



## A Short Term Course

*On*

### **Business Ethics and Values: Concepts, Advantages, and Pertinence in 2023 and Beyond**

(December 4-10, 2023)

(Blended Mode)



*Organized by:*

School of Management,  
National Institute of Technology Rourkela  
(An Institute of National Importance under Ministry of Education, Government of India)

# Organizing Team

## **Patron**

Prof. K. Umamaheshwar Rao  
Director, NIT Rourkela

## **Chairman**

Prof. Shigufta Hena Uzma, HOD-School of Management  
NIT Rourkela

## **Convener**

Prof. Arvind Kumar,  
Assistant Prof.-School of Management,  
NIT Rourkela

## **Coordinator**

Prof. Tanuj Negi,  
Assistant Prof.-School of Management,  
NIT Rourkela

## **Student Coordinator(s)**

Doctoral Students - Arun Vicky Sharma, Kamal Kishore Singh, Kawalpreet Singh, Muskan Chaurasia, Manas Sahoo,  
MBA Students – Vunnamatla Calvin Kamal Kumar, Satyajit Sahu, Abhishek Singla, Rohit Prusty, Manish Agrawal,  
Tabassum Ali, Akhand Pratap Singh, Anisha Mallick, Satyajit Sau

# About The Short Term Course

## **Objective of the Short Term Course**

*“आरोप्यते शिला शैले यथा यत्नेन भूयसा ।  
निपात्यते सुखेनाथः तथात्मा गुणदोषयोः ॥”*

*- हितोपदेश।*

This short-term course aims to empower individuals to confidently navigate intricate corporate ethical dilemmas, enabling them to make principled decisions. It aims to cultivate a profound comprehension of ethical principles, thus bolstering corporate reputations through employees who steadfastly uphold these ethical standards. The ultimate objective of this course is to foster a culture of unwavering integrity and accountability, thereby contributing to the establishment of a more ethical and esteemed business environment in India.

## **Target Audience**

The target audience for this short-term course includes business professionals, entrepreneurs, students, and recent graduates who seek to bolster their ethical understanding in the business realm. It also caters to corporate leaders, legal and compliance professionals, and human resources personnel interested in fostering ethical cultures within organizations. Government and nonprofit sector employees, as well as ethics and compliance officers, can benefit from this course to address specific ethical challenges. Additionally, consultants and advisors specializing in ethical practices can also enhance their expertise through this program.

## About The Institute(s)

### **School of Management, NIT Rourkela**

School of Management was established in 2010 and has been progressing in leaps and bounds since then. A two-year MBA, a regular Ph.D. and an Executive-Ph.D. are the programs it presently offers. The real strength of the school is its faculty members who continuously strive to give their best in - inculcating skills in pupil managers, providing consultancies to the organizations, and developing independent researchers in research scholars.



### **NIT Rourkela**

With a vision to become an internationally acclaimed institution of higher learning that will serve as a source of knowledge and expertise for the society and be a preferred destination for undergraduate and graduate studies, NIT Rourkela has been constantly striving to serve the society since its very inception in 1961. At present, it ranks 271-280 in QS World University Asia Ranking-2022 and 801-1000 in THE World University 2022 and steadily progressing to achieve all the epitomes of world level recognitions.



## Programme Schedule

### Day - 1 (4 December, 2023)

10.00 – 10.30 A.M.	Inauguration
10.30 – 12.30 P.M.	Business Ethics and Values: Theoretical Underpinnings

### Day - 2 (5 December, 2023)

10.00 – 12.00 P.M.	Ethical Dilemma, Sources and their Resolutions
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### Day- 3 (6 December, 2023)

10.00 – 12.00 P.M.	Advertising Standards, Corporate Advertising and Ethical Considerations
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### Day- 4 (7 December, 2023)

10.00 – 12.00 P.M.	Government Agencies of India and their role in Ensuring Ethics in Corporations
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### Day- 5 (8 December, 2023)

10.00 – 12.00 P.M.	Corporate Social Responsibility (CSR) and Ethical Practices in India: An Integrated Perspective
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### Day- 6 (9 December, 2023)

10.00 – 12.00 P.M.	The Maturation of Ethical Principles in Achieving Transparency and Equity in HR Practices
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### Day- 7 (10 December, 2023)


10.00 – 12.00 P.M.	Corporate Governance and Whistleblowing
12.00 – 12.30 P.M.	Valedictory Session



### Registration Fee

UG/PG Students – INR 300; Research Scholars – INR 500

Faculty members/Entrepreneurs/People from Industry/Others – INR 1000

 **No registration fee will be collected from students, research scholars, faculty members, or non-teaching staff of NIT Rourkela**

The registration fee can be paid directly by online transfer (NEFT/RTGS)-

A/c Name: CONTINUING EDUCATION NIT ROURKELA

A/c No.: 10138951784

Bank - SBI, NIT Campus, Rourkela

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MICR No : 769002007

SWIFT Code: SBININBB137

### Registration Link-

**<https://forms.gle/DGDSuRyEXDm8YYu8A>**

Limited number of Seats

Last Date of Registration – 1 December 2023

Registration will be offered strictly on First come first served basis.

Once registered, send a copy of registration form to [kumarar@nitrkl.ac.in](mailto:kumarar@nitrkl.ac.in)

**Certificate** will be issued to only those who attend at least 6/7 sessions.

Contact Person –

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National Institute of Technology Rourkela,

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