

**Management Development Programme on  
MANAGEMENT ETHICS  
For The 201<sup>st</sup> Century**  
*(Making People and Business Organizations  
More Responsible and Sustainable)*



(9-12 October 2013)

**Coordinator**

Prof. Rabindra Kumar Pradhan

**Important Dates:** Last date for receiving application: 1<sup>st</sup> Oct 2013

**Intimation to Participants:** 02 Oct 2013

**Course Dates:** 9-12 Oct 2013

**Time:** 9am -5pm

**Venue:** Dept of HSS, IIT Kharagpur

**Course Overview**

Ethics provides the moral fibers for transparent business; it provides right direction, positive influence and good governance that monitor organizational performance. In today's turbulent times, the issue of ethics has become very essential for corporate to make a mark in their business world. In the recent past, we have witnessed it in many organizations from Satyam to Lehman Brothers. Ethics and integrity is an adjective mostly attached to the concept of fair business and impactful growth of industry. This course is planned and designed to help the participants to understand how Ethics can transform organization into a successful and a sustainable one and to realize what challenges are there in front of the organizations' to practice ethics in its business transactions. This course intends to focus on how to build ethical organizations and to encourage individual members to develop various moral and ethical skills, competencies that are essential for effective business performance. The course is specially designed for people who are in the managerial positions or leadership positions in organization in some or other forms to achieve business excellence for their organizations. Can there be any ethic when there is a motive of profits? The course will address such type of issues or ethical dilemmas people face in organizations and will enlighten the participants about the benefits of ethics in general and management ethics in particular

**Course Objectives**

- To develop a thorough understanding of the concepts, theories and applications of ethics among the participants

- To make them experience, analyze and evaluate ethical dilemmas in organization
- To sensitize them about the role of ethics at all levels of organizational activities to create a long lasting impact and to make business more sustainable

**Course Contents**

- Understanding ethics and applied ethics
- Indian ethics
- Essence of applied business ethic
- Work Ethic, Ethics and Performance
- Corporate Ethics
- HR and Ethics
- Media Ethics
- CSR and Sustainability
- Corporate Governance and Ethics
- Medical ethics and Bio-Ethics
- Communication and Ethics
- Legal Ethics
- Information Technology and Ethics
- Marketing and Ethics
- Teaching and Ethics
- Advertising and Ethics
- Leadership & Ethics (Ethical Leadership)
- Creating Ethical Organization

**Faculty:** Faculty from IITs and IIMs and Experts from other reputed institutes and industries will conduct sessions in this programme.

**Pedagogy:** Lecture through audio-visual presentation, simulation, structure exercise, Group discussion, games, case analysis, and with interactive-brain storming sessions.

### Course Fee:

Academic's Participants: Rs. 7,500

Industry/Others' Participants: Rs. 10,000/-

Foreign Participants: Rs.15, 000/-

Participants are required to prepare a DD of the course fees in favour of **CEP-STC, IIT Kharagpur**, payable at Kharagpur from a nationalized bank.

Course fees may be directly paid as per the following details:

Account Name: CEP-STC, IIT Kharagpur

Account Number: 95562200002955

Bank Name: SYNDICATE BANK

Bank Branch Name: SRIC, IIT KHARAGPUR  
(Branch Code: 9556)

IFSC Code: SYNB0009556 (used for RTGS and NEFT Transactions), Swift Code: SYN BIN BB 120

**Course fees** include tool kit and other course materials. Participants have to bear the expenses of accommodation & Food during their stay at IITKGP.

**Accommodation:** Participants can avail accommodation facilities on advance booking on payment basis with prior request (15 Days) to the coordinator of the programme.

AC Single at VGH: 300/Double: 400 Per Day

AC Single at NGH:800/Double:1100 Per Day

Non AC at VGH: 100 Per Bed - Per Day

**No of Participants:** 40

**Minimum Qualification:** Graduation

**Certificate:** Each of the participants will receive a certificate from the office of the Dean, Continuing Education, IIT Kharagpur on successful completion of the course

### Mailing Address

Prof. Rabindra Kumar Pradhan,

Course Coordinator,

Dept of Humanities and Social Sciences,

Indian Institute of Technology Kharagpur- 721302,  
West Bengal, India

**Telephone:** 03222-282346 (o), 03222-282347 (R),

**Mob:** 9434703900

**Fax:** 03222-255303/282280

**Email:** rkpradhan@hss.iitkgp.ernet.in  
rabi2020@gmail.com

**How to Apply:** Interested participants may download the form and submit the completed application form in a prescribed format given below, which is available online or a hard copy to the coordinator at coordinator's mailing address.

### Location

Kharagpur is an important Railway junction station and is well connected to almost all parts of the country. The Institute is about 5 Kms. away from Kharagpur Railway Station. Taxis, Auto-rickshaws, cycle rickshaws are available as transport. The nearest airport is NSCB International Airport, Kolkata. This is approximately 130kms away from IIT Kharagpur and takes around 2hrs of road journey.

### Application Form

**Management Development Programme**  
On "**Management Ethics for the 21<sup>st</sup> Century**"  
(09-12 October 2013)  
**Indian Institute of Technology Kharagpur**

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Name of the Institution / Organization: \_\_\_\_\_

Address for Communication: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Qualification: \_\_\_\_\_ Phone

No: \_\_\_\_\_ (O) \_\_\_\_\_ (R)

Mobile No: \_\_\_\_\_

Fax No: \_\_\_\_\_

Email: \_\_\_\_\_

Details about the Demand Draft: Bank name, Draft number & Date, Amount (In Rupees): \_\_\_\_\_

**Date:** \_\_\_\_\_ **Signature of the Applicant**

### Approval for Candidates/Sponsorship

We approve the above applicant as a candidate/sponsor the above applicant for the MDP on "**Management Ethics for the 21<sup>st</sup> Century**" during 09-12 October 2013 at IIT Kharagpur.

Date: \_\_\_\_\_

Signature and seal of the  
Approving / Sponsoring Authority