

**FMS-WISDOM
BanasthaliVidyapith**

MBA I Semester: Handout for session July - Dec. 2019

Course Title: Indian Ethos and Human Quality Development

Estimated Contact Hrs: 56

Course Teacher/s: Dr. Ankur Joshi

Class Timings: Kindly refer to the Time-Table

Suggested Readings:

1. Sharma, S. (2007). *New mantras in corporate corridors: From ancient roots to global routes*. New Age International (P) Limited Publishers.
2. Sharma, S. (2007). *Management in new age Western windows Eastern doors*. New Age International.
3. Chakraborty S.K. (1996) *Human values for Managers*. New Age International Ltd.
4. Ramsukhdas, S. (1995). *Srimad Bhagavad Gita*. Gorakhpur: Gita Press.
5. Sharma, S. (2013). *Wisdom & consciousness from the East: Life, living & leadership*. IBA Publications.
6. Shastri M. (2002) *Why? Hinduism Defined Scientifically and Rationally*. Chaukhamba Publications, Varanasi
7. Sharma, V. Translated by Gil P. (1991) *Panchtantra*. Rupa & Co.
8. Coomaraswamy, A. K. (2013). *The Dance of Shiva: Fourteen Essays*. Rupa Publications India

Suggested E-Learning Resources:

1. Joshi, A. (2018). *Indigenous Management Systems (IMS) Part 1*. Retrieved from <https://www.youtube.com/watch?v=q5K2Hff85MM>
2. Purohit, H. & Joshi, A.(2018). *Shastrarth as Pedagogy for Management Education*. Retrieved from <https://www.youtube.com/watch?v=LRCsbAvDAqA>
3. Sharma, S. (2003). Towards Corporate VEDA: Indian Ethos and Corporate Development1. *Journal of Human Values*, 9(2), 163-172.
4. North, K., & Kumta, G. (2018). *Knowledge management: Value creation through organizational learning*. Springer.

Innovative approach: Writing autobiographies for self-analysis, reciting and discussing shlok related to topics, short case-lets for developing lateral thinking, online quizzes for practice, online videos and interactive materials on portals like YouTube, Swayam, Sahapedia, ankurjoshi.in etc, use of Google Classroom

Course Plan:

Section A

Learning Objectives:

- i. To appreciate role of Indian culture ideas in developing effective management skills
- ii. To creatively explore stories for drawing managerial lessons
- iii. To overcome cognitive dominance and take a step towards new ideas of management

Lecture No.	Topics to be Covered	Text. Book/Ref. Book
1-4	Concept of Indian ethos & Bharatiyata	SR 2, 5, 6, Internet resources
5-7	Indianism as a Foundation of Indian Management	SR 1, 2
8	India as a matrix Society	SR 1
9-10	Indian folk lores, proverbs and local idioms for management	SR 2
11	Introduction to stories from Panchtantra	SR 7
11-12	Vivekananda's ideas on Vedant	SR 1, 2

13-14	Concept of Purusharth, Managerial Purusharth, Karma yog	SR 1, 2
15	Theory K of Indian Management	SR 2
16-17	Basket of needs, Harm minimization & harmonization	SR 2, 5
18-20	Overcoming cognitive dominance	SR 1, 2
21-25	Indian models of holistic person and enlightened leadership - OSHA, Corporate Rishi, VEDA	SR 1, 2, 4

Section B

Learning Objectives:

- i. To develop a sense of respect for wisdom from grassroots and its innovative ideas
- ii. To analyse the role of ethos in business environment
- iii. To develop managerial skills which are contextually and culturally relevant

26	Business ethos & the concept of Shubh - Labh	SR 1, 2
27	Spiritually guided materialism	SR 1, 2 Internet Resources
28-29	Total Quality of Management (TQM)	SR 2
30-32	Indian ethics & the spirit of development, Per capita happiness	SR 1, 2
33-34	Emancipatory approach to human & social development	SR 2
35-36	Character competence, Values & ethics, Value categorization	SR 3
37	Panchmukhi Vikas	SR 2, Internet Resources
38-41	Indian tools of creativity: techniques for mind liberation	SR 2
42	Arrival of best: a foundation principle for human values	SR 2

Section C

Learning Objectives:

- i. To explore the feminine strengths and its role in enabling excellence
- ii. To derive leadership lessons from stories of successful women from scriptures

43	Women's issues in the Indian social context in general	SR 1, 8, Internet Resources
44-46	Women's issues in the Indian organizational context – gender issues, discrimination, glass ceiling, sexual harassment, Rights of women	SR 8, Internet Resources
47-48	Role Stress, Role balancing	SR 1, 2, 4
49-50	Concept of Yin Trinity	SR 2
51-52	Feminine strengths enabling excellence and growth	SR 2, 6, 8
53-55	Study of successful women from Bhartiya Scriptures	SR 8, Internet Resources
56	Conclusion	Internet Resources

Video Lectures:

1. New Ideas in Management and Leadership (part 1 and 2) by Prof. Subhash Sharma
2. Being Different, a talk by Rajiv Malhotra
3. Talk by Puri Shankaracharya at IIT Kanpur, video by Govardhan Math Puri on YouTube

Other related videos might be used for some of the topics during classroom discussions.

Case Studies:

1. Mithilasmitha – Revival of Traditional Art Forms
2. Low Cost and High Quality Services – Arvind Eye Care
3. Case Study: Should You Rehire Someone Who Left for a Competitor?

Component	Weight (%)	Tentative Date(s)	Syllabus	Remarks
Semester Exam	60	To be announced by Vidyapith	Complete Syllabus.	-
Periodicals 1	10	To be announced by Vidyapith	Concept of Indian ethos & Bharatiyata, Indianism as a Foundation of Indian Management, India as a matrix Society, Indian folk lores, proverbs and local idioms for management, Introduction to stories from Panchtantra	-
Periodical 2	10	To be announced by Vidyapith	Total Quality of Management (TQM), Indian tools of creativity: techniques for mind liberation Arrival of best: a foundation principle for human values, Spiritually guided materialism	-
Internal 1	10	Deadline: 6 th August 2019.	To be done through google classroom. Details will be shared in class	-
Internal 2	10	Deadline: 28 th September 2019.	To be done through google classroom. Details will be shared in class	-.

Learning Outcomes:

Upon completion of the course student will be able to:

- Appreciate role of Indian culture ideas in developing effective management skills
- Overcome cognitive dominance and take a step towards new ideas of management
- Develop a sense of respect for wisdom from grassroots and its innovative ideas
- Develop managerial skills which are contextually and culturally relevant

(Signature of the Teacher/s; with Date)

(Signature of the HOD; with Date)