



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

INDIAN ETHOS AND VALUES FOR MANAGEMENT								
I Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBD06	Elective	L	T	P	C	CIA	SEE	Total
		3	0	-	3	40	60	100
Contact Classes: 40	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 40			
Prerequisite: Basic concepts of management								

I. COURSE OVERVIEW:

This course focuses on the integration of traditional Indian values, philosophies, and ethical principles into the modern context of business and management. It aims to instill an understanding of how ancient Indian wisdom can be applied to contemporary management practices.

II. COURSES OBJECTIVES:

The students will try to learn:

- I. The various schools of Indian philosophy and the cultural heritage that has shaped Indian values.
- II. The importance of values in personal and professional life.
- III. The skills in ethical decision-making by drawing from Indian ethical principles and theories.
- IV. The cultural sensitivity and an appreciation for diversity in the context of global business operations.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Comprehend the concepts of Dharma and Karma and their significance in personal and professional life.
- CO2 Explore the connection between spirituality and business and its application in management.
- CO3 Study ethical theories like Niti Shastra and Artha Shastra and their application in modern management.
- CO4 Evaluate ethical issues in marketing, advertising practices, and financial reporting.
- CO5 Consider cultural factors in ethical decision-making and conflict resolution.
- CO6 Use techniques for self-reflection and self-assessment to improve leadership and ethical decision-making.

IV. COURSE CONTENT:

MODULE - I: INTRODUCTION TO INDIAN PHILOSOPHY AND CULTURE (08)

Overview of Indian philosophy and cultural heritage, Key schools of thought (e.g., Vedanta, Yoga, Buddhism), Concepts of Dharma and Karma, the role of values in personal and professional life
Ethical dilemmas in management.

MODULE - II: LEADERSHIP AND MANAGEMENT IN INDIAN CONTEXT (10)

Leadership qualities in Indian scriptures and epics (e.g., Bhagavad Gita), Role models from Indian history and mythology, Understanding the connection between spirituality and business
Mindfulness and its application in management.

MODULE - III: CORPORATE SOCIAL RESPONSIBILITY (CSR) AND SUSTAINABILITY (09)

Indian perspectives on CSR, Sustainability practices aligned with Indian ethos, Principles of yogic management, Mind-body wellness in the workplace.
Study of ethical theories such as Niti Shastra and Artha Shastra, Application of these theories in modern management.

MODULE - IV: GLOBAL ETHICS AND MULTINATIONAL CORPORATIONS (10)

Ethical challenges in a global business environment, Cultural considerations in ethical decision-making, Ethical issues in marketing and advertising practices, Ethical marketing strategies, Ethical issues in financial reporting and accounting practices, Corporate governance and financial ethics.

MODULE - V: PERSONAL VALUES AND LEADERSHIP (08)

Self-awareness and identifying personal values, Aligning personal values with leadership styles, Techniques for self-reflection and self-assessment, Identifying and defining personal values, Strategies for creating an ethical work environment, Handling ethical challenges within organizations.

V. TEXTBOOKS:

1. Abbe Brown, Smita Kheria, Jane Cornwell, and Marta Iljadica, “Contemporary Intellectual Property law and policy”, Oxford University Press, 5th edition, 2019.
2. Sreenivasulu N S, “Intellectual Property Law- Dynamic Interfaces”, Universal Law Publishing, 1st edition, 2017.
3. Dr Wadehra B L, “Law Relating to Intellectual Property”, Universal Law Publishing, 5th edition 2016.
4. James Boyle and Jennifer Jenkins, “Intellectual Property: Law & the Information Society—Cases and Materials”, James Boyle, Jennifer Jenkins, 5th edition, 2016.
5. Pandey Neeraj and Dharni Khushdeep, “Intellectual Property Rights”, Prentice Hall of India, 1st edition, 2014.

VI. REFERENCE BOOKS:

1. Caves, Frankel, Jones, “World Trade and Payments-An Introduction”, Pearson Education, 4th edition, 2015.
2. Carlos M. Correa, “Intellectual property rights, The WTO and Developing countries”, Zed books.
3. Peter-Tobias stoll, Jan busche, Katrianarend, “WTO- Trade –related aspects of IPR”, Library of Congress.
4. Surendra Bhandari, “World Trade Organization (WTO) and Developing Countries”, Vikas Publishing House.
5. P. K. Vasudeva, “World Trade Organization: Implications on Indian Economy”, Pearson Education, 2015.
6. P. Krishna Rao, WTO, “Text and cases”, Excel Books, 2015.

VII. WEB REFERENCES:

1. <http://www.ebooksdirectory.com>
2. <http://Campusguides.lib.utah.edu>

VIII. E-TEXT BOOKS:

1. <http://www.bookboon.com>
2. <http://www.freemagagement.com>
3. <http://www.emeraldinsight.com>
4. <https://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>