NRI INSTITUTE OF TECHNOLOGY
(AUTONOMOUS)

Approved by AICTE, New Delhi: Permanently Affiliated to JNTUK, Kakinada
Accredited by NAAC with "A" GRADE, Accredited by NBA (CSE, ECE&EEE)
An ISO 9001:2015 Certified Institution
Pothavarappadu (V), Agiripalli (M), Eluru District, A.P., India, Pin: 521 212
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7.1.10 Institution organizes professional ethics programmes for students

S.No	Description (Academics)			
	Regulation	Subject Name	Subject Code	Semester
1	NRIA18	Professional Ethics & Human Values	18A2100801 18A2200801	2-1 2-2
		Business Ethics & Corporate Governance	18E2198403	2-1
2	NRIA20	Professional Ethics & Human Values	20A2100802 20A3200803	2-1 3-2

IQAC

I.Q.A.C. Coordinator
NRI INSTITUTE OF TECHNOLOGY
POTHAVARAPPADU (V), Agiripalli (M)
Eluru Dist., Vijayawada Rural - 521 212

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Pothavarappadu (V), Agiripalli (M)

18A2100802- PROFESSIONAL ETHICS AND HUMAN VALUES

Lecture – Tutorial-Practical:	0-2-0	Internal Marks:	40
Credits:	0	External Marks:	60*
Prerequisites:			

Basic understanding about Engineering profession

Course Objectives:
- To create awareness on engineering ethics and human values.
- To understand social responsibility of an engineer.

To instill moral and social values and loyalty.

Course Outcomes:

Upon successful completion of the course, the student will be able to:

CO1	Grooms themselves as ethical, responsible and societal beings.
CO2	Discuss ethics in society and apply the ethical issues related to engineering.
CO3	Exhibit the understanding of ethical theories in professional environment.
CO4	Recognize their role as social experimenters (engineers) and comprehend codes of ethics.
CO5	Identify the risks likely to come across in the professional world, analyzing them and find solutions.
CO6	Realize the responsibilities and rights of engineers in the society.

Contribution of Course Outcomes towards achievement of Program Outcomes (1 – Low, 2- Medium, 3 – High)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO1	-	-	-	-	-	1	1	2	-	-	-	1
CO2	-	-	-	-	-	1	1	2	-	-	-	1
CO3	-	-	-	-	-	1	1	2	-	-	-	1
CO4	-	-	-	-	-	1	1	2	-	-	-	1
CO5	-	-	-	-	-	1	1	2	-	-	-	1
CO6	-	-	-	-	-	1	1	2	-	-	-	1

UNIT I

Human Values: Objectives, Morals, Values, Ethics, Integrity, Work ethics, Service learning , Virtues, Respect for others, Living peacefully, Caring, Sharing, Honesty, Courage, Valuing time,Cooperation, Commitment, Empathy, Self-confidence, Challenges in the work place.

UNIT II

Engineering ethics
Senses of 'Engineering Ethics' – Variety of moral issues – Types of inquiry – Moral dilemmas – Moral Autonomy – Kohlberg's theory – Gilligan's theory – Consensus and Controversy – Models of professional roles – Theories about right action – Self-interest – Customs and Religion – Uses of Ethical Theories.

UNIT III

Engineering as Social Experimentation: Engineering as experimentation, Engineers as responsible experimenters, Codes of ethics, Industrial standards, A balanced outlook on law, Case study: The challenger.

UNIT IV

Safety, Responsibilities and Rights: Safety and risk, types of risks, Assessment of safety and risk, Safe exit, Risk-benefit analysis, safety lessons from 'the challenger' , Case study: Power plants, Collegiality and loyalty, Collective bargaining, Confidentiality, Conflict of interests, Occupational crime, whistle blowing, Intellectual property rights, professional rights.

TEXT BOOKS:

- A Text book on Professional Ethics and Human Values by R.S Naagarazan- New Age International Publishers.
- " Engineering Ethics includes Human Values" by M. Govindarajan, S. Natarajan and V. S. Senthil Kumar- PHI Learning Pvt. Ltd-2009

REFERENCE BOOKS:

"Professional Ethics and Human Values" by A. Alavudeen, R. Kalil Rahman and M. Jayakumaran- Laxmi Publications.

E-RESOURCES:

- www.onlineethics.org
- www.nspe.org
- www.globalethics.org
- www.ethics.org

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Sub Code: 18E2198403   Name of the Course: BUSINESS ETHICS AND CORPORATE GOVERNANCE

Lecture – Tutorial - Practical:	4-0-0	Internal Marks:	40
Credits:	3	External Marks:	60

Course Objectives:

1. To understand the basic concepts of Business Ethics and Corporate Governance.
2. To enlighten the student with regard to globalization and its impact on Business Ethics and Indian Capital Markets.
3. Learn about ethics in core areas like Marketing, HRM, and Financial Management.
4. Acquaintance in respect of transparency maintained by the companies through Corporate Governance.
5. Provide knowledge regarding applicability of Corporate Governance with Indian scenario.

Course Outcomes :

1. Have an idea about Business Ethics and Law and Ethical Decision Making.
2. Know the Impact of Globalization on Indian Business Ethics and Major Indian Scams.
3. Aware of ethical issues and how it could be impacts on Marketing, HRM and Financial Issues.
4. Know the Corporate Governance and its principles and practices around the globe.
5. Aware of Corporate Governance and its implications in Indian Scenario and role of various interested parties towards company.

Course Outcomes vs. POs Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1												1	1
CO2	1	2						3				2	1	1
CO3	1	2				2		3				2	2	2
CO4	1	2		2		2	2	3		2		2	2	2
CO5	1	2				2		3		2		2	2	2
Tot	5	8		2		6	2	12		4		8	8	8
Avg.	1	2		2		2	2	3		2		2	1.6	1.6

Syllabus:

UNIT 1

Importance of Business Ethics: Values and Ethics- Business Ethics and Law – Ethics in Work Place – Ethical Decision Making- Theories of Business Ethics – Management and Ethics- Indian Ethical Traditions

UNIT 2

Impact of Globalization on Indian Business Ethics: Reasons for Unethical Practices among Indian companies – Development of Indian Capital Markets – Various studies on Ethical Attitudes of Managers Major Indian Scams

UNIT 3

Ethics in Marketing, HRM and Finance: Product safety and Pricing-Ethical responsibility in Product- Advertising and Target Marketing Ethics of sales, advertising and product placement and Consumer Autonomy. Ethics in HRM & Finance – HR related ethical issues - Institutional Culture – Frauds in Banks - Measures against Bank Frauds – Frauds in Insurance sector

UNIT 4

Corporate Governance: An overview – Theory and Practice of Governance- Indian model of Governance- Good Corporate Governance – Land marks in emergence of Governance OECB Principles – Sarbanes-Oxley Act 2002- SEBI Initiatives

UNIT 5

Corporate Governance Indian Scenario: Role of Government in Ensuring Corporate Governance – Governance issues relating to Board of Directors – Duties and responsibilities of Auditors – Governance under limited competition – Role of Media – Corporate Governance in Developing and Transiting Economies.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. S.K.Mandal: **"Ethics in Business and Corporate Governance"**, TMH, New Delhi, 2012.
2. Marianne M Jennings: **"Cases in Business Ethics"**, Cengage Learning, New Delhi, 2012.
3. S.Prabhakaran: **"Business Ethics and Corporate Governance"**, Excel Books, New Delhi, 2011.
4. N.Balasubramanyam: **"A Case Book on Corporate Governance and Stewardship"**, TMH., New Delhi, 2011.
5. A.C.Fernando: **"Business Ethics and Corporate Governance"**, Pearson Publishers, New Delhi, 2013.

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PROFESSIONAL ETHICS & HUMAN VALUES

Lecture – Tutorial:	2-0 Hours	Internal Marks:	30
Credits:	0	External Marks:	70

Course Objectives:
- To create an awareness on Engineering Ethics and Human Values.
- To instill Moral and Social Values and Loyalty.
- To appreciate the rights of others.
- To create awareness on assessment of safety and risk.

UNIT 1

Human Values:
Morals, Values and Ethics-Integrity-Work Ethic-Service learning – Civic Virtue – Respect for others – Living Peacefully – Caring – Sharing – Honesty -Courage-Cooperation– Commitment – Empathy –Self Confidence Character – Spirituality. Learning outcomes:
1. Learn about morals, values & work ethics.
2. Learn to respect others and develop civic virtue.
3. Develop commitment.
4. Learn how to live peacefully.

UNIT II

Engineering Ethics:
Senses of 'Engineering Ethics-Variety of moral issued – Types of inquiry – Moral dilemmas – Moral autonomy – Kohlberg's theory-Gilligan's Theory-Consensus and controversy –Models of professional roles-Theories about right action-Self interest -Customs and religion –Uses of Ethical theories – Valuing time – Cooperation – Commitment. Learning outcomes:
1. Learn about the ethical responsibilities of the engineers.
2. Create awareness about the customs and religions.

3. Learn time management.
4. Learn about the different professional roles.

UNIT III

Engineering as Social Experimentation:
Engineering As Social Experimentation –Framing the problem –Determining the facts – Codes of Ethics –Clarifying Concepts – Application Issues –Common Ground –General Principles –Utilitarian thinking-respect for persons. Learning outcomes: 1. Demonstrate knowledge to become a social experimental. 2. Provide depth knowledge on framing of the problem and determining the facts. 3. Provide depth knowledge on codes of ethics. 4. Develop utilitarian thinking

UNIT IV

Engineers Responsibility for Safety and Risk:
Safety and risk –Assessment of safety and risk –Risk benefit analysis and reducing risk-Safety and the Engineer-Designing for the safety-Intellectual Property rights (IPR).
Learning outcomes:
1. Create awareness about safety, risk & risk benefit analysis. 2. Engineer's design practices for providing safety.
3. Provide knowledge on intellectual property rights.

UNIT V

Global Issues:
Globalization –Cross-culture issues-Environmental Ethics –Computer Ethics –Computers as the instrument of Unethical behavior –Computers as the object of Unethical acts – Autonomous Computers-Computer codes of Ethics –Weapons Development. Ethics and Research –Analyzing Ethical Problems in research. Learning outcomes:
1. Develop knowledge about global issues.
2. Create awareness on computer and environmental ethics
3. Analyze ethical problems in research.
4. Give a picture on weapons development.

TEXT BOOKS:
1) "Engineering Ethics includes Human Values" by M.Govindarajan, S.Natarajan and V.S.Senthil Kumar-PHI Learning Pvt. Ltd-2009
2) "Engineering Ethics" by Harris, Pritchard and Rabins, CENGAGE Learning, India Edition, 2009.
3) "Ethics in Engineering" by Mike W. Martin and Roland Schinzinger –Tata McGraw-Hill -2003.
4) "Professional Ethics and Morals" by Prof.A.R.Aryasri, DharanikotaSuyodhana-Maruthi Publications.
5) "Professional Ethics and Human Values" by A.Alavudeen, R.KalilRahman and M. Jayakumaran, Laxmi Publications.
6) "Professional Ethics and Human Values" by Prof.D.R.Kiran "Indian Culture, Values and Professional Ethics" by PSR Murthy-BS Publication.

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