



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 VALUES FOR MANAGEMENT								
I SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
24MB006A	CORE	L	T	P	C	CIE	SEE	Total
		4	-	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic concepts of Management								

COURSE OVERVIEW:

This course provides an understanding of Indian philosophical foundations and cultural values and their relevance to management and ethical decision-making. It explores leadership principles derived from Indian scriptures, historical role models, and the integration of spirituality and mindfulness in managerial practices. The course also examines corporate social responsibility, sustainability, and ethical theories from Indian traditions and their application in modern organizations. Additionally, it addresses global ethical challenges, corporate governance, and the role of personal values in developing responsible and ethical leadership within organizations.

COURSE OBJECTIVES:

- To understand the fundamentals of Indian philosophy, culture, and ethical values such as Dharma and Karma in personal and professional life.
- To analyze leadership qualities and management principles from Indian scriptures, history, and spirituality.
- To examine Indian perspectives on Corporate Social Responsibility (CSR), sustainability, and ethical theories in management.
- To evaluate ethical issues in global business, marketing, finance, and corporate governance in multinational organizations.
- To develop self-awareness, personal values, and ethical leadership skills for creating responsible organizational environments.

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, Bibl and Quran in managerial practices
2. Examine Kautilya's Arthashastra, 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 PHILOSOPHY AND CULTURE: Overview of Indian philosophy and cultural heritage, Key schools of thought (e.g., Vedanta, Yoga, Buddhism), Concepts of Dharma and Karma, the role of values in personal and professional life Ethical dilemmas in management.

UNIT - II: LEADERSHIP AND MANAGEMENT IN INDIAN CONTEXT:

Leadership qualities in Indian scriptures and epics (e.g., Bhagavad Gita), Role models from Indian history and mythology, Understanding the connection between spirituality and business Mindfulness and its application in management.

UNIT - III: CORPORATE SOCIAL RESPONSIBILITY (CSR) AND SUSTAINABILITY:

Indian perspectives on CSR, Sustainability practices aligned with Indian ethos, Principles of yogic management, Mind-body wellness in the workplace. Study of ethical theories such as Niti Shastra and Artha Shastra, Application of these theories in modern management.

UNIT - IV: GLOBAL ETHICS AND MULTINATIONAL CORPORATIONS:

Ethical challenges in a global business environment, Cultural considerations in ethical decision-making, Ethical issues in marketing and advertising practices, Ethical marketing strategies, Ethical issues in financial reporting and accounting practices, corporate governance and financial ethics.

UNIT - V: PERSONAL VALUES AND LEADERSHIP:

Self-awareness and identifying personal values, aligning personal values with leadership styles, Techniques for self-reflection and self-assessment, Identifying and defining personal values, Strategies for creating an ethical work environment, Handling ethical challenges within organizations.

TEXT BOOKS:

1. **Indian Ethos and Business Ethics for Management** – B. N. Ghosh, McGraw-Hill Education.
(Focuses on Indian philosophical values, ethics, leadership, and their application in modern management.)
2. **Indian Ethos in Management** – P. N. Chattopadhyay, Himalaya Publishing House.
(Explains Indian cultural values, spirituality, and their relevance to managerial decision-making and leadership.)
3. **Foundations of Managerial Work: Contributions from Indian Thought** – S. K. Chakraborty, Himalaya Publishing House.
(Integrates Indian philosophical ideas with management practices and ethical leadership.)

4. **Management Practices and Thoughts in Ancient India** – Various Authors, Himalaya Publishing House.
(Discusses management principles derived from ancient Indian texts and traditions.)

REFERENCE BOOKS:

1. **The Difficulty of Being Good: On the Subtle Art of Dharma** – Gurcharan Das, Penguin Random House.
(Explores the concept of *Dharma* and ethical behavior using examples from Indian epics.)
2. **Arthashastra** – Kautilya (Chanakya).
(Ancient Indian treatise on governance, economics, strategy, and ethical administration.)
3. **Karma Yoga** – Swami Vivekananda.
(Discusses the philosophy of duty, work ethics, and service as a path to personal and social development.)
4. **Jnana Yoga** – Swami Vivekananda.
(Explains philosophical knowledge, spirituality, and the pursuit of wisdom in life and leadership.)

ELECTRONIC RESOURCES:

1. **NPTEL / SWAYAM – Ethics and Values in Management Courses**
<https://nptel.ac.in>
Online video lectures by IIT and IIM faculty on ethics, leadership, and management values.
2. **INFLIBNET e-PG Pathshala – Indian Culture and Management**
<https://ebooks.inflibnet.ac.in>
Provides academic modules on Indian culture, spirituality, and management values.
3. **Harvard Business Review (HBR)**
<https://hbr.org>
Research articles on global ethics, leadership, and corporate governance.
4. **Shodhganga – Indian Theses Repository**
<https://shodhganga.inflibnet.ac.in>
Access to doctoral theses and research work related to business ethics, CSR, and Indian management philosophy.

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. Drishya Siksha Sangrah (DSS) Videos

