



**Lok Jagruti Kendra University**  
University with a Difference

# **Diploma in Gaming & Animation**



**Course Code:025110306**

**Social and Cultural Values**

| Programme/ Branch Name |                            |     | Diploma in Gaming & Animation |     |             |           |
|------------------------|----------------------------|-----|-------------------------------|-----|-------------|-----------|
| Course Name            | Social and Cultural Values |     |                               |     | Course Code | 025110306 |
| Course Type            | HSSC                       | BSC | ESC                           | PCC | OEC         | PEC       |

**Legends:** HSSC: Humanities and Social Sciences Courses

ESC: Engineering Science Courses

OEC: Open Elective Courses

BSC: Basic Science Courses

PCC: Program Core Courses

PEC: Program Elective Courses

## 1. Teaching And Examination Scheme

| Teaching Hours / Week / Credits |   |   |              | Evaluation Scheme |          |          |       |
|---------------------------------|---|---|--------------|-------------------|----------|----------|-------|
| L                               | T | P | Total Credit | CCE               | SEE (Th) | SEE (Pr) | TOTAL |
| 0                               | 0 | 2 | 1            | 50                | -        | 50       | 100   |

**Legends:**

L: Lectures      T: Tutorial      P: Practical

CCE: Continuous & Comprehensive Evaluation

SEE (Th): Semester End Evaluation (Theory)

SEE (Pr): Semester End Evaluation (Practical)

## 2. Prerequisite

- ✓ Earn a credit from professional practices subject and have an enthusiasm to explore new things by taking individual tasks and acquires skills from participating in group activities.

## 3. Rationale

Professional development of diploma engineering students is to be done by exposing them to various simulative situations in the industries. This is achieved by involving students in activities such as inviting experts from various industries for sharing their experiences, arranging industrial visits, seminars etc.

## 4. Objectives

- ✓ Learn the values of human ethics and its importance in their life.
- ✓ Identify and use appropriate sources of information when developing professional documents.
- ✓ Understand the social and organization values and able to replicate their character according to the need of organization.
- ✓ Enhancing their employability skills and increasing their ability to engage in and life-long learning.

## 5. Contents

| Unit No. | Topics                                                       | Sub-Topics                                                                                                                                                                                                                                                                                                                                                                              | Learning Outcome                                                                                                                                                                            | % Weightage | Hours |
|----------|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------|
| 1        | <b>Human Ethics</b>                                          | 1.1. Family: Personal Family & Organizational Family<br>1.2. Adjusting and Coordinating<br>1.3. Helping Mentality: Citizenship Behavior<br>1.4. Respecting Religion<br>1.5. Justice: For Self & For Others<br>1.6. Honesty<br>1.7. Value for Education                                                                                                                                  | <ul style="list-style-type: none"> <li>Understand the ideas of values, ethics and morality in a multicultural context.</li> <li>Understand Value of education in life.</li> </ul>           | 25          | 6     |
| 2        | <b>Organization Cultural and Values</b>                      | 2.1 Concept & Definition of Values<br>2.2 Types of Values<br>2.2.1 Social Values<br>2.2.2 Cultural Values<br>2.3 Organization Cultural<br>2.3.1 Necessity of Corporate Cultural.<br>2.3.2 Organization Ethics                                                                                                                                                                           | <ul style="list-style-type: none"> <li>Understand the core values and its utilization in organization.</li> <li>Understand the importance of organizational subcultures</li> </ul>          | 25          | 6     |
| 3        | <b>Etiquettes and Positive Attitude</b>                      | 3.1. Introduction to Modern Etiquettes<br>3.1.1 Etiquettes in Public Places<br>3.1.2 Social Gathering Etiquettes<br>3.1.3 Workplace Etiquettes<br>3.1.4 Interview Etiquettes for Applicants<br>3.1.5 Telephone Etiquettes<br>3.1.6 E-Mail Etiquettes<br>3.1.7 Dining Etiquettes<br>3.2. Positive Attitude<br>3.2.1 Importance of Positive Attitude<br>3.2.2 Reasons of Lack of Attitude | <ul style="list-style-type: none"> <li>Understand the numerous Etiquettes and its importance in professional life</li> <li>Understand and visualize the positive outcome in life</li> </ul> | 25          | 6     |
| 4        | <b>Inspirational and Motivational Stories and Its Review</b> | 4.1. Stories session on social entrepreneurs                                                                                                                                                                                                                                                                                                                                            | <ul style="list-style-type: none"> <li>Motivate students in different zones like entrepreneurship, humanity and others.</li> </ul>                                                          | 15          | 4     |
| 5        | <b>Case Study</b>                                            | 5.1. Case Study- 1                                                                                                                                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>Learn the ability to plan, implement &amp; adopt social and</li> </ul>                                                                               | 10          | 2     |

|  |  |  |                                          |                        |           |
|--|--|--|------------------------------------------|------------------------|-----------|
|  |  |  | cultural values<br>through Case<br>Study |                        |           |
|  |  |  |                                          | <b>Total<br/>Hours</b> | <b>24</b> |

## 6. Reference Books

- 1) Raghu Palat Indian Business Etiquette, Jaico Books
- 2) Dorothea Johnson and Liv Tyler Modern Manners: Tools to take up to the top Potter Style
- 3) Professional Ethics: R. Subramanian, Oxford University
- 4) The Values-Driven Organization: Cultural Health and Employee Well-Being as a Pathway to Sustainable Performance
- 5) Take Me Home: Rashmi Bansal
- 6) Stay Hungry Stay Foolish: Rashmi Bansal
- 7) I have a dream: Rashmi Bansal