

| MBA/E/F IYear | MBE--C208 | | Semester-II | | |
|--|--|--|-------------------|---------------|---------------|
| | Indian Ethos and Human Quality Development | | | | |
| Time Allotted for End Semester Examination | Marks Allotted for Internal Assessment | Marks Allotted for End Semester Examination(ESE) | Maximum Marks(MM) | Total Credits | Maximum Hours |
| 3Hrs. | 30(20+10) | 70 | 100 | 03 | 40 |

OBJECTIVE: This course is designed to acquaint the students with Indian Ethos and Human Quality Development.

- Business Ethics: Introduction, Business Ethics and Management, Business Ethics and Moral Obligations; Indian Heritage in Business Management: Values and Ethics; Requisites for Ethics globally, Work Ethics, Corporate Management, Secular versus Spiritual Values in Management. **(9Hours)**
- Environmental Concerns and Corporations, Ethical Issues related with Funds, Advertisement and Marketing; **Case Study 1:** Satyam Computers Ltd. **(9Hours)**
- Relevance of Values in Management; Gandhian Approach in Management and Trusteeship; Social Values and Political Environment. **(8Hours)**
- Corporate Social Responsibility; Corporate Governance; Report of the Kumar Mangalam Birla Committee on Corporate Governance; Role of Media in Ensuring Corporate Governance; **Case Study 2:** Reebok India Company **(8Hours)**
- A Holistic Management System; Work Ethos (Indian Ethos for Management). **Case Study 3:** Metro turns to Bhagvad Gita for Management Lessons. **(6Hours)**

SUGGESTED READINGS:

1. Bhatta, S.K. (2006). *Business Ethics & Managerial Values*. New Delhi: Deep and Deep Publication Pvt. Ltd.
2. Dave, N. V. (2002). *Vedanta and Management*. New Delhi: Deep and Deep Publication Pvt. Ltd.
3. Chakraborty, S.K. (1998). *Foundation of Managerial Work-Contributions from Indian Thought*. New Delhi: Himalaya Publication House.
4. Chakraborty, S.K. (1987). *Managerial Effectiveness and Quality of Worklife-Indian Insights*. New Delhi: Tata McGraw Hill.
5. Chakraborty, S.K. (1991). *Management by Values*. Delhi: Oxford University Press.
6. Sherlekar, S.A. (1998). *Ethics in Management*. New Delhi: Himalaya Publishing House.
7. Agarwal, T., & Chandorkar, N. (2018). *Indian Ethos in Management*. Mumbai: Himalaya Publishing House.
8. Murthy, C.S.V. (2015). *Business Ethics: Text and Cases*. Mumbai: Himalaya Publishing House.
9. Vasishth, N., & Rajput, N. (2016). *Business Ethics and Values*. New Delhi: Taxman Publications (P.) Ltd.
10. **Case Study 1:** Sharma, J.P. (2018). *Corporate Governance: Business Ethics and CSR*. (PP:543-585), New Delhi: Ane Books Pvt. Ltd.
11. **Case Study 2:** Sharma, J.P. (2018). *Corporate Governance: Business Ethics and CSR*. (PP:585-590), New Delhi: Ane Books Pvt. Ltd.
12. **Case Study 3:** Vasishth, N., & Rajput, N. (2016). *Business Ethics and Values*. (PP:43-44), New Delhi: Taxman Publications (P.) 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.