

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – First (Semester –II) (W.E.F. Academic Year 2017-18)

Subject Name: INDIAN ETHOS & HUMAN QUALITY DEVELOPMENT (IE&HQD)

Subject Code: 2527101

1. Course Objective:

- a) To aware students about basic philosophies of Indian culture, importance of varied culture in building of organizational culture.
- b) To make students aware about their inner qualities, inner potential and importance of human qualities in providing effective leadership to organizations.

2. Course Duration: The course duration is of **45 sessions of 60 minutes** each.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	India as Matrix Society Indian as a Matrix Society, Managing in a Matrix Society, From Mind Colonization to Mind Liberation & Beyond, Paradigms of Development and its Matrix Indian Ethos in Management Foundation of Management, Indian Ethics and the Spirit of Development, Indian ethos & Indianity, Indian Model of Corporate Development, STEPS Model, YVK foundation of Indian Management	10	14
II	Management Ideas in Arthsastra Philosophy of Arthsastra, leaders as achievers, Use of Authority, Power & Danda, Concern for People, Arthsastra and Modern Management, Kutilaya Theory of Motivation, Management Competencies and Excellence in Men, Analysis of Power, Kautilayan GET analysis Corporate Veda	13	21

	Essence of Indian Ethos, PREM Approach to Relationship & Management, HOPE Model for Existence, Emergence of Corporates as State, VEDA Model of Leadership		
III	<p>Indian Theory of Relationship Management</p> <p>Assumption of Theories X, Y and Z, Theory K & Relationship Management, Sama-Dam-Danda-Bhed and New Theories, Indian Guna Theory with Theories X, Y and Z, Ethical Dimension in Theory K, OSHA Model, Management & Social Thinkers within OSHA Frame, Practitioners within OSHA Frame</p> <p>Total Quality of Management:</p> <p>Means Ends Analysis for Managerial Actions, Nature's Action, Means Ends, Karma Theory & Market, Management Principles from Gandhian Thought, Guiding Principles for improving TOQM</p>	12	21
IV	<p>HQD for Corporate Management</p> <p>Conceptual Foundation of HQD, Development Motivation, Panchmukhi Vikas, Inner Qualities Development, Character – Competence, Per Capital Happiness, HQD Models in Corporate Management, Thought-Action Analysis, Negergy-Synergy Grid, So-So Window, S-V-R, G/T Ratio, Relationship Analysis, E-N-U Action Analysis</p> <p>Models of Self-Development</p> <p>Three Level of Self, Three Types of Struggles, Three Levels of Existence, ,Three State of Mind, Three Views of Life, Three Types of Leadership, Three Styles of Management</p>	10	14
	<p>Practical:</p> <ul style="list-style-type: none"> • Study the Management GURU's from Indian History like God Krishna, Vivekanand (Vivekananda's ideas on Vedant), Chankaya – prepare presentation, videos and role play on their philosophy for Management. • Plan Visit of places where Granths and Upnisads related to ancient management are available. • Arrange Practical Sessions on Yoga • Study the inputs which are drawn from classical and contemporary writings on the subjects by eastern and western authors on Indian Ethos and Human Quality Development. 		Internal Evaluation (30 marks of CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Lectures and Discussions
- (2) Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Subhash Sharma	New Mantras in Corporate corridors From Ancient Routes to Global Roots	New Age International Publishers	First Edition
2	Subhash Sharma	Western Windows Eastern Doors Management	New Age International Publishers	Latest Edition

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	S.K. Chakraborty	Values for Ethics for Organization: Theory & Practice	Oxford University Press	Latest
2	S.K. Chakraborty	Ethics in Management: Vedantic Perspective	Oxford University Press	Latest

8. Session Plan: (45 sessions of 60 minutes)

Session No.	Topics to be covered
1-5	Indian as a Matrix Society, Managing in a Matrix Society, From Mind Colonization to Mind Liberation & Beyond, Paradigms of Development and its Matrix

6-10	Foundation of Management, Indian Ethics and the Spirit of Development, Indian ethos & Indianness, Indian Model of Corporate Development, STEPS Model, YVK foundation of Indian Management
11-17	Philosophy of Arthashastra, leaders as achievers, Use of Authority, Power & Danda, Concern for People, Arthashastra and Modern Management, Kutilaya Theory of Motivation, Management Competencies and Excellence in Men, Analysis of Power, Kautilayan GET analysis
18-22	Essence of Indian Ethos, PREM Approach to Relationship & Management, HOPE Model for Existence, Emergence of Corporates as State, VEDA Model of Leadership
23-30	Assumption of Theories X, Y and Z, Theory K & Relationship Management, Sama-Dam-Danda-Bhed and New Theories, Indian Guna Theory with Theories X, Y and Z, Ethical Dimension in Theory K, OSHA Model, Management & Social Thinkers within OSHA Frame, Practitioners within OSHA Frame
31-35	Means Ends Analysis for Managerial Actions, Nature's Action, Means Ends, Karma Theory & Market, Management Principles from Gandhian Thought, Guiding Principles for improving TOQM
36-42	Conceptual Foundation of HQD, Development Motivation, Panchmukhi Vikas, Inner Qualities Development, Character – Competence, Per Capital Happiness, HQD Models in Corporate Management, Thought-Action Analysis, Negergy-Synergy Grid, So-So Window, S-V-R, G/T Ratio, Relationship Analysis, E-N-U Action Analysis
43-45	Three Level of Self, Three Types of Struggles, Three Levels of Existence, ,Three State of Mind, Three Views of Life, Three Types of Leadership, Three Styles of Management
