



SARDAR VALLABHBHAI PATEL EDUCATION SOCIETY'S
R. N. G. PATEL INSTITUTE OF TECHNOLOGY - RNGPIT

An Autonomous Institute u/s UGC Act 1956

Approved by AICTE & affiliated to Gujarat Technological University

Bardoli - Navsari Road, At: Isroli (tarpore), Po: Afwa, Tal: Bardoli, Dist: Surat, Pin - 394620
Phone: 95129 00457, 95129 00458 • Email: Info@rngpit.ac.in • Website: www.rngpit.ac.in

Program Name: Integrated MBA
Level: Under Graduation
Branch: N.A.
Course / Subject Code: 1BB0105
Course / Subject Name: Indian Ethos and Values

w. e. f. Academic Year:	2024-25
Semester:	I
Category of the Course:	Ability Enhancement Course (AEC)

Prerequisite:	
Rationale:	

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	To understand basic knowledge of ethics.	U
02	To acquaint the students with Indian philosophy of management	U
03	To initiate the intricality of inter personal relationship and its methods to deal with it	N
04	To make the students aware of various models of Indian and organizational relationship	E
05	To understand the total Quality management through various theories in management	R

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				SEE (TH)	IAT	CCE	SEE (P)	
2	0	0	2	70	30	50	00	150

SEE: Semester End Examination

IAT: Internal Assessment Test



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CCE: Continuous and Comprehensive Evaluation

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Indian Ethos & 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	05	25%
2.	Relationship management & Indian philosophy <ul style="list-style-type: none"> 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 	05	25%
3.	India as Matrix Society <ul style="list-style-type: none"> Indian as a Matrix Society, Managing in a Matrix Society, From Mind Colonization to Mind Liberation & Beyond, Paradigms of Development and its Matrix 	05	25%
4.	Total Quality of Management: Means Ends Analysis for Managerial Actions, Nature's Action, Means Ends, Karma Theory & Market, Management Principles from Gandhian Thought, Guiding Principles for improving TOQM <ul style="list-style-type: none"> HQD Models in Corporate Management, Thought-Action Analysis, Energy Synergy Grid, So-So Window, S-V-R, G/T Ratio, Relationship Analysis, E-N-U Action Analysis 	05	25%
5.	Practical: 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.	--	30 Marks
Total		20	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)
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R Level	U Level	A Level	N Level	E Level	C Level

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

Evaluation:

Students shall be evaluated on the following components:

A	Continuous and Comprehensive Evaluation	(Internal Assessment – 50 Marks)
	Practical activities suggested in Module V	30 Marks
	Class Presence & Participation	10 Marks
	Quiz	10 Marks
B	Internal Assessment Test	(Internal Assessment-30 Marks)
C	Semester End Examination	(External Assessment-70 Marks)

References/Suggested Learning Resources:

(a) Books:

1. New Mantras in Corporate corridors From Ancient Routes to Global Roots by Subhash Sharma New Age International Publishers, First edition
2. Values for Ethics for Organization: Theory & Practice.....by S.K.Chakrobarty. Oxford University Press latest edition
3. Ethics in Management: Vedantic Perspective By S.k.Chakrobarty.Oxford University Press.Latest Edition

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