

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

Program: Bachelor of Commerce / Bachelor of Commerce Honours				Semester: I	
Course : Indian Ethos in Management Academic Year: 2023-2024 Batch: 2023-26 / 2023-27				Code:	
Teaching Scheme				Evaluation Scheme	
Lectures	Practicals	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20	30
Internal Component					
Class Test (Duration 20 Mins)			Projects / Assignments		Class Participation
10			10		-
Learning Objectives:					
<ul style="list-style-type: none"> • To understand the significance of Ethos in Management • To appreciate the efforts of Indian Culture and its contribution towards Management • To explore the Indian scriptures and hidden facts within as managerial practice in the past. • To motivate learners to research further on Indian Culture. 					
Learning Outcomes:					
<p>After completion of the course, students would be able to:</p> <ul style="list-style-type: none"> • Comprehend the different aspects of Indian Scriptures towards management functions. • Analyse the relevance of Indian Culture and Value system in Management practices. • Implement and execute several tasks (Regular & New) based on the learnings from the course syllabi 					
Pedagogy:					
<ol style="list-style-type: none"> 1. Visit to Heritage Site / Community work for aquatinting the principles underlying Indian Culture 2. Case studies on the relevant themes from Indian scriptures to promote critical thinking. 3. Role-plays, management games, group assignments to enable learners to work together in a social environment. 4. Discussion on Philanthropist approach (Business strategy) of Indian Corporates 5. Flipped Classroom approach to enhance learner engagement. 6. Videos and Picture Presentations. 					

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Detailed Syllabus: (per session plan)
Session Outline For: Indian Ethos in Management
Each lecture session would be of one hour duration (30 sessions)

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration (hrs)
I	<p>Module I: Indian Ethos (10 lectures)</p> <p>1.1 Indian Ethos: Meaning, Features, Ethics v/s Ethos, Need, Evolution, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, 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) (05 hrs)</p> <p>1.2 Foundational Literature of Indian Civilization: Ramayana and Mahabharata-Select Stories with basic human values/morals-(minimum 7-8) from the Vedas/Upanishads/Puraanas/Jataka/Panchatantra (05 hrs)</p>	<p>Indian Scriptures, PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research Papers, Visits to Heritage Sites Community Work etc.</p>	10
II	<p>Module II: Indian Science & Technology</p> <p>2.1 Foundational Concept for Science & Technology: concept of zero and its importance, large numbers & their representation, Place Value of Numerals, Decimal System, Measurements for time, distance and weight, Unique approaches to represent numbers, Pingala and the Binary system, Knowledge Pyramid. (04 hrs)</p> <p>2.2 Mathematics: Contribution of Great Mathematicians in Ancient India, Arithmetic, geometry, Trigonometry, Introduction to Vedic Mathematics. (03 hrs)</p> <p>2.3 Astronomy: Difference between astronomy and Astrology, Unique Aspects of Indian Astronomy, Development of Astronomy in India, Elements of the Indian Calendar- Aryabhata, Siddhantic tradition and Pancanga, Astronomical Instruments (Yantras), Jantar Mantar of Raja Jai Singh Sawai. (03 hrs)</p>	<p>Indian Scriptures, PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research Papers, Visits to Heritage Sites Community Work etc.</p>	10

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III	<p>Module III: Knowledge Management in India</p> <p>3.1: Sustainable Agriculture & Food Preservation: History of Indian Agriculture practices, India's Agricultural Tradition, Indian Agriculture and Irrigation Practices, Food Sharing Tradition, Food Preservation: A Practice Used since Ancient Times. (4hrs)</p> <p>3.2: Indian Tradition of Architecture Design and Planning: Architecture of India, Traditional Indian architecture, Temple architecture, Elements of Indian Architecture Design. (3hrs)</p> <p>3.3 Indian Approach to Psychology – Distinctive Aspects of Indian Psychology, Basic Tenets of Indian Psychology; The Triguna System , Theory of Panchkosha (03 hrs)</p>	<p>Research Paper Published on the theme in renowned research journals or site.</p>	10
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Reference Books:

Title	Author(s)	Publisher
Indian Ethos and Value in Management	Nandagopal, Ajith Shankar	Tata Mc Graw Hill
Indian Ethos and Values for Managers	Khandelwal	HPH
Ethics in Management & Indian Ethos	Biswanath Ghosh	Vikas Publishing House
Management by Values	S K Chakraborty	Oxford University Press
Overview of Ancient Indian Knowledge System	(Mahadevan Part 2)	PHI

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Supplements of MAGAZINES / News Paper: MINT, TOI, DEDICATED MAGAZINES ON Management, Indian Scriptures available for references and Research papers on the above relevant theme.

SEMESTER END ASSESSMENT: 30 MARKS

DURATION: 1 HOUR

Question Paper Pattern (Semester –end Examination)-FYBCOM

Indian Ethos in Management (IKS)

All questions are compulsory

Q. No.	Particulars	Marks
Q.1.	A) Answer in brief OR B) Answer in brief	8
Q.2.	A) Answer in brief OR B) Answer in brief	8
Q.3.	A) Answer in brief OR B) Answer in brief	8
Q.4.	Read the following Case Study and answer the questions that follow.	6

Details of Internal Continuous Assessment (ICA) - (20 Marks)

Test Marks: 10 (2 tests of 10 marks each – average of both will be considered)

Assignment Marks: 10

There would be two components for Internal Assessment, namely 10 marks Assignment to be conducted and marked by respective teacher within classroom individually and 2 test of 10 marks each to be conducted as per schedule of EEC.

(Online/offline as per the decision of the authorities).