

SEMESTER II

CC 201: INDIAN ETHOS & BUSINESS ETHICS

Course Credits: 04

Max. Marks in Theory Paper: 60

Objective: This is a value based course. The objective of this course is to acquaint the students with the moral values and traditional wisdom inherent in our Indian mythology and literature.

Course Contents:

UNIT I: Introduction

History and Relevance, Role of Indian Ethos in Managerial Practices, Principles Practiced by Indian Companies. Managerial Lessons from Vedas, Ramayan, Mahabharat, Bible and Quran. Kautilya's Arthshashtra.

UNIT II: Indian Values

Indian Heritage in Management. Impact of Value on Stakeholders, Trans-Cultural Human Values, Secular v/s Spiritual Values, Value System in Work Culture. Meditation, Mental Health and Yoga. Gurukul System of Learning. Gandhian Approach in Management & Trusteeship. Importance of Trusteeship Principles in Business Management.

UNIT III: Ethos & Laws

Ethics v/s Ethos, Indian v/s Western Management, Work Ethos and Values for Indian Managers. Relevance of value based management in Global Change. Nishkama Karma, Law of Karma, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection and Corporate Karma Leadership.

UNIT IV: Understanding Ethics

Need for Ethics, Ethical Values, Myths and Ambiguity, Ethical Codes, Ethical Principles in Business. Theories of Ethics, Absolutism v/s Relativism. Kohlberg's six stages of Moral Development (CMD).

UNIT V: Managing Ethical Dilemma

Ethical Decision Making, Ethical Reasoning, Dilemma Resolution Process. Ethical Dilemma in different business areas of Finance, HRM, Marketing and International Business. Ethics and Value Based Leadership. Traditional Indian Wisdom towards Business Ethics.

Outcome: Value based learning & Leadership

The participants of this course will be able to learn values from Indian mythology and Role Models and use them in sustainable growth of business organisations.

Suggested Readings:

K.C. R. Raja	:	Ethics, Indian Ethos & Management
Bishwanath Ghosh	:	Ethic in Management & Indian Ethos
R. Nandgopal & AjithSankar R. N.	:	Indian Ethos & Values in Management
G. D. Sharma	:	Management & Indian Ethos
S. K. Chakraborty	:	Ethics in Management :Vedantic Perspective