



SHARDA
UNIVERSITY
Beyond Boundaries



**SHARDA SCHOOL OF
BUSINESS STUDIES**



— COURSE —

**Prominent Indian Ethos
and their Relevance in
Management**
(VAB101)

VALUE ADDED
COURSE BROCHURE-30 HRS
2024-25

ABOUT THE UNIVERSITY

Sharda University is a leading Educational institution based out of Greater Noida, Delhi NCR. A venture of the renowned Sharda Group of Institutions (SGI), The University has established itself as a high-quality education provider with a prime focus on holistic learning and imbuing competitive abilities in students.

ABOUT SCHOOL

Sharda School of Business Studies believes in preparing students to approach business obstacles and solve them the way established corporations do. Learning happens both inside and outside the classroom; hence, technology plays a big part in the core culture, and so do global exposure, project management, critical reasoning, and business communications skills.

ABOUT COURSE

The course VAB101, titled "Prominent Indian Ethos & Their Relevance in Management," is designed to immerse MBA students in India's rich cultural and ethical landscape, emphasizing its application in contemporary management practices. Through a structured curriculum spread over 30 contact hours, the course aims to introduce students to the foundational values and ethos derived from Indian heritage, including insights from epic narratives like the Ramayana, the Gita, the Mahabharata, and the Panchtantra. These sources provide timeless lessons on dedication, hard work, respect, decision-making, and sincerity, all essential for effective management and leadership. By exploring these texts, students are expected to understand how these ancient principles can be harmonized with modern managerial practices to create a balanced, ethical, and productive work environment.

This value-added course not only focuses on theoretical understanding but also on the practical application of these ethos in real-world scenarios. Students will learn to balance professional responsibilities with personal values, fostering a holistic approach to work-life integration. The course aims to develop students' life skills, enabling them to become well-rounded individuals and leaders who can inspire positive change and uphold ethical standards. By the end of the course, students are expected to feel a deep sense of pride in their cultural heritage and be equipped to make informed and ethically sound managerial decisions, contributing to their growth as good human beings with positive energy.

COURSE SCHEDULE

Week	Content	Details of Topic Covered	Duration Hrs.
1	Introduction	Management implication towards Indian Ethos, Balancing work culture with family values, Work-life balance through Indian culture inspirations.	3
2	The Ramayana	Dedication and Hardwork from Ram's life, To own one's respect and nurture it throughout life, Practical implication of Ramayana's culture	3
3	The Gita	Brief Introduction to The Gita, Life lessons through Krishna, Decision making through Arjuna.	3
4	The Mahabharata	Positive dedication of Draupadi, Sincerity of Pandavas, Life lessons from the Mahabharata	3
5	The Panchtantra	Introduction to The Panchtantra, Five stories from The Panchtantra, Life lessons from The Panchtantra	3
6	Integration	Connecting Indian Ethos to Modern Management	3
7	Case Studies	Practical Applications in Business	3
8	Group Project	Presentation and Discussion	3
9	Review	Recap of Key Concepts and Learnings	3
10	Evaluation	Assignments/Quizzes and Feedback	3
Total			30

PROFILES

Dr. Bhanu Pratap Pandey

Dr. Bhanu Pratap Pandey has successfully completed his Ph.D. in Economics from the Department of Economics at IGNTU, Amarkantak (a Central University) located in MP. He accomplished his undergraduate and post-graduation from University of Allahabad (U.P.). His portfolio boasts the publication of four research papers in reputed journals. His active involvement extends to a variety of academic occasions, including both national and international conferences, research workshops, and Faculty Development Programs. He possesses practical exposure to social sciences research. Additionally, he fulfilled the role of a research associate within an ICSSR Project at GLA University, Mathura."

Course Module

School: SSBS

Program: MBA Integrated

Branch:

Batch : 2021-25

Current Academic Year: 2024-25

Semester: VII

1. Course Code	VAB101	
2. Course Title	Prominent Indian Ethos & their relevance in Management	
3. Credits	Audit Course	
4. Contact Hours (L-T-P)	30 Hours	
Course Type	Value added course	
5. Course Objective	<p>The objectives of this course are:</p> <ol style="list-style-type: none"> 1. To make students understand the basics of Indian ethos and values. 2. To Acquaint students with rich Indian culture and values 3. To make students realize their relevance in every sphere of life 4. To enable students to inculcate positive life skills. 5. Create good human beings with positive energy. 	
6. Course Outcomes	<p>CO1: The student will be able to understand the basics of Indian Ethos and values. CO2: The student will be able to acquaint themselves with rich Indian culture and values. CO3: The student will be able to comprehend their relevance in every sphere of life. CO4: The student will be able to inculcate positive life skills. CO5: The student will be able to turn out good human beings with positive energy. CO6: The student will be able to feel proud of the cultural heritage of their country.</p>	
7. Course Description	<p>Ethos and values are the best way to get connected with the society and to live a full life but, today these are fading. Globally values refer to spiritual, ethical and moral values. Ethical and moral values point to what is considered right or wrong as per the tenets of society; spiritual values relate to matters of the spirit or religious beliefs. These values act as the base for thoughts, actions, skills and behaviour and shape good character A human being has both -soul and body. There must be a harmonious development of these components of our personality because all parts are interconnected, interrelated and inter-dependent. This course will help students to take managerial decisions utilizing Indian Ethos.</p>	
8. Course syllabus		CO Mapping
Unit 1	Introduction	
A	Management implication towards Indian Ethos	CO1
B	Balancing work culture with family values	CO1
C	Worklife balance through Indian culture inspirations	CO1, CO3
Unit 2	The Ramayana	
A	Dedication and Hardwork from Ram's life	CO2, CO4
B	To own one's respect and nurture it throughout the life	CO2, CO4
C	Practical implication of Ramayana's culture	CO2, CO3, CO4, CO5, CO6
Unit 3	The Gita	
A	Brief Introduction to The Gita	CO2
B	Life lessons through Krishna	CO2
C	Decision making through Arjuna	CO2, CO3, CO4, CO5, CO6
Unit 4	The Mahabharata	
A	Positive dedication of Draupadi	CO2
B	Sincerity of Pandavas	CO2
C	Life lessons from the Mahabharata	CO2, CO3, CO4, CO5, CO6
Unit 5	The Panchtantra	
A	Introduction to The Panchtantra	CO2
B	Five stories from the Panchtantra	CO2
C	Life lessons from The Panchtantra	CO2, CO3, CO4, CO5, CO6
Mode of examination	Assignments/Quizzes	