



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

| INDIAN ETHOS AND MANAGEMENT ETHICS | | | | | | | | |
|---|-----------------------|------------------------|---|---|-------------------|---------------|-----|-------|
| I SEMESTER | | | | | | | | |
| Course Code | Category | Hours/Week | | | Credits | Maximum Marks | | |
| | | L | T | P | C | CIE | SEE | Total |
| 22MBA006A | OPEN ELECTIVE | 4 | - | - | 4 | 40 | 60 | 100 |
| Contact Classes: 60 | Tutorial Classes: Nil | Practical Classes: Nil | | | Total Classes: 60 | | | |
| Prerequisite: Basic Knowledge of Commerce and Management | | | | | | | | |

COURSE OVERVIEW:

This course focuses on the integration of traditional Indian values, philosophies, and ethical principles into the modern context of business and management. It aims to instill an understanding of how ancient Indian wisdom can be applied to contemporary management practices.

COURSE OBJECTIVES:

1. The various schools of Indian philosophy and the cultural heritage that has shaped Indian values.
2. The importance of values in personal and professional life.
3. The skills in ethical decision-making by drawing from Indian ethical principles and theories.
4. The cultural sensitivity and an appreciation for diversity in the context of global business operations.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Evaluate Indian ethos, management principles, lessons from ancient texts namely Vedas, Mahabharata, Bible and Quran in managerial practices
2. Examine Kautilya's Artha shastra, Indian heritage, work ethos, value-based management, stress management through meditation and yoga in business practices.
3. Examine the contemporary approaches in Indian management practices with respect of spiritual concepts.
4. Analyze ethical principles, theories, codes, various approaches in business decision-making
5. Resolve ethical dilemmas in business areas such as finance, marketing, HRM and international business using ethical decision-making.

UNIT-I: Introduction to Indian Ethos: History & Relevance, Principles Practiced by Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible and Quran.

UNIT-II: Understanding Values in Business: Kautilya's Artha shastra, Indian Heritage in Business, Management Production and Consumption. Ethics v/s Ethos, Indian v/s Western Management, Work Ethos and Values for Indian Managers- Relevance of Value Based Management in Global Change- Impact of Values on Stakeholders, Trans Cultural Human Values, Secular v/s Spiritual Values, Value System in Work Culture, Stress Management- Meditation for mental health, Yoga.

UNIT-III: Contemporary Approaches to Indian Ethos: Contemporary Approaches to Leadership- Joint Hindu Family Business–Leadership Qualities of Karta, Indian Systems of Learning - Gurukul System of Learning, Advantages-Disadvantages of Karma, importance of Karma to Managers-Nishkama Karma- Laws of Karma, Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection-Corporate Karma Leadership.

UNIT-IV: Understanding the Ethical Needs: Understanding the need for ethics, Ethical values, myths and ambiguity, ethical codes, Ethical Principles in Business; Theories of Ethics, Absolutism verses Relativism, Teleological approach, the Deontological approach, and Kohlberg's six stages of moral development (CMD).

UNIT-V: Ethical Dilemma: Managing Ethical Dilemma; Characteristics, ethical decision making, ethical reasoning, the dilemma resolution process; ethical dilemmas in different business areas of finance, marketing HRM and international business.

TEXT BOOKS:

1. Jyotsna G B, R C Joshi: Business Ethics and Corporate Governance, TMH, 1e, 2019.
2. C.S.V. Murthy, Business Ethics, Himalaya Publishing House, 1e, 2019.
3. C.S.V. Murthy, Business Ethics, Himalaya Publishing House, 1e, 2019.
4. C. Fernando, Business Ethics and Corporate Governance, Pearson, 2e, 2018

REFERENCE BOOKS:

1. Chakra barty S.K., "Management Transformation by Values", New Delhi, Sage Publication, 1990.
2. Chakra barty, S.K., Ethics in Management-Vedantic Approach, New Delhi, Oxford India Ltd. 1995.
3. Fernando A.C., Business Ethics: An Indian Perspective, Pearson,2009.
4. Kautilya's Artha sastra, King, Governance, and Lawin Ancient India, Oxford University Press, 2016.
5. Murthy, C.S.R. Business Ethics, Himalaya Publishing House, Mumbai,2009.
6. Narayana G."The Responsible Leader: A Journey through Gita", Ahmedabad, AMA2000.
7. Velasquez, Business Ethics, Concepts & Cases, 6thedition, PHI,2009.

ELECTRONIC RESOURCES:

1. <http://www.bookboon.com>
2. <http://www.freemagagement.com>
3. <http://www.emeraldinsight.com>
4. <https://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drshya Siksha Sangrah (DSS) Videos

