

BBA I Year	BBA-S204		Semester-II		
	Vedic Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcome	Mapped Program Outcomes
CO.1	Familiarity with Vedic management believe in scarifying ego, opinions and strongly held beliefs and achieve peace through selfishness and cooperative human behavior through dharma and yoga.	PO.1, PO.2, PO.4
CO.2	Understanding Vedic value, culture, code of conduct and leadership style in ancient era and applying it in modern era	PO.1, PO.2, PO.8
CO.3	The differentiation of karma and Akaram Siddhant according ancient scripture and its implication in modern life	PO.1, PO.2, PO.8
CO.4	To understand technique of Vedic Philosophy and Geeta for self motivation and its application modern business	PO.2, PO.3

- Introduction to Vedas, ManuSmriti: Code of ideal human conduct, Management Practices from Kautilya's Arthashastra **(8 Hours)**
- Purusarthas (Absolute Attainments), The Role of a Manager, Leadership: an Indian vision–Qualities of a leader, Lessons taught by Indian Scriptures. **(8 Hours)**
- Self-management, Management of Men and Motivation-as viewed in Vedic Philosophy, Managerial and Corporate Excellence. **(8 Hours)**
- Business Ethics, Managing Ethics, Ethical Decision-Making, Indian Ethos for Management, Value-Oriented Holistic Management. Corporate Ethics. **(8 Hours)**
- Theory of Karma Siddhanta, Gita and the Art of Successful Management, Individual Discipline, Family and Social Discipline, National Discipline. **(8 Hours)**

SUGGESTED READINGS:

1. Jha, G., Sengupta, S. &Sigh, B.R.(2017). Vedanta Anvishki. D.K. Print world private limited,
2. Prabhu, M.(2020). The Vedic management approach for leadership. www.amazon.com
3. Frawely, D.(2017). The art and science of Vedic Counseling Management. Amazon Asia Pacific holding Private ltd.
4. Murthy, C.S.V. (2018). *Business Ethics (Text and Cases)*. Himalaya Publishing House. New Delhi.
5. Ranganathananda ,Swami.(2017). *Human Values in Management* (3rd ed.). Bhartiya Vidya Bhawan. Mumbai.
6. Sharma, R. N. (2015). *Manusmriti*. ChaukhambaSanskrit Pratishthan, New Delhi.
7. Anubhavananda, S., & Kumar, A.(2017).*Ethics in Management (Insights from Ancient IndianWisdom)*.NewDelhi: Ane Books Pvt.Ltd.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

