

**SVKM's Narsee Monjee College of Commerce & Economics (Autonomous)**

Dept of Commerce

<b>Program: B Com</b>				<b>Semester : III</b>	
<b>Course : Business Management – I (Indian Ethos in Management)</b> <b>Academic Year: 2023-2024</b> <b>Batch: 2022-25</b>				<b>Code:</b> NMUBCOM303	
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>	
<b>Lectures</b>	<b>Practicals</b>	<b>Tutorials</b>	<b>Credits</b>	<b>Internal Continuous Assessment (ICA) (weightage)</b>	<b>Term End Examinations (TEE) (weightage)</b>
<b>60</b>	<b>Nil</b>	<b>Nil</b>	<b>04</b>		
<b>Internal Component</b>					
<b>Class Test</b>			<b>Projects / Assignments</b>		<b>Class Participation</b>
<b>Learning Objectives :</b>					
<ol style="list-style-type: none"> <li>1. To acquaint the students with Indian Ethos and its relevance to managerial practices</li> <li>2. To impart knowledge on Indian values and value system in detail and its universal applicability in human behavior</li> <li>3. To provide knowledge on application of Indian scriptures in Management</li> <li>4. To impart knowledge on Management theories and functions in Indian perspective</li> </ol>					
<b>Learning Outcomes :</b> After completion of the course, students would be able to:					
<ol style="list-style-type: none"> <li>1. Get knowledge of Indian Management Theories</li> <li>2. Get understanding on basis of Indian Management system and its values</li> <li>3. Address contemporary managerial issue like stress, relation management self-management with Indian Techniques</li> <li>4. Apply Law Karma and Dharma in Management</li> </ol>					
<b>Pedagogy:</b> The following methods will be used for making the learners understand the topics and apply the knowledge:					
<ol style="list-style-type: none"> <li>1. Lecture</li> <li>2. Case study</li> <li>3. Assignments</li> <li>4. Video- Speech/Spiritual Guidance</li> <li>5. Peer to Peer Learning</li> </ol>					

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**Detailed Syllabus: ( per module plan )**

**Session Outline for Business Management - I (Indian Ethos in Management)**

**Each lecture session would be of one hour duration (60 sessions)**

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration</b>	<b>Module Wise Reference Books</b>
<b>I</b>	<p>Work Ethos and Management:</p> <p>1.1 Reasons for Poor Work Ethos, Dimensions of Work Ethos and Steps to Improve Work Ethos, Ethics v/s Ethos</p> <p>1.2 Indian Model of Management: Concept of Indian Model of Management in the Indian Socio-Political Environment, Indian Heritage in Business-Management.</p> <p>1.3 Indian Ethos- Meaning, Features, Need, Evolution, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices</p> <p>1.4 Management Lessons from Indian Heritage Scriptures (like Mahabharata &amp; Ramayana), Ved, Guru Granth Sahib, Teachings of Buddha and Mahaveer, the Holy Bible, the Holy Quran</p>	<p>Lectures Case study Assignments Video Peer to Peer Learning</p>	15	<p>Indian Ethos - Modern Management Mantra- Prof. Dr. Kumardatta A. Ganjre, Dr. Prafulla Pawar, Prof. Renapure Laxman- Himalaya Publication</p> <p>Indian Ethos &amp; Business Ethics- Dr. S.G. Walke, Dr. Meghana Bhilare, Prof. Niji Shajan-Thakur Publication</p>
<b>II</b>	<p>Indian Ethos and Values:</p> <p>2.1 Values - Concepts, Values in Business, Value System in Work Culture, and Values of Indian Managers, Holistic Approach for Manager,</p> <p>2.2 Relevance of Value Based Management in Global Change. Impact of Values on Stakeholders;</p>	<p>Lectures Case study Assignments Videos, Role Plays Peer to Peer Learning</p>	15	<p>Indian Ethos &amp; Business Ethics- Dr. S.G. Walke, Dr. Meghana Bhilare, Prof. Niji Shajan-Thakur Publication</p>

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	<p>Trans-Cultural Human Values, Eastern Management v/s Western Management</p> <p>2.3 Principles of management from Kautilya Arthashastra: Basic Elements, Organisation, Vision, Mission, Motivation, Structure, Sovereignty. Leadership Traits and Attributes, Style of Leadership, Time Management, Competency Management. Business Ethics &amp; Corporate governance. Functional Areas FM, HR, Foreign Policies, Defense Knowledge Management, Diplomacy, CSR</p> <p>2.4 Law of Karma and Management: Law of creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection – Brain stilling, the Indian ethos for management–corporate Karma (connecting company and cause, integrating philanthropy into work environment)</p>			<p>Chanakya on Management - Ashok R. Garde- Jaico Publishing House</p> <p>Ethics in Management and Indian Ethos, 2/e- Biswanath Ghosh- Vikas Publishing</p>
<p align="center">III</p>	<p>3.1 Leadership, Qualities of a Leader, Leadership Lessons from Indian Mythology. Contemporary styles and Indian Styles of Leadership, Top Leaders as Role Models</p> <p>3.2 Learning and Education System in India and Modern Management, Lessons from Ancient Indian Education System. Ancient Education System v/s Modern Education System</p> <p>3.3 Relationship Management, Sama-Dam-Danda-Bhed and New Theories. Personality theories, Indian Guna Theory with Theories X, Y and Z, Ethical Dimension in Theory K, OSHA Model, Management &amp; Social Thinkers within OSHA Frame, Practitioners within OSHA Frame</p> <p>3.4 Motivation Theories: Contemporary motivation, Motivation in Indian Thoughts</p>	<p align="center">Lectures Case study Peer to Peer Learning Assignments Videos</p>	<p align="center">15</p>	<p>Indian Ethos - Modern Management Mantra- Prof. Dr. Kumardatta A. Ganjre, Dr. Prafulla Pawar, Prof. Renapure Laxman- Himalaya Publication</p> <p>Indain Ethos and value in Management- R. Nandagopal, Ajith Sankar R. N.- Mcgraw Hill Education</p> <p>Ethical Vision of Management: A Vedantic Outline –S K</p>

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				Chakraborty- Oxford University Press  Ancient Indian Scriptures and Human Resource Management- Sneh Bhardwaj- OM Publication
IV	<p>4.1 Insights to Indian Ethos Management - TQM, Decision Making, Management Attitude, Humanising the Organisation, Interiorising Management- Self management, Stepping back (for a while), Self-dynamizing Meditation</p> <p>4.2 Concept of Dharma: Dharma Duties, Discipline, Theory of Purshartha</p> <p>4.3 Ideas For Introspection: Secular v/s Spiritual Values in Management</p> <p>4.4 Application of Indian Ethos in Managing Stress in Contemporary Organisation: Stress, Types, Causes, Effects, Techniques to redress Stress</p>	<p>Lectures Case study Peer to Peer Learning Assignments Video</p>	15	<p>Indian ethos and modern management : amalgam of the best of the ideas from the East and the West- B. L. Bajpai-New Royal</p> <p>Indain Ethos and value in Management- R. Nandagopal, Ajith Sankar R. N.- Mcgraw Hill Education</p>

**Reference Books:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>
Ethics in Management-Vedantic Approach	Chakraborty, S.K	New Delhi, Oxford India Ltd
Business Ethics: An Indian Perspective	DwijendraTripath	New Delhi, Oxford India Ltd
Indian Ethos and value in Management	R. Nandagopal, Ajith Sankar R. N	Mcgraw Hill Education



