

ETHICAL PRINCIPLES FOR NEW AGE BUSINESS LEADERS

Introduction

The importance of ethics in business has been repeatedly highlighted through the growth and success of enterprises which are known to be ethical and conscious of the needs of the society. The parameters of an ethical business is however a fluid concept and has undergone a sea change in recent years particularly with the advent of new technology such as Artificial Intelligence and Big Data and information technology forming the backbone of business. The MDP on *Ethical principles for new age business leaders* equips managers to deal with ethical issues arising out of these recent developments and allows them to chart a path for building an ethical business.

Objectives of the Program

- To sensitize participants on ethical issues in new age business
- To inform participants about the importance of credibility as a part of business ethics
- To help participants review their business practices and strategies
- To equip participants to deal with issues arising out of whistleblowing
- To help them understand the ethical issues arising from data collection and usage
- To equip participants with knowledge to frame CSR strategies compliant with the law
- To help them understand the ethical and legal importance of corporate governance

Pedagogy of the Program

A participant centred workshop methodology will be followed. Pedagogy involves interactive mix of case studies, experience sharing through discussion, relevant videos, and reflections.

Indicative content of the program

1. The role of communication in establishing credibility
2. Eastern and western approaches to ethics
3. Ethics in the information technology age
4. Ethical aspects of whistleblowing
5. Ethical issues of AI and Big Data
6. Legal aspects of data collection and analysis
7. Corporate Social Responsibility (CSR) and its importance for businesses
8. Ethical and legal aspects of Corporate Governance

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Fee per Candidate: Rs 20000+GST (Non Residential-In campus), Rs 15000+GST (Online)

Proposed Dates – December 2021