

GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/

OPEN ELECTIVE COURSES - 16

BBA(Digital Marketing) Semester VIII

UGOE801: Indian Ethos And Management

Course objective: - The objective of the course is to help students gain an awareness of Indian ethos and ethics in management and how to apply them to business management.

Syllabus & Detailed Contents

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3	0	0	3

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction, Approaches to Business Ethics, Role of Ethics in Business, Business Ethics and Moral Obligations; Cases Studies on unethical practices in industry/ corporate sector. Concept and Nature of Indian Ethos, Relevance for Management and Business, Role and Significance in Managerial Practices – Management Lessons from Indian Heritage Scriptures and Vedas, Management Lessons from Kautilya's Arthashastra; Ethics v/s Ethos; Indian Management v/s Western Management, Principles Practiced by Indian Companies.	12/25%
Unit 2:	Work Ethos: Meaning and Dimensions, Factors Responsible for Poor Work Ethos; Values: Meaning, Significance of Value System in Work Culture, Values and Work Ethics, Relevance of Value Based Management, Impact of Values on Stakeholders: Employees, Customers, Government, Competitors and Society.	11/25%
Unit 3:	Indian Systems of Learning: Learning: Meaning and Mechanisms, Gurukul System Vs. Modern System of Learning; Indian Model of Management including Laws of Karma and its relevance in business settings; Corporate Karma: Meaning and Guidelines for Good Corporate Karma.	10/25%
Unit 4:	Holistic Management System: Self-Management: Personal growth and Lessons from Ancient Indian Education System; Personality Development: Meaning, Determinants, Indian Ethos and Personality Development; Workplace Spirituality - Spirituality in Management in Modern Era, Values of Spirituality at workplace; Holistic approach for managers in Decision Making.	12/25%

Course Learning Outcomes (CLO)

On completion of this course, the students will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Examine the ideas and components of Indian ethos and utilize Indian scriptures to draw managerial insights.	2
CO2	Understanding	Examine the beliefs and work ethos and how applicable they are to managing corporate businesses.	2
CO3	Understanding	Examine and evaluate the karma theory and the Indian educational system.	2
CO4	Applying	Use Indian culture to manage holistically.	3

SUGGESTED READINGS

Textbooks:

1. Biswanath Ghosh, Ethics in Management and Indian Ethos, Vikas Publishing House, 2009
2. Chakraborty, S.K. Management by Values, 2009, Oxford University Press, New Delhi
3. Chhabra, T.N., Values and Ethics in Business, 2011, Sun India Publications, New Delhi

Reference Books

1. Fernando, A.C., Business Ethics: An Indian Perspective, 2009, Pearson Education, New Delhi
2. Joseph Des Jardins, An Introduction to Business Ethics, 2009, Tata Mc Graw Hill

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Mukherjee

Shukla

Sharma