



**दून विश्वविद्यालय**

मोथरोवाला रोड, केदारपुर, पो०ओ० डिफेन्स कालोनी,  
देहरादून-248001 (उत्तराखण्ड) भारत

**DOON UNIVERSITY**

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## **3.4.1. Inclusion of research ethics in the research methodology course work**



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## E-302: Business Ethics and Corporate Governance (2 Credits)

### Course Objectives

The course seeks to bridge the gap between ethical behaviour of the individual and ethical challenges posed by organized business activity in the global marketplace. It further seeks to educate students about the importance of Corporate Governance and its implications with legal, social and personal ethics in business. The course aims to sensitize participants towards consequences of their decisions involving ethics. Finally the course does not provide solutions to critical dilemmas, but encourages critical ethical thinking and decision-making that are aligned with law of the land and morality.

### Course Learning Outcomes

1. The course seeks to develop an understanding of philosophical frameworks that shape sense of morality while doing business in a cross-cultural global business environment.
2. It sensitizes participants towards negative outcomes of unethical practices at the level of organization, community, environment and self.
3. Facilitates the development of critical thinking to solve ethical dilemmas in work life.
4. Understand how areas of business often engage in unethical practices while conducting business functions like marketing, finance, human resources and others.
5. Learning to build an ethical work culture in an organization through an ethical policy, and its implementation.
6. Understanding the role of Corporate Governance in creating ethical and sustainable organizations.

### Contents

Conceptual framework: Ethical considerations in business and the costs of being unethical. What is the purpose of business: profit maximization versus corporate social responsibility?

Philosophical frameworks for ethical decisions: Western Teleological, Deontological and Modern theories; Islam and business ethics; Chinese and Confucian ethics of business and Indian ethics.

Workplace ethics in human resources management: hiring, promotions, discipline, discharge; and discrimination related to gender, caste and class. Sexual harassment.

Mergers & Acquisitions: reorganization, rationalization & redundancy. Labor and unions tactics that are not ethical but practiced by organizations.

Marketing ethics: price, packaging and labelling problems; issues related to ethical advertising and communication; consumer protection and product safety.

Financial issues: insider trading, integrity of financial statements and reporting and disclosure issues.

Ethical choices facing employees: obligation and loyalty to the firm; abuse of official position; bribes & kickbacks; gifts and entertainment. Whistle blowing.



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Corporate governance systems in Indian & multinational organizations. Institutionalizing ethics in organizations. Regulatory mechanisms and ethical audit and code for ethical conduct in organizations. International agencies like the United Nations Global Compact 10<sup>th</sup> principle on anti-corruption and Triple Bottom Line.

## Suggested Readings

1. Fernando, A.C. (2012). *Business Ethics and Corporate Governance*. New Delhi: Pearson.
2. Mohapatra, S. (2012). *Case Studies in Business Ethics and Corporate Governance*. New Delhi: Pearson.
3. Griseri, P., & Seppala, N. (2010). *Business Ethics and Corporate Social Responsibility*. South-Western Cengage Learning.
4. Sims, R.R. (2003). *Ethics and Corporate Social Responsibility: Why Giants Fall*. Greenwood Publishing.
5. Sekhar, R. C. (2002). *Ethical Choices in Business*. New Delhi: Response.
6. Flynn, G. (2008). *Leadership and Business Ethics*. Springer.
7. Chakraborty, S. K. (2001). *The Management of Ethics Omnibus*. Oxford University Press.
8. Coomaraswamy, A. K. (1993). *Spiritual Authority and Temporal Power in the Indian Theory of Government*. New Delhi: Indira Gandhi Centre for Arts.
9. AIMA (2007). *Corporate Governance and Business Ethics*. New Delhi: Excel.
10. Valasquez, M. G. (2011). *Business Ethics: Concepts and Cases (7<sup>th</sup> ed.)*. USA: Prentice Hall.

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**MPHD 02 RESEARCH & PUBLICATION ETHICS Credit: 02**

**Course Objective:** To aware the research scholars about the research and publication ethics, and publication misconducts. **Course Outcome:** The outcome of the course is to acquaint the research Scholars about the research and publication ethics, and publication misconducts.

**THEORY**

**Module – 01:** Philosophy and Ethics (3 hrs.): Introduction to philosophy: definition, nature and scope, concept, branches; Ethics: definition, moral philosophy, nature of moral judgements and reactions.

**Module – 02:** Scientific Conduct (5 hrs.): Ethics with respect to science and research; Intellectual honesty and research integrity; Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP), Redundant publications: duplicate and overlapping publications, salami slicing; Selective reporting and misrepresentation of data.

**Module – 03:** Publication Ethics (7 hrs.): Publication ethics: definition, introduction and importance; Best practices/ standards setting initiatives and guidelines: COPE, WAME, etc.; Conflicts of interest; Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types; Violation of publication ethics, authorship and contributorship; Identification of publication misconduct, complaints and appeals; Predatory publishers and journals.

**PRACTICE**

**Module – 04:** Open Access Publishing (4 hrs.): Open access publications and initiatives; SHERPA/RoMEO online resource to check publisher copyright & Self-archiving policies; Software tool to identify predatory publications developed by SPPU; Journal finder/ journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

**Module – 05:** Publication Misconduct (4hrs.): (i) Group Discussions (2 hrs.): Subject specific ethical issues, FFP, authorship; Conflicts of interest; Complaints and appeals: examples and fraud from India and abroad. (ii) Software tools (2 hrs.): Use of plagiarism software like Turnitin, Urkund and other open-source software tools. **Module – 06:** Databases and Research Metrics (7hrs.): (i) Databases (4 hrs.) – Indexing databases; Citation databases: Web of Science, Scopus, etc. (ii) Research Metrics (3 hrs.): Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score; Metrics: h-index, g-index, i10 index, altmetrics.

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1. Bird, A. (2006). *Philosophy of Science*. Routledge.
2. Macintyre, Alasdair (1967) *A Short History of Ethics*. London.
3. P. Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*, ISBN:978-9387480865
4. National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.
5. Resnik, D. B. (2011). What is ethics in research & why is it important. National Institute of Environmental Health Sciences, 1-10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
6. Beall, J. (2012). Predatory publishers are corrupting open access. *Nature*, 489(7415), 179-179. <https://doi.org/10.1038/489179a>
7. Indian National Science Academy (INSA), *Ethics in Science Education, Research and Governance* (2019), ISBN: 978-81-939482-1-7. <http://www.insaindia.res.in/pdf/EthicsBook.pdf>
8. Satarkar, S.V., 2000. *Intellectual property rights and Copy right*. Ess EssPublications.
9. Wadehra, B.L. 2000. *Law relating to patents, trademarks, copyright designs and geographical indications*. Universal Law Publishing.
10. Carlos, C.M., 2000. *Intellectual property rights, the WTO and developing countries: the TRIPS agreement and policy options*. Zed Books, New York.

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Course Code: BCH04GE		Course Title: Business Ethics	
Course outcomes: To acquaint students with the ethical framework within which corporations should function and to give an overview of the corporate governance system and corporate social responsibility.			
Credits: 4		Minor Elective	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics	No. of Lectures	Total=60
I	Values – Importance, Sources of Value Systems, Types, Values, Loyalty and Ethical Behaviour, Values across Cultures; Business Ethics – Nature, Characteristics and Needs, Ethical Practices in Management.	9	
II	The Ethical Value System – Universalism, Utilitarianism, Distributive Justice, Social Contracts, Individual Freedom of Choice, Professional Codes; Culture and Ethics – Ethical Values in different Cultures, Culture and Individual Ethics.	9	
III	Law and Ethics – Relationship between Law and Ethics, Other Bodies in enforcing Ethical Business Behaviour, Impact of Laws on Business Ethics; Social	9	
IV	Responsibilities of Business – Environmental Protection, Fair Trade Practices, Fulfilling all National obligations under various Laws, Safeguarding Health and well- being of Customers.	9	
V	<b>Indian Ethos</b> Components of Indian ethos, Principles of Indian ethos, Teachings from Major Indian Scriptures, Application of Indian Ethos to Management, Quality of work life and Indian Ethos <b>Impact of Ethics on Business</b> Ethics impact in business, Ethical issues in capitalism and market systems, Ethics and social responsibility, Ethics and marketing, Ethics in finance, Ethics in human resource, Ethics in information technology, Intellectual property rights, Designs, Patents, Trademarks, Copy rights.	9	
<b>Suggested Readings:</b>			
1. Kitson Alan- Ethical Organisation, Palgrave			
2. L. T. Hosmer : The Ethics of Management, Universal Book.			
3. D. Murray : Ethics in Organizational, Kogan Page.			
4. S. K. Chakraborty : Values and Ethics in Organisation			
5. Hartman, L.P. and Chatterjee, A.; <i>Business Ethics</i> ; McGraw Hill			
6. Blowfield, Michael, and Murry, A.; <i>Corporate Responsibility</i> , Oxford University Press			



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- 7. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and HarperCollins, USA

**Suggested Continuous Evaluation Methods:** Assignment, Class Tests, MCQ

**Suggested equivalent online courses:**

**Further Suggestions:**

Latest edition of text book may be used.

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## Media Policies, Laws, Regulations and Ethics, (COMM-517) 3 (3+0)

### Course Outcome:

In this course, the students will learn the provisions of Indian Constitution and the laws that restrict or regulate the flow of information in Indian society. The course also examines specific policies and regulations pertaining to media and communication sector.

### Unit – I: Constitutional structure of India

- i) Media Law: Constitution of India: fundamental rights-freedom of speech and expression and their limits-directive principles of state policy
- ii) Provisions of declaring emergency and their effects on media-provisions for amending the constitution;
- iii) Provision for legislature reporting;
- iv) Parliamentary privileges and media
- v) Theory of basic structure: union and states; and election commission and its machinery.

### Unit – II: Press Laws in India

- i) Specified press laws; history of press laws in India-
- ii) Official Secrets Act.1923,
- iii) Contempt of court Act 1971
- iv) Civil and criminal law of Defamation
- v) Laws of obscenity
- vi) Intellectual property right
- vii) Legislations including Copyright Act.
- viii) Trade Marks Act and Patent Act- information technology,
- ix) Right to information- Press and Registration of Books Act.1967.
- x) Working Journalists and other Newspaper Employees (conditions of service and Miscellaneous Provisions) Act.1955: -
- xi) Cinematograph Act.1953: Prasar Bharati Act
- xii) Cyber laws and Cable Television Act
- xiii) Relevant provisions of Indian panel code with reference of sedition
- xiv) Crime against women and children
- xv) Media and public interest litigation

### Unit – III: Media Ethics and Society

- i) Ethics: Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism, Freebies, bias colored reports.
- ii) Ethical and press ombudsmen in the world
- iii) Press council of India and its broad guidelines for the press
- iv) Codes suggested for the press by the Press council and Press commissions and other national and international organizations
- v) Codes for radio, television, advertising and public relations.





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vi) Accountability and independence of media.

**Reading List-**

- 1) Professional Journalism-M V Kamath
- 2) Media Ethics- Pronjoy Guha Thakurta
- 3) Media laws and Ethics: Readings in communication regulations- Kiran Prasad(volume 1&2)
- 4) Mass communication living in media world- Ralph E. Hanson
- 5) Press Laws and Ethics of journalism- P.K. Ravindranath
- 6) Essentials of Practical journalism-Vir Bala Agarwal
- 7) Media Laws and Ethics- IGNOU readings
- 8) Media Problems and Prospects published by National Media Centre,
- 9) Selected Chapters

**Evaluation Method-**

The evaluation method is 80% percent written  
20 % is continuous evaluation

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**Media Laws and Ethics**

**COMM: 154 – 2 credit [2+0]**

**Course Outcomes:** Upon completion of the course:

- The students will have understanding of media laws and ethics to be followed by a responsible media person.

Press, Law, Society & Democracy  
Constitutional Safeguards to Freedom of Press  
Press Commissions & their recommendations  
Press & Registration of Books Act  
Working Journalist Act  
Law of Libel & Defamation  
Contempt of Court  
Parliamentary Privileges  
Press Council Act  
Official Secret Act  
Right to Information  
Copyright, Intellectual Property Right  
Social Responsibility of Press  
Ethics, Self-Regulation & Freedom of Expression

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