Sri Bhagawan Mahaveer Jain First Grade College

Accredited by NAAC with 'B' Grade

Geetha Road, Robertsonpet, Kolar Gold Fields – 563122
Karnataka

7.1.15
**The institution offers a course on
Human Values and professional ethics**

Any Additional Information

3.7 BUSINESS ETHICS

OBJECTIVE

The objective is to provide basic knowledge of business ethics and values and its relevance in modern context.

Unit 1:   BUSINESS ETHICS   12 Hrs

Introduction – Meaning - Scope – Types of Ethics – Characteristics – Factors influencing Business Ethics – Importance of Business Ethics - Arguments for and against business ethics- Basics of business ethics - Corporate Social Responsibility – Issues of Management – Crisis Management

Unit 2:   PERSONAL ETHICS   10 Hrs

Introduction – Meaning – Emotional Honesty – Virtue of humility – Promote happiness – karma yoga – proactive – flexibility and purity of mind.

Unit 3:   ETHICS IN MANAGEMENT   12 Hrs

Introduction – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management – Technology Ethics and Professional ethics.

Unit 4:   ROLE OF CORPORATE CULTURE IN BUSINESS   10 Hrs

Meaning – Functions – Impact of corporate culture – cross cultural issues in ethics

Unit 5:   CORPORATE GOVERNANCE   12 Hrs

Meaning, scope, composition of BODs, Cadbury Committee, various committees, reports on corporate governance, scope of Corporate Governance, Benefits and Limitations of Corporate Governance with living examples.

SKILL DEVELOPMENT
- State the arguments for and against business ethics
- Make a list of unethical aspects of finance in any organization
- List out ethical problems faced by managers
- List out issues involved in Corporate Governance.
- List out unethical aspects of Advertising

BOOKS FOR REFERENCE
1. Murthy CSV: Business Ethics and Corporate Governance, HPH
2. Bholananth Dutta, S.K. Podder – Corporation Governance, VBH.
3. Dr. K. Nirmala, Karunakara Readdy : Business Ethics and Corporate Governance, HPH
4. H.R.Machiraju: Corporate Governance
5. K. Venkataramana, Corporate Governance, SHBP.
6. N.M.Khandelwal : Indian Ethos and Values for Managers
7. S Prabhakaran; Business ethics and Corporate Governance
8. C.V. Baxi: Corporate Governance
9. R. R. Gaur, R. Sanghal, G. P. Bagaria; Human Values and Professional ethics
10. B O B Tricker, Corporate Governance; Principles , Policies and Practices
11. Michael, Blowfield; Corporate Responsibility
12. Andrew Crane; Business Ethics
13. Ghosh; Ethics in Management and Indian ethos.

FOUNDATION COURSE

BA CHIOCE BASED CREDIT SYSTEM (SEMESTER SCHEME) w.e.f 2014-2015

INDIAN CONSTITUTION AND HUMAN RIGHTS
(Compulsory Paper) for all U.G. Courses

Chapter I: Indian Constitutional Philosophy

a) Features of the Constitution and Preamble
b) Fundamental Rights and Fundamental Duties
c) Directive Principles of State Policy

Chapter II Union and State Executive, Legislature and Judiciary

a) Union Parliament and State Legislature: Powers and Functions
b) President, Prime Minister and Council of Ministers
c) State Governor, Chief Minister and Council of Ministers
d) The Supreme Court and High Court: Powers and Functions

Chapter III: Concept and Development of Human Rights

a) Meaning Scope and Development of Human Rights
b) United Nations and Human Rights – UNHCR
c) UDHR 1948, ICCPR 1996 and ICESCR 1966

Chapter IV: Human Rights in India

a) Protection of Human Rights Act, 1993 (NHRC and SHRC)
b) First, Second and Third Generation Human Rights
c) Judicial Activism and Human Rights

READINGS

Durga Das Basu, Introduction to the Constitution of India, Prentice – Hall of India Pvt. Ltd.. New Delhi

SubashKashyap, Indian Constitution, National Book Trust

J.A. Siwach, Dynamics of Indian Government & Politics

D.C. Gupta, Indian Government and Politics

H.M.Sreevai, Constitutional Law of India, 4th edition in 3 volumes (Universal Law Publication)

V.N.Shukla, Constitution of India (Eastern Book Co)

J.C. Johari, Indian Government and Politics

Hans J. Raj Indian Government and Politics

M.V. Pylee, Indian Constitution

Durga Das Basu, Human Rights in Constitutional Law, Prentice – Hall of India Pvt. Ltd.. New Delhi

Noorani, A.G., (South Asia Human Rights Documentation Centre), Challenges to Civil Right), Challenges to Civil Rights Guarantees in India, Oxford University Press 2012

S.K. Kapoor, Human Rights

BREAK UP OF INTERNAL ASSESSMENT MARKS

Tests	15 marks
Attendance	5 marks
Assignments	10 marks
TOTAL	30 MARKS

Syllabus and Scheme for MruduKousalya at UG level
IV Semester B.A, B.Ss, B.C.A,B.Com, BBM or BHM

No. of Credits: 2   **Max Marks:**   70

No. of Hours:42   **Internal Assessment:** <u>30</u>

Personality Development

Introduction:

Personality Development is a development of the organized pattern of behaviours and attitudes that make a person distinctive. It is concerned with the views of others and how they realize you and what they see in you .It occurs by on -going interaction of temperament, character and environment.Erik Erikson provided an insight full description as to how personality develops based on his extensive experience. He has identified eight phases of the socialisation process of an individual. Five of them occur during infancy, childhood and adolescence. Personality Development is different from self-development which is generally perceived as same. They are related to each other.

But eastern philosophy in general and Indian spirituality in particular understands personality from a different context. Swami Vivekananda says, "Personality Development in the real sense refers to deeper level of a person".Hence, he opines that a study of personality should start from a clear grasp of nature of our mind, and how it functions. Mind has four fold functions likemanas, buddhi, chitta and ahamkara.He has identified four essential qualities for personality development. They are faith in oneself, think positive thoughts, attitude towards failures andmistakes, self-reliance& renunciation and service.

Unit:1 18 HRS

Self-Awareness: Meaning of self-awareness-Components –Improving self-awareness-Benefits of Understanding self

Goal setting: Meaning of goal and goal setting – Short, medium and long term goals-Importance of goal setting- Choices/selection of setting goals-Steps for goal setting –SMART goals.

Creativity: Meaning of Creativity - Difference with Innovation-Barriers to creativity-Steps to stimulate creativity-Understanding and importance of human values-Difference with ethics, Ideals in life – Becoming a role model

Unit :-12 HRS

Interpersonal Skills–Meaning of Interpersonal skills- Need to develop Interpersonal skills- Components of Interpersonal skills- Techniques required to improve skills- Benefits of effective interpersonal skills

Stress Management: Meaning of stress- Factors causing stress- Positive and negative types of stress- Effects of stress on body and mind-Stress removal techniques.

Unit:-12 HRS

Time Management: What and why of Time Management – Necessity and benefits of time management – Tools of time management-How to manage time wisely

Leadership Development: Meaning and Importance-Types of leadership styles-Theories of leadership

Pedagogy:

1. Activities exercises and assignments have to be given not less than 40% weightage
2. Appropriate Case studies could be used
3. You tube videos to be used effectively

References:

1. Vikas (Life skills Manual)   : Published by:Member Secretary & Executive Director,KarnatakaJnanaAayoga (Karnataka Knowledge Commission) Govt of Karnataka ,Copy Right:2010 Karnataka JnanaAayoga
2. ManikaGhosh, "Positivity -A way of Life", Published by Orient Blackswan Pvt Ltd
3. Swami Vivekananda,"Personality Development", Published by Ramakrishna Math And Ramakrishna Mission (December 2011)

Eligibility for teaching:

This subject could be thought by all teachers who have undergone some training or other in the given topics.Regular trainers could also be explored