course Name: Business Ethics Topic: Comparative ethical behavior of managers	Course No.: BCMMI-106 (A)
----------------------------	---	----------------------------------

Objectives	At the end of the lesson the student shall be able to: 45. Compare different ethical frameworks and their applicability to managerial decisions. 46. Identify factors influencing ethical behavior among managers.
Teaching Aids (if any)	47. Power Point Presentation
Teaching Development	48. Introduction (5 minutes) qqqqqq. Start with a thought-provoking question: “What does be an ethical manager mean to you? 49. Development (30 minutes) A. Ethical Frameworks: rrrrrr. Utilitarianism: Focus on outcomes and maximizing overall happiness. ssssss. Deontological Ethics: Emphasize duty and adherence to rules, regardless of the outcome. tttttt. Virtue Ethics: Focus on the character and virtues of the manager rather than specific actions. uuuuuu. Discussion: Provide examples of decisions in organizations that can be evaluated through these frameworks. B. Factors Influencing Ethical Behavior vvvvvv. Organizational Culture: Discuss how culture shapes ethical standards and practices. wwwwww. Personal Values: Explore the impact of personal beliefs and experiences on managerial decisions. xxxxxx. Legal and Regulatory Environment: Examine how laws and regulations guide ethical behavior in organizations. 50. Exercise (5 minutes) – Scenario Activity: yyyyyy. Present a real-world ethical dilemma (e.g., “A manager must choose between reporting a colleague's unethical behavior or protecting the team’s morale.”). zzzzzz. Ask participants to individually consider how they would respond and which ethical framework they would apply. aaaaaaa. Invite a few volunteers to share their responses.
Closure	51. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 52. Suggested Reading Comparative ethical behaviour of managers (brainkart.com) Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	Reflective Questions (What, why, Who?). Allow students to answer and discuss.



	<p>bbbbbb. What ethical framework do you think is most applicable in today's business environment, and why?</p> <p>cccccc. How can organizations foster an ethical culture among managers and employees?</p> <p>dddddd. Reflect on a personal experience: How did your values influence a decision you made in a professional setting?</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
--	---



Lesson Plan No. 2.5	Course Name: Business Ethics Topic: Code of ethics	Course No.: BCMMI-106 (A)
---------------------	---	---------------------------

Objectives	At the end of the lesson the student shall be able to: 53. Define what a code of ethics is and its purpose in organizations. 54. Identify key components and principles typically included in a code of ethics. 55. Understand the implications of a code of ethics for organizational behavior and decision-making.
Teaching Aids (if any)	56. Power Point Presentation
Teaching Development	57. Introduction (5 minutes) eeeeeee. Start with a question: “What do you think are the essential values that should guide professional behavior?” 58. Development (30 minutes) A. Definition and Purpose of a Code of Ethics ffffff. Discuss what a code of ethics is: a set of guidelines designed to help professionals conduct their business honestly and with integrity. ggggggg. Explore the purpose: to promote ethical conduct, ensure compliance with laws, enhance decision-making, and build trust with stakeholders. B. Key Components of a Code of Ethics hhhhhhh. Core Values: Identify common values such as integrity, respect, fairness, and accountability. iiiiiii. Standards of Conduct: Discuss specific behaviors expected from employees (e.g., honesty in reporting, confidentiality, conflict of interest policies). jjjjjjj. Reporting Mechanisms: Explain how employees can report unethical behavior without fear of retaliation. kkkkkkk. Enforcement and Accountability: Discuss the importance of enforcement and consequences for violations. 59. Exercise (5 minutes) – Group Activity: lllllll. Divide participants into small groups and provide them with a hypothetical scenario involving an ethical dilemma (e.g., a conflict of interest or bribery). mmmmmmm. Ask each group to outline how they would address the situation based on a code of ethics, highlighting what principles would guide their decision. nnnnnnn. Encourage groups to share their approaches briefly with the class.
Closure	60. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 61. Suggested Reading https://www.distanceeducationju.in/pdf/BCom%20Sem%20II%20BCG%20202.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	Reflective Questions (What, why, Who?). Allow students to answer and discuss. ooooooo. How does having a code of ethics influence the behavior of employees at all levels of an organization? ppppppp. In what ways can a code of ethics prevent ethical breaches or scandals?





	<p>qqqqqq. Reflect on a situation where you encountered an ethical dilemma: How could a code of ethics have influenced your decision or the outcome?</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
--	---



Lesson Plan No. 2.6	Course Name: Business Ethics Topic: Competitiveness, Profitability, and Ethics	Course No.: BCMMI-106 (A)
----------------------------	---	----------------------------------

Objectives	At the end of the lesson the student shall be able to: 62. Analyze the role of ethics in business practices. 63. Evaluate how ethical considerations can impact competitiveness and profitability. 64. Discuss real-world examples that illustrate the balance between profit and ethical behavior.
Teaching Aids (if any)	65. Power Point Presentation
Teaching Development	66. Introduction (5 minutes) rrrrrrr. Start with a provocative question: "Is it possible to be highly profitable and ethical at the same time?" 67. Development (30 minutes) 1: Competitiveness and Profitability: sssssss. Define competitiveness and profitability. ttttttt. Discuss the factors that contribute to competitiveness in the market (e.g., innovation, quality, customer service). uuuuuuu. Explain profitability metrics and their importance in evaluating a business's performance. 2: The Role of Ethics in Business: vvvvvvv. Define business ethics and its significance. wwwwwww. Discuss the potential consequences of unethical practices (e.g., legal issues, brand damage, loss of customer trust). xxxxxxx. Introduce ethical frameworks (e.g., utilitarianism, deontology) and how they apply to business decisions. 68. Exercise (5 minutes) – Quick Group Activity: Divide students into small groups and give them a hypothetical scenario where they must decide between a profitable but unethical action and a less profitable but ethical action. yyyyyyy. Ask each group to discuss and prepare a brief explanation of their decision.
Closure	69. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 70. Suggested Reading https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1503.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	Reflective Questions (What, why, Who?). Allow students to answer and discuss. zzzzzzz. What are some ways a company can remain competitive without compromising its ethical standards? aaaaaaa. How can a business measure success beyond profitability?



	<p>bbbbbbb. Can ethical practices enhance a company's competitiveness in the long run? Why or why not?</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
--	---



Lesson Plan No. 2.7	Course Name: Business Ethics Topic: Cost of Ethics in Corporate Ethics Evaluation	Course No.: BCMMI-106 (A)
----------------------------	--	----------------------------------

Objectives	At the end of the lesson the student shall be able to: 71. Analyze the costs associated with ethical and unethical corporate behavior. 72. Evaluate case studies illustrating the impact of ethics on corporate performance. 73. Develop critical thinking about ethical decision-making in business.
Teaching Aids (if any)	74. Power Point Presentation
Teaching Development	75. Introduction (5 minutes) ccccccc. Begin with a brief definition of corporate ethics: the principles and standards that guide behavior in the business world. 76. Development (30 minutes) 1. Understanding the Costs: 1. Direct Costs: Legal fees, penalties, settlements. 2. Indirect Costs: Damage to employee morale, loss of productivity, increased turnover. 3. Reputational Costs: Decline in brand value, negative media coverage, loss of customers. 2. Benefits of Ethical Practices: 4. Long-term profitability, customer loyalty, and employee satisfaction. 5. Briefly discuss companies known for ethical business practices versus those that faced severe repercussions due to unethical conduct. 77. Exercise (5 minutes) – Quick Reflection Activity: 6. Ask students to think of an ethical dilemma they may face in their careers. Have them write down: a. The dilemma. b. One potential cost of acting unethically in that situation. 7. Invite a few volunteers to share their dilemmas and insights.
Closure	78. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 79. Suggested Reading https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1503.pdf Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	Reflective Questions (What, why, Who?). Allow students to answer and discuss. 8. What strategies can companies implement to measure the cost of unethical behavior? 9. How can a strong ethical culture contribute to a company's long-term success?



	<p>10. Can you think of a time when a business's ethical commitment influenced its reputation or market position?</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
--	--