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| **Program: B.Com(Management and Finance)** | **Semester : I** |
| **Course : Indian Ethos in Management** | **Code :** |
| **Suggested Lectures per week** | **02** |
| **Teaching Scheme** | **Evaluation Scheme** |
| **Lecture** | **Practical** | **Tutorial** | **Credits** | **Theory** |
| **Internal** | **External** |
| **30** | **Nil** | **Nil** | **02** |
|  |
| **Internal Component** |
| **Class Test (Duration 20 Mins)** | **Projects / Assignments/Presentations** | **Class Participation** |
| **10 Marks** | **10 Marks** | **---** |
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| Learning Objectives1. To understand the relevance of Indian Ethos & its applications in Management.2. To acquaint learners with the concepts of Karma and Self- Management.3. To understand the Indian approach to personality development.4. To understand the Indian approach towards leadership, motivation and stress managementLearning Outcomes1. Learners will be able to understand the meaning of Ethos. Learners will also be able to apply the Indian ethos in managing oneself as well as business.2. Learners will be able to understand the applications of Karma and Self- Management lessons in personal & professional setting.3. Learners will be able to appraise the value of embracing yoga, meditation and other aspects of personality development.4. Learners will be able to understand the importance of meditation as a stress management technique. They will also be able to compare the global approaches to motivation at workplac |
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| **Pedagogy: PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research papers, News articles etc.**  |
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# MODULES AT GLANCE

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| **Sr. No.** | **Topics** | **No. of Lectures** |
| **Module 1** | Introduction to Indian Ethos | 08 |
| **Module 2** | Learning, Karma & OSHA Model | 08 |
| **Module 3** | Personality Development | 06 |
| **Module 4** | Stress Management, leadership & Motivation | 08 |
|  | **TOTAL** | **30** |

**DETAILED SYLLABUS**

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| **Unit** | **Topic** | **No. of Hours/Credits** |
| **Module 1** | **Introduction to Indian Ethos*** Indian Ethos: Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices.
* Indian concept of learning:Gurukul System of Learning, Meaning, Features, Advantages, Disadvantages, Modern System of Learning Vs.  Gurukul System of Learning.
* Indian Heritage in Business, Management, Production and Consumption
 | 08 |
| **Module 2** | **Karma, & Self-Management*** Karma: Meaning, Importance of Karma to Managers, Nishkama Karma.
* Laws of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection
* Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma
* Concept of Vasudhaiva Kutumbakam
* Self-Management: Personal growth and Lessons from Ancient Indian Education System
 | 08 |
| **Module 3** | **Personality Development*** Personality Development: Meaning, Determinants, Indian Ethos and Personality Development
* Personality development through yoga – Meaning, Significance of yoga.
* The three paths/marga – Bhakti, Karma and Jnana. The three gunas – sattva, rajas, tamas.
* Individual – a being with infinite capabilities and potentials – is a result of your own actions Koshas: the concept of man
 | 06 |
| **Module 4** | **Stress Management, leadership &** **Motivation*** Stress Management Techniques- a. Meditation: Meaning, Techniques, Advantages, Mental Health and its Importance in Management/self-development, Brain Storming, Brain Stilling
* Leadership: qualities of leaders with special reference to Indian thoughts. Contemporary Approaches to Leadership, Joint Hindu Family Business – Leadership Qualities of Karta.
* Motivation – Meaning, Indian Approach to Motivation, Techniques. Indian approach vis-à-vis American and Japanese approaches
 | 08 |

References:

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2. Bhatta, S.K., Business Ethics & Managerial Values.
3. Dave, Nalini V: Vedanta and Mana
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5. Chakraborty, S.K.: Managerial Effectiveness and Quality of Work life – Indian Insights, Tata McGraw Hill Publishing Company, New Delhi – 1987
6. Chakraborty, S.K.: Management by Values, Oxford University Press 1991.
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8. Khandelwal Indian Ethos and Values for Managers, Himalaya Publishing House, 2009
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12. Management Theory, Rao M. & Rao S., Kanishka Publishers Distributor
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