

Human Values and Other Value Added Courses- 2016-17

Course Code: CSR 403

Course Name: Corporate Governance & Social Responsibility

Faculty Name: Dr. Mohinder Singh, Department of Accounting and Finance

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 5 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: to inform and stimulate discussion on issues of ethics and social responsibility encountered in the business setting. The material covered is intended to allow students to recognise and manage ethical and social responsibility issues as they arise and to help them formulate their own standards of integrity and professionalism.

The course is designed:

- To enable the students to understand the concept, issues and challenges of Corporate Governance in India as well as in MNCs.
- To increase the awareness on the ethical dimension of business, professional standards and the responsibilities of a business student in future.
- To develop analytical skills for identifying and resolving corporate governance and social responsibility issues in business

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
 2. End Semester Examination: 50%
 3. Continuous Internal Assessment : 25%
- Class participation: 5%
 - Presentations: 10%
 - Assignment: 10%

Course Contents

Unit	Topic	Duration
I	Ethics and Business	(4 Hours)
	<ul style="list-style-type: none">• Nature of business, importance of ethics in business• Morality of profits, theories of Ethic	

- Ethics in compliance, finance, HR, Marketing and Production
 - Ethical practices in Business: Program, code of conduct, Credo, Ethics Training And Communication, Ethics Committee, Integrity Pact, Whistle Blower Policy and Vigil Mechanism, Social and Ethical Accounting, Ethics Audit, Ethical Dilemma
- II Conceptual Framework of Corporate Governance (5 Hours)**
- Introduction, Need and Scope
 - Elements of Good Corporate Governance
 - Evolution of Corporate Governance
 - Developments in India
 - Legislative Framework of Corporate Governance in India
- III Board Effectiveness-Issues and Challenges (4 Hours)**
- Role of Directors, type of Board of Directors, Board Composition
 - Responsibilities of Board
 - Board committee
- IV Corporate Governance and Stakeholders (4 Hours)**
- Rights of Shareholders, Protection of Rights of Minority Shareholders
 - Investor Protection in India and Shareholder Activism
 - Definition and Evolution of Stakeholders Theory & Types of Stakeholders
- V Corporate Social Responsibility (3 Hours)**
- Meaning, Definitions, Need, Factors, Triple Bottom Line Approach
 - Principles of CSR, CSR in India, CSR under the Companies Act, 2013
 - CSR Audit
 - Performance evaluation and Reporting in CSR

Books recommended

1. Business Ethics- Concepts and Cases – Manuel G. Velasquez
2. Corporate Governance, Principles, policies and Practices – A.C. Fernando, Pearson Education
3. Corporate Governance – IICA, Taxmann
4. Mandal, S.K. (2012): Ethics in Business and Corporate Governance, Tata McGraw--Hill Education, Private Limited
5. Benn, S. and Bolton, D.(2011): Corporate Social Responsibility, SAGE Publications, Inc
6. The Art of Corporate Governance – Dr. Joffy George
7. Journals- (a) ICSI – Chartered Secretary (b) ICSI – Student Company Secretary – E-bulletin
8. Companies Act 2013 and Rules
9. SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Course Code: EDM 413

Course Name: Entrepreneurship Development

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Develop Entrepreneurship Skills in Students by giving an overview of who the entrepreneurs are and what competencies are needed to become an Entrepreneur.
- Enable the students to prepare business plan, successfully launch and subsequently manage their enterprises.
- Make students familiar with different financial institutions which support entrepreneurship development.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
 - Business Plan : 15%
 - Assignments/Presentation : 5%
 - Class Participation : 5%

Course Contents:

UNIT – I: Fundamentals of Entrepreneurship (6 Hours)

- Concept of Entrepreneur and Entrepreneurship
- The Nature and Importance of Entrepreneurship
- Theories of Entrepreneurship
- Classification of Entrepreneurs/Entrepreneurship
- Successful Entrepreneurs

UNIT – II: Entrepreneurial Development (5 Hours)

- Factors Influencing Entrepreneurial Development
- Entrepreneurial Development Models
- Entrepreneurship Development Programme
- Entrepreneurship: Emerging Areas

UNIT – III: Creating and Starting the Venture (7 Hours)

- Creativity and Business Idea.
- Legal Issues for the Entrepreneur
- Feasibility Analysis
- The Business Plan: Components and Preparation

UNIT – IV: Entrepreneurship Management (6 Hours)

- Selection of types of ownership
- Strategies for Growth
- Entrepreneurial Sickness
- Cases: Best management practices

UNIT – V: Support Institutions and Policies (6 Hours)

- Entrepreneurial Policies in India
- Support Institutions
- Clustering

Prescribed Text Books:

1. Hisrich, R.D., Peters, M.P. & Shepherd, D.A., (2008), Entrepreneurship, Sixth Edition, Tata McGraw-Hill, New Delhi.
2. Charantimath P.M., (2008), Entrepreneurship Development & Small Business Enterprise, Third Edition, Pearson Education, New Delhi.
3. Khanka, S.S., (2012), Entrepreneurial Development, First Edition(Revised). S. Chand & Company Ltd., New Delhi.

Suggested Extra Readings:

1. Zimmerer, W., Thomas, Scarborough, M., Norman, (2009), Essentials of Entrepreneurship and Small Business Management, Fifth Edition, PHI Learning Private Ltd, New Delhi.
2. Barringer, R., Bruce, Ireland, Duane, R., (2011), Entrepreneurship: Successfully Launching New Ventures, Third Edition, Pearson Education, New Delhi.
3. Timmons, A., Jeffrey, Spinelli, Stephen, (2009), New Venture Creation: Entrepreneurship for the 21st Century, Seventh Edition, Tata McGraw-Hill, New Delhi.
4. Morse, A., Eric, Mitchell, K., Ronald, (2009), Cases in Entrepreneurship: The Venture Creation Process, Fourth Printing, SAGE Publications Inc., New Delhi.
5. Desai, Vasant, (2012), Entrepreneurial Development and Management of Small and Medium Enterprises, Second Edition Edition, Himalaya Publishing House, Mumbai.
6. Sinha, S K (2010), Small Business Management, Centrum Press, New Delhi.
7. Desai, Vasant, (2011), Entrepreneurial Development, Sixth Edition, Himalaya Publishing House, Mumbai

Course Code: CSR 401

Course Name: Human Values and Ethics

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to:

1. Understand the significance of human values and ethics in achieving excellence at personal and professional level.
2. Recognize, nurture and develop their inner and outer capacities enabling them to face the challenges of life with equanimity to ensure sustained happiness and prosperity which are the core aspirations of all human beings.

Attendance Requirement: Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

Mid Term Examination: 25%

1. End Term Examination: 50%
2. Continuous Internal Assessment :
 - Class Attendance - 10%
 - Class Presentation - 5%
 - Written Assignment - 5%
 - Class Participation - 5%

Course Contents:

UNIT I: Human Values and Ethics: An Introduction (4 Hours)

- Meaning of Values, Formation of Self and Integration of Personality: Different Theories
- Culture and Values, Sources of Values, Types of Values
- Ethics, Types of Ethics, Objectives and Nature of Ethics
- Value Crisis in Contemporary Society, Education and Human Values

UNIT - II: Business Ethics and Human Values (4 Hours)

- Business Ethics: Meaning, Origin, Determinants of Business Ethics
- Principles and Importance of Business Ethics
- Value-Based Management, Values System in India
- Corporate Social Responsibility- History, Approaches, Benefits, CSR Examples

UNIT III: Indian Ethos and Human Values

(4 Hours)

- Bases of Indian Ethos, Modern Approach towards Indian Ethos
- Indian Ethos- Management Thoughts and Practices, Ethos in Indian Context
- Ethics and Hinduism, Ethics and Buddhism, Ethics and Jainism
- Ethics and Sikhism, Ethics and Christianity, Islam and Ethics

UNIT IV: Values Propagated by Various Thinkers and Philosophers

(4 Hours)

- Swami Vivekananda and his Philosophy
- Philosophy of Mahatma Gandhi
- The Philosophy of Aurobindo
- Philosophy of Rabindranath Tagore

UNIT - V: Human Values and Personal Development

(4 Hours)

- Personal Growth and Human Values
- Human Values and Self Management
- Developing the Emotional and Spiritual Intelligence
- Harmony with Self, Family, Society, Nature and Existence

Prescribed Text Books:

1. Manna, Samita and Suparna Chakraborti (2012). Values and Ethics in Business and Profession, PHI Pvt. Ltd., New Delhi.
2. Kumar, Niraj and Paras Tripathi (2014), Business Ethics, Himalaya Publishing House, Mumbai
3. Ganjre, Kumardatt A., Pawar, Prafulla A. and Laxman N. Renpure (2013). Indian Ethos- Modern Management Mantra, Himalaya Publishing House, Mumbai.
4. Gaur R.R., Sangal R., Bagaria G.P. (2010), Human Values and Professional Ethics, Excel Books, New Delhi.

Suggested Additional Readings:

1. Chakraborty S. K. and Chakraborty Debangshu (2013), Human Values and Ethics: In search of Organisational Integrity, Himalaya Publishing House, Mumbai.
2. Murthy, C.S.V. (2012), Business Ethics: Text and Cases, Himalaya Publishing House, Mumbai.
3. Fernando, A.C. (2010), Business Ethics: An Indian Perspective, Pearson Education, New Delhi.

4. Verma Yoginder (2007), Education in Human Values for Human Excellence, First Edition, Kanishka Publishers, New Delhi.
5. Ghosh, B. N. (2012), Business Ethics and Corporate Governance, Tata McGraw Hill Education Private Limited, New Delhi.
6. Balachandran S., Raja K.C.R., and Nair B.K. (2003), Ethics, Indian Ethos and Management, Second Edition, Shroff Publishers, Distributors Pvt. Ltd., Mumbai.

7. Mandal, S. K. (2011), Ethics in Business and Corporate Governance, Tata McGraw Hill Education Private Limited, New Delhi.
8. Banerjee, R.P. (2010). Ethics in Business Management: Concepts and Cases. First Edition. Himalaya Publishing House, Mumbai.
9. Bhatia S.K. (2001), Business Ethics and Managerial Values, First Edition, Deep and Deep Publications, New Delhi.
10. Sekhar R.C. (2002), Ethical Choices in Business, Second Edition, Response Books, New Delhi.
11. Chakraborty S.K. (2009), The Management and Ethics Omnibus, Eighth Edition, Oxford University Press, New Delhi.
12. MisraRajan (2009), Human Values, University Science Press, First Edition, Darya Ganj, New Delhi.

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	Meaning of Values, Formation of Self and Integration of Personality: Different Theories	Book – 1	Chapter 1-12
Lecture – 2	Culture and Values, Sources of Values, Types of Values	Book – 3	Chapter 1-2
Lecture – 3	Ethics, Types of Ethics, Objectives and Nature of Ethics	Book – 3	Chapter 5 and class notes
Lecture – 4	Value Crisis in Contemporary Society, Education and Human Values	Book – 3	Chapter 4,7,8, 11-13 and class notes
Lecture – 5	Business Ethics: Meaning, Origin, Determinants of Business Ethics	Book – 1	Chapter – 5 &6
Lecture – 6	Principles and Importance of Business Ethics	Book –1	Chapter – 9, 10 &11
Lecture – 7	Value-Based Management, Values System in India	Book –3	Chapter – 18
Lecture – 8	Corporate Social Responsibility- History, Approaches, Benefits, CSR Examples	Book – 2	Chapter – 8
Lecture – 9	Bases of Indian Ethos, Modern Approach towards Indian Ethos	Class Notes	Class Notes
Lecture – 10	Indian Ethos- Management Thoughts and Practices, Ethos in Indian Context	Book – 2	Chapter – 1 &3
Lecture – 11	Ethics and Hinduism, Ethics and Buddhism, Ethics and Jainism	Book –2	Chapter – 16 &18
Lecture – 12	Ethics and Sikhism, Ethics and Christianity, Islam and Ethics	Book – 2	Chapter – 17

Lecture – 13	Swami Vivekananda and his Philosophy	Class Notes	Class Notes
Lecture – 14	Philosophy of Mahatma Gandhi	Class Notes	Class Notes
Lecture – 15	The Philosophy of Aurobindo	Class Notes	Class Notes
Lecture – 16	Philosophy of Rabindranath Tagore	Book- Additional Reading 3	Chapter 7-10
Lecture – 17	Personal Growth and Human Values	Class Notes	Class Notes
Lecture – 18	Human Values and Self Management	Class Notes	Class Notes
Lecture – 19	Developing the Emotional and Spiritual Intelligence	Book – Additional Reading-3	Chapter – 29,30,32,35
Lecture - 20	Harmony with Self, Family, Society, Nature and Existence	Class Notes	Class Notes

Course Code: MSO 410

Course Name: Business Communication

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Facilitate the learners to assess their understanding and apply the concepts of business communication in real-time business contexts.
- Enable students to understand practical aspects of business communication and help them in communicating effectively both verbally and non-verbally at workplace.
- Enable students to develop their soft skills, such as listening and body language, and prepare for interviews and group discussions.
- Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

4. Mid Term Examination: 25%
5. End Term Examination: 50%
6. Continuous Internal Assessment: 25%
 - Attendance: 10%
 - Library Assignment: 5%
 - Presentation: 5%
 - Quiz/Role Play/ Any other activities: 5%

Course Contents

UNIT I Nature and Scope of Communication 4 Hours

- Meaning, Features, Characteristics, Importance of Business Communication
- Benefits and Functions of Business Communication, The Mehrabian Model
- Communication Basics, Communication Networks, Tips for Effective Internal Communication
- Interpersonal Communication, Communication Barriers
- Effective Managerial Communication and Strategies for Improving Organizational Communication

UNIT II Listening Skills 3 Hours

- Effective Listening, Process, Advantages, Types of Listening
- Barriers to Effective Listening, Strategies for Effective Listening
- Leadership and Role of Listening

- Case Study: The Farewell Speech

Unit III Non-verbal Communication Skills

3 Hours

- Introduction, Significance, Forms of Non-verbal Communication
- Types of Non-verbal Communication
- Interpreting Non-verbal Messages
- Case Study: Charisma Corporation

UNIT IV Business Writing Skills

5 Hours

- Business Writing, Types of Business, Five Stages of Writing Business Messages
- Business Correspondence, Business Letter Writing, Kinds of Business Letters
- Reports, Kinds of Reports, Elements of Effective Business Reports, Steps in Writing Routine Business Reports
- Business Proposals, Types of Business Proposals, Components of a Proposal, Proposal Layout and Design
- Careers and Resumes

Unit V Developing Oral Communication Skills for Business

5 Hours

- Interviews, General Preparation for an Interview
- Business Presentations and Public Speaking
- Meetings and Conferences
- Group Discussions and Team Presentations
- Ethics in Business Communication

Text Book

1. Raman, Meenakshi. Prakash Singh (2013), Business Communication, Oxford University Press, New Delhi, Second Edition.

Suggested Reading

1. Mukerjee, Hory Sankar (2013). Business Communication, Oxford University Press, New Delhi.
2. Guffey, Mary Ellen. Richard Almonte. (2013). Essentials of Business Communication, Nelson, Sixth Canadian.
3. Sinha, K. K. (1999), Business Communication, GPC, New Delhi.
4. Raina, Roshan Lal. Iftikhar Alam. Faizia Siddiqui. (2010). Communication for Management. Word Press, New Delhi

Lecture Plan

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	Meaning, Features, Characteristics, Importance of Business Communication	Book 1	1
Lecture – 2	Benefits and Functions of Business Communication, The Mehrabian Model	Book 1	1
Lecture – 3	Communication Basics, Communication Networks, Tips for Effective Internal Communication	Book 1	1
Lecture – 4	Interpersonal Communication, Communication Barriers Effective Managerial Communication and Strategies for Improving Organizational Communication	Book 1	1
Lecture – 5	Effective Listening, Process, Advantages, Types of Listening	Book 1	2
Lecture – 6	Barriers to Effective Listening, Strategies for Effective Listening	Book 1	2
Lecture – 7	Leadership and Role of Listening; Case Study: The Farewell Speech	Book 1	2
Lecture – 8	Introduction, Significance, Forms of Non-verbal Communication	Book 1	4
Lecture – 9	Types of Non-verbal Communication	Book 1	4
Lecture-10	Interpreting Non-verbal Messages; Case Study: Charisma Corporation	Book 1	4
Lecture – 11	Business Writing, Types of Business, Five Stages of Writing Business Messages	Book 1	5
Lecture – 12	Business Correspondence, Business Letter Writing, Kinds of Business Letters	Book 1	5
Lecture – 13	Reports, Kinds of Reports, Elements of Effective Business Reports, Steps in Writing Routine Business Reports	Book 1	6
Lecture – 14	Business Proposals, Types of Business Proposals, Components of a Proposal, Proposal Layout, and Design	Book 1	7
Lecture – 15	Careers and Resumes	Book 1	8
Lecture – 16	Interviews, General Preparation for an Interview	Book 1	9
Lecture – 17	Business Presentations and Public Speaking	Book 1	10
Lecture – 18	Meetings and Conferences	Book 1	11
Lecture – 19	Group Discussions and Team Presentations	Book 1	12
Lecture – 20	Ethics in Business Communication	Book 1	13

Course Code: CSR 401

Course Name: Human Values and Ethics

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2. Recognize, nurture and develop their inner and outer capacities enabling them to face the challenges of life with equanimity to ensure sustained happiness and prosperity which are the core aspirations of all human beings.

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Evaluation Criteria:

Mid Term Examination: 25%

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2. Continuous Internal Assessment :

- Class Attendance - 10%
- Class Presentation - 5%
- Written Assignment - 5%
- Class Participation - 5%

Course Contents:

UNIT I: Human Values and Ethics: An Introduction (4 Hours)

- Meaning of Values, Formation of Self and Integration of Personality: Different Theories
- Culture and Values, Sources of Values, Types of Values
- Ethics, Types of Ethics, Objectives and Nature of Ethics
- Value Crisis in Contemporary Society, Education and Human Values

UNIT - II: Business Ethics and Human Values (4 Hours)

- Business Ethics: Meaning, Origin, Determinants of Business Ethics
- Principles and Importance of Business Ethics
- Value-Based Management, Values System in India
- Corporate Social Responsibility- History, Approaches, Benefits, CSR Examples

UNIT III: Indian Ethos and Human Values (4 Hours)

- Bases of Indian Ethos, Modern Approach towards Indian Ethos
- Indian Ethos- Management Thoughts and Practices, Ethos in Indian Context
- Ethics and Hinduism, Ethics and Buddhism, Ethics and Jainism

- Ethics and Sikhism, Ethics and Christianity, Islam and Ethics

UNIT IV: Values Propagated by Various Thinkers and Philosophers (4 Hours)

- Swami Vivekananda and his Philosophy
- Philosophy of Mahatma Gandhi
- The Philosophy of Aurobindo
- Philosophy of Rabindranath Tagore

UNIT - V: Human Values and Personal Development (4 Hours)

- Personal Growth and Human Values
- Human Values and Self Management
- Developing the Emotional and Spiritual Intelligence
- Harmony with Self, Family, Society, Nature and Existence

Prescribed Text Books:

5. Manna, Samita and Suparna Chakraborti (2012). Values and Ethics in Business and Profession, PHI Pvt. Ltd., New Delhi.
6. Kumar, Niraj and Paras Tripathi (2014), Business Ethics, Himalaya Publishing House, Mumbai
7. Ganjre, Kumardatt A., Pawar, Prafulla A. and Laxman N. Renapure (2013). Indian Ethos- Modern Management Mantra, Himalaya Publishing House, Mumbai.
8. Gaur R.R., Sangal R., Bagaria G.P. (2010), Human Values and Professional Ethics, Excel Books, New Delhi.

Suggested Additional Readings:

13. Chakraborty S. K. and Chakraborty Debangshu (2013), Human Values and Ethics: In search of Organisational Integrity, Himalaya Publishing House, Mumbai.
14. Murthy, C.S.V. (2012), Business Ethics: Text and Cases, Himalaya Publishing House, Mumbai.
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16. Verma Yoginder (2007), Education in Human Values for Human Excellence, First Edition, Kanishka Publishers, New Delhi.
17. Ghosh, B. N. (2012), Business Ethics and Corporate Governance, Tata McGraw Hill Education Private Limited, New Delhi.
18. Balachandran S., Raja K.C.R., and Nair B.K. (2003), Ethics, Indian Ethos and Management, Second Edition, Shroff Publishers, Distributors Pvt. Ltd., Mumbai.
19. Mandal, S. K. (2011), Ethics in Business and Corporate Governance, Tata McGraw Hill Education Private Limited, New Delhi.
20. Banerjee, R.P. (2010). Ethics in Business Management: Concepts and Cases. First Edition. Himalaya Publishing House, Mumbai.
21. Bhatia S.K. (2001), Business Ethics and Managerial Values, First Edition, Deep and Deep Publications, New Delhi.
22. Sekhar R.C. (2002), Ethical Choices in Business, Second Edition, Response Books, New Delhi.
23. Chakraborty S.K. (2009), The Management and Ethics Omnibus, Eighth Edition, Oxford University Press, New Delhi.

24. MisraRajan (2009), Human Values, University Science Press, First Edition, Darya Ganj, New Delhi.

LECTURE PLAN

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	Meaning of Values, Formation of Self and Integration of Personality: Different Theories	Book – 1	Chapter 1-12
Lecture – 2	Culture and Values, Sources of Values, Types of Values	Book – 3	Chapter 1-2
Lecture – 3	Ethics, Types of Ethics, Objectives and Nature of Ethics	Book – 3	Chapter 5 and class notes
Lecture – 4	Value Crisis in Contemporary Society, Education and Human Values	Book – 3	Chapter 4,7,8, 11-13 and class notes
Lecture – 5	Business Ethics: Meaning, Origin, Determinants of Business Ethics	Book – 1	Chapter – 5 &6
Lecture – 6	Principles and Importance of Business Ethics	Book –1	Chapter – 9, 10 &11
Lecture – 7	Value-Based Management, Values System in India	Book –3	Chapter – 18
Lecture – 8	Corporate Social Responsibility- History, Approaches, Benefits, CSR Examples	Book – 2	Chapter – 8
Lecture – 9	Bases of Indian Ethos, Modern Approach towards Indian Ethos	Class Notes	Class Notes
Lecture – 10	Indian Ethos- Management Thoughts and Practices, Ethos in Indian Context	Book – 2	Chapter – 1 &3
Lecture – 11	Ethics and Hinduism, Ethics and Buddhism, Ethics and Jainism	Book –2	Chapter – 16 &18
Lecture – 12	Ethics and Sikhism, Ethics and Christianity, Islam and Ethics	Book – 2	Chapter – 17
Lecture – 13	Swami Vivekananda and his Philosophy	Class Notes	Class Notes
Lecture – 14	Philosophy of Mahatma Gandhi	Class Notes	Class Notes
Lecture – 15	The Philosophy of Aurobindo	Class Notes	Class Notes
Lecture – 16	Philosophy of Rabindranath Tagore	Book- Additional Reading 3	Chapter 7-10
Lecture – 17	Personal Growth and Human Values	Class Notes	Class Notes
Lecture – 18	Human Values and Self Management	Class Notes	Class Notes
Lecture – 19	Developing the Emotional and Spiritual Intelligence	Book – Additional Reading-3	Chapter – 29,30,32,35
Lecture - 20	Harmony with Self, Family, Society, Nature and Existence	Class Notes	Class Notes

Human Values and Other Value Added Courses- 2017-18

Course Code: CSR 408

Course Name: Leadership Development

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed:

1. To grasp the required skills of a leader who aspire to assume leadership roles in organizations.
2. To understand the cognitive, emotional, social, cultural, spiritual, moral and behavioral aspects of leadership.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25
2. End Term Examination: 50
3. Continuous Internal Assessment : 25
 - Attendance- 10
 - Class Participation- 5
 - Quiz-5
 - Presentation: 5

Course Contents:

UNIT I: INTRODUCTION TO LEADERSHIP

(4

Hours)

- Introduction to Leadership
- Leadership Myths
- The Interactional Framework for Leadership
- Leadership Styles and Followership Styles
- Multiple Intelligences of a Leader

UNIT II: LEADERSHIP APPROACHES

(4 Hours)

- Trait Approach
- Behavioral Approach
- Contingency Approach

- Contemporary Approach

UNIT III: SKILLS FOR DEVELOPING YOURSELF AS A LEADER

(4

Hours)

- A-O-R Model of Leader Development
- Learning from Experience
- Building Technical Competence
- Building Effective Relationship with Superiors and Peers
- Development Planning
- Building Credibility and Influencing Others

UNIT IV: SKILLS FOR DEVELOPING OTHERS

(4

Hours)

- Setting Goals
- Providing Constructive Feedback
- Building High Performance Teams
- Delegating and Coaching

UNIT V: SKILLS TO DEAL WITH SITUATIONS

(4 Hours)

- Leadership and Change
- Skills for Optimizing Leadership as Situations Change
- Managing Conflict and Negotiation
- Leadership Ethics and Values

Prescribed Text Books:

1. Hughes, Ginnett and Curphy. 2013. Leadership- enhancing the lessons of experience. 7e, Indian Edition. McGraw Hill, New Delhi.

Suggested Additional Readings:

1. All India Management Association. 2012. Leaders on Leadership: Insights from Corporate India, Sage Publications India Pvt. Ltd, New Delhi.
2. Gill, Roger. 2012. Theory and Practice of Leadership, Second Edition, Sage Publications Pvt. Ltd, New Delhi.
3. Owen, Jo. 2012. The Leadership Skills Handbook. Second Edition. KoganPage, New Delhi. India.
4. The Maxwell, John C. 2005. The 360⁰ Leader: Pearson, New Delhi, India.
5. Alex, K. 2009. Soft Skills: Know Yourself & Know the World. S. Chand & Company Ltd. New Delhi.
6. Mohan, A. Chandra. 2013. Leadership and Management: Text, Cases and Exercises), Himalaya Publishing House, Mumbai.
7. Rowe, W. Glenn and Guerrero, Laura. 2013. Cases in Leadership, Third Edition, Sage Publications India Pvt. Ltd, New Delhi.
8. Vijayaragavan, G. 2014. High Performance Leadership: Text, Cases, Games & Practical Tools for High Performance Managers, Himalaya Publishing House, Mumbai.

Course Code: CSR 403

Course Name: Corporate Governance & Social Responsibility

Faculty Name: Dr. Mohinder Singh, Department of Accounting and Finance

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 5 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

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The course is designed:

- To enable the students to understand the concept, issues and challenges of Corporate Governance in India as well as in MNCs.
- To increase the awareness on the ethical dimension of business, professional standards and the responsibilities of a business student in future.
- To develop analytical skills for identifying and resolving corporate governance and social responsibility issues in business

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
 2. End Semester Examination: 50%
 3. Continuous Internal Assessment : 25%
- Class participation: 5%
 - Presentations: 10%
 - Assignment: 10%

Course Contents

Unit	Topic	Duration
I	Ethics and Business	(4 Hours)
	<ul style="list-style-type: none">• Nature of business, importance of ethics in business• Morality of profits, theories of Ethic	

- Ethics in compliance, finance, HR, Marketing and Production
 - Ethical practices in Business: Program, code of conduct, Credo, Ethics Training And Communication, Ethics Committee, Integrity Pact, Whistle Blower Policy and Vigil Mechanism, Social and Ethical Accounting, Ethics Audit, Ethical Dilemma
- II Conceptual Framework of Corporate Governance (5 Hours)**
- Introduction, Need and Scope
 - Elements of Good Corporate Governance
 - Evolution of Corporate Governance
 - Developments in India
 - Legislative Framework of Corporate Governance in India
- III Board Effectiveness-Issues and Challenges (4 Hours)**
- Role of Directors, type of Board of Directors, Board Composition
 - Responsibilities of Board
 - Board committee
- IV Corporate Governance and Stakeholders (4 Hours)**
- Rights of Shareholders, Protection of Rights of Minority Shareholders
 - Investor Protection in India and Shareholder Activism
 - Definition and Evolution of Stakeholders Theory & Types of Stakeholders
- V Corporate Social Responsibility (3 Hours)**
- Meaning, Definitions, Need, Factors, Triple Bottom Line Approach
 - Principles of CSR, CSR in India, CSR under the Companies Act, 2013
 - CSR Audit
 - Performance evaluation and Reporting in CSR

Books recommended

1. Business Ethics- Concepts and Cases – Manuel G. Velasquez
2. Corporate Governance, Principles, policies and Practices – A.C. Fernando, Pearson Education
3. Corporate Governance – IICA, Taxmann
4. Mandal, S.K. (2012): Ethics in Business and Corporate Governance, Tata McGraw--Hill Education, Private Limited
5. Benn, S. and Bolton, D.(2011): Corporate Social Responsibility, SAGE Publications, Inc
6. The Art of Corporate Governance – Dr. Joffy George
7. Journals- (a) ICSI – Chartered Secretary (b) ICSI – Student Company Secretary – E-bulletin
8. Companies Act 2013 and Rules
9. SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Course Code: EDM 413

Course Name: Entrepreneurship Development

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Develop Entrepreneurship Skills in Students by giving an overview of who the entrepreneurs are and what competencies are needed to become an Entrepreneur.
- Enable the students to prepare business plan, successfully launch and subsequently manage their enterprises.
- Make students familiar with different financial institutions which support entrepreneurship development.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
 - Business Plan : 15%
 - Assignments/Presentation : 5%
 - Class Participation : 5%

Course Contents:

UNIT – I: Fundamentals of Entrepreneurship (6 Hours)

- Concept of Entrepreneur and Entrepreneurship
- The Nature and Importance of Entrepreneurship
- Theories of Entrepreneurship
- Classification of Entrepreneurs/Entrepreneurship
- Successful Entrepreneurs

UNIT – II: Entrepreneurial Development (5 Hours)

- Factors Influencing Entrepreneurial Development
- Entrepreneurial Development Models
- Entrepreneurship Development Programme
- Entrepreneurship: Emerging Areas

UNIT – III: Creating and Starting the Venture (7 Hours)

- Creativity and Business Idea.
- Legal Issues for the Entrepreneur
- Feasibility Analysis
- The Business Plan: Components and Preparation

UNIT – IV: Entrepreneurship Management (6 Hours)

- Selection of types of ownership
- Strategies for Growth
- Entrepreneurial Sickness
- Cases: Best management practices

UNIT – V: Support Institutions and Policies (6 Hours)

- Entrepreneurial Policies in India
- Support Institutions
- Clustering

Prescribed Text Books:

1. Hisrich, R.D., Peters, M.P. & Shepherd, D.A., (2008), Entrepreneurship, Sixth Edition, Tata McGraw-Hill, New Delhi.
2. Charantimath P.M., (2008), Entrepreneurship Development & Small Business Enterprise, Third Edition, Pearson Education, New Delhi.
3. Khanka, S.S., (2012), Entrepreneurial Development, First Edition(Revised). S. Chand & Company Ltd., New Delhi.

Suggested Extra Readings:

1. Zimmerer, W., Thomas, Scarborough, M., Norman, (2009), Essentials of Entrepreneurship and Small Business Management, Fifth Edition, PHI Learning Private Ltd, New Delhi.
2. Barringer, R., Bruce, Ireland, Duane, R., (2011), Entrepreneurship: Successfully Launching New Ventures, Third Edition, Pearson Education, New Delhi.
3. Timmons, A., Jeffrey, Spinelli, Stephen, (2009), New Venture Creation: Entrepreneurship for the 21st Century, Seventh Edition, Tata McGraw-Hill, New Delhi.
4. Morse, A., Eric, Mitchell, K., Ronald, (2009), Cases in Entrepreneurship: The Venture Creation Process, Fourth Printing, SAGE Publications Inc., New Delhi.
5. Desai, Vasant, (2012), Entrepreneurial Development and Management of Small and Medium Enterprises, Second Edition Edition, Himalaya Publishing House, Mumbai.
6. Sinha, S K (2010), Small Business Management, Centrum Press, New Delhi.
7. Desai, Vasant, (2011), Entrepreneurial Development, Sixth Edition, Himalaya Publishing House, Mumbai

Course Code: CSR 401

Course Name: Human Values and Ethics

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to:

1. Understand the significance of human values and ethics in achieving excellence at personal and professional level.
2. Recognize, nurture and develop their inner and outer capacities enabling them to face the challenges of life with equanimity to ensure sustained happiness and prosperity which are the core aspirations of all human beings.

Attendance Requirement: Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

Mid Term Examination: 25%

1. End Term Examination: 50%
2. Continuous Internal Assessment :
 - Class Attendance - 10%
 - Class Presentation - 5%
 - Written Assignment - 5%
 - Class Participation - 5%

Course Contents:

UNIT I: Human Values and Ethics: An Introduction (4 Hours)

- Meaning of Values, Formation of Self and Integration of Personality: Different Theories
- Culture and Values, Sources of Values, Types of Values
- Ethics, Types of Ethics, Objectives and Nature of Ethics
- Value Crisis in Contemporary Society, Education and Human Values

UNIT - II: Business Ethics and Human Values (4 Hours)

- Business Ethics: Meaning, Origin, Determinants of Business Ethics
- Principles and Importance of Business Ethics
- Value-Based Management, Values System in India
- Corporate Social Responsibility- History, Approaches, Benefits, CSR Examples

UNIT III: Indian Ethos and Human Values

(4 Hours)

- Bases of Indian Ethos, Modern Approach towards Indian Ethos
- Indian Ethos- Management Thoughts and Practices, Ethos in Indian Context
- Ethics and Hinduism, Ethics and Buddhism, Ethics and Jainism
- Ethics and Sikhism, Ethics and Christianity, Islam and Ethics

UNIT IV: Values Propagated by Various Thinkers and Philosophers

(4 Hours)

- Swami Vivekananda and his Philosophy
- Philosophy of Mahatma Gandhi
- The Philosophy of Aurobindo
- Philosophy of Rabindranath Tagore

UNIT - V: Human Values and Personal Development

(4 Hours)

- Personal Growth and Human Values
- Human Values and Self Management
- Developing the Emotional and Spiritual Intelligence
- Harmony with Self, Family, Society, Nature and Existence

Prescribed Text Books:

1. Manna, Samita and Suparna Chakraborti (2012). Values and Ethics in Business and Profession, PHI Pvt. Ltd., New Delhi.
2. Kumar, Niraj and Paras Tripathi (2014), Business Ethics, Himalaya Publishing House, Mumbai
3. Ganjre, Kumardatt A., Pawar, Prafulla A. and Laxman N. Renpure (2013). Indian Ethos- Modern Management Mantra, Himalaya Publishing House, Mumbai.
4. Gaur R.R., Sangal R., Bagaria G.P. (2010), Human Values and Professional Ethics, Excel Books, New Delhi.

Suggested Additional Readings:

1. Chakraborty S. K. and Chakraborty Debangshu (2013), Human Values and Ethics: In search of Organisational Integrity, Himalaya Publishing House, Mumbai.
2. Murthy, C.S.V. (2012), Business Ethics: Text and Cases, Himalaya Publishing House, Mumbai.
3. Fernando, A.C. (2010), Business Ethics: An Indian Perspective, Pearson Education, New Delhi.

4. Verma Yoginder (2007), Education in Human Values for Human Excellence, First Edition, Kanishka Publishers, New Delhi.
5. Ghosh, B. N. (2012), Business Ethics and Corporate Governance, Tata McGraw Hill Education Private Limited, New Delhi.
6. Balachandran S., Raja K.C.R., and Nair B.K. (2003), Ethics, Indian Ethos and Management, Second Edition, Shroff Publishers, Distributors Pvt. Ltd., Mumbai.

7. Mandal, S. K. (2011), Ethics in Business and Corporate Governance, Tata McGraw Hill Education Private Limited, New Delhi.
8. Banerjee, R.P. (2010). Ethics in Business Management: Concepts and Cases. First Edition. Himalaya Publishing House, Mumbai.
9. Bhatia S.K. (2001), Business Ethics and Managerial Values, First Edition, Deep and Deep Publications, New Delhi.
10. Sekhar R.C. (2002), Ethical Choices in Business, Second Edition, Response Books, New Delhi.
11. Chakraborty S.K. (2009), The Management and Ethics Omnibus, Eighth Edition, Oxford University Press, New Delhi.
12. MisraRajan (2009), Human Values, University Science Press, First Edition, Darya Ganj, New Delhi.

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	Meaning of Values, Formation of Self and Integration of Personality: Different Theories	Book – 1	Chapter 1-12
Lecture – 2	Culture and Values, Sources of Values, Types of Values	Book – 3	Chapter 1-2
Lecture – 3	Ethics, Types of Ethics, Objectives and Nature of Ethics	Book – 3	Chapter 5 and class notes
Lecture – 4	Value Crisis in Contemporary Society, Education and Human Values	Book – 3	Chapter 4,7,8, 11-13 and class notes
Lecture – 5	Business Ethics: Meaning, Origin, Determinants of Business Ethics	Book – 1	Chapter – 5 &6
Lecture – 6	Principles and Importance of Business Ethics	Book –1	Chapter – 9, 10 &11
Lecture – 7	Value-Based Management, Values System in India	Book –3	Chapter – 18
Lecture – 8	Corporate Social Responsibility- History, Approaches, Benefits, CSR Examples	Book – 2	Chapter – 8
Lecture – 9	Bases of Indian Ethos, Modern Approach towards Indian Ethos	Class Notes	Class Notes
Lecture – 10	Indian Ethos- Management Thoughts and Practices, Ethos in Indian Context	Book – 2	Chapter – 1 &3
Lecture – 11	Ethics and Hinduism, Ethics and Buddhism, Ethics and Jainism	Book –2	Chapter – 16 &18
Lecture – 12	Ethics and Sikhism, Ethics and Christianity, Islam and Ethics	Book – 2	Chapter – 17

Lecture – 13	Swami Vivekananda and his Philosophy	Class Notes	Class Notes
Lecture – 14	Philosophy of Mahatma Gandhi	Class Notes	Class Notes
Lecture – 15	The Philosophy of Aurobindo	Class Notes	Class Notes
Lecture – 16	Philosophy of Rabindranath Tagore	Book- Additional Reading 3	Chapter 7-10
Lecture – 17	Personal Growth and Human Values	Class Notes	Class Notes
Lecture – 18	Human Values and Self Management	Class Notes	Class Notes
Lecture – 19	Developing the Emotional and Spiritual Intelligence	Book – Additional Reading-3	Chapter – 29,30,32,35
Lecture - 20	Harmony with Self, Family, Society, Nature and Existence	Class Notes	Class Notes

Course Code: MSO 410

Course Name: Business Communication

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Facilitate the learners to assess their understanding and apply the concepts of business communication in real-time business contexts.
- Enable students to understand practical aspects of business communication and help them in communicating effectively both verbally and non-verbally at workplace.
- Enable students to develop their soft skills, such as listening and body language, and prepare for interviews and group discussions.
- Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

4. Mid Term Examination: 25%
5. End Term Examination: 50%
6. Continuous Internal Assessment: 25%
 - Attendance: 10%
 - Library Assignment: 5%
 - Presentation: 5%
 - Quiz/Role Play/ Any other activities: 5%

Course Contents

UNIT I Nature and Scope of Communication 4 Hours

- Meaning, Features, Characteristics, Importance of Business Communication
- Benefits and Functions of Business Communication, The Mehrabian Model
- Communication Basics, Communication Networks, Tips for Effective Internal Communication
- Interpersonal Communication, Communication Barriers
- Effective Managerial Communication and Strategies for Improving Organizational Communication

UNIT II Listening Skills 3 Hours

- Effective Listening, Process, Advantages, Types of Listening
- Barriers to Effective Listening, Strategies for Effective Listening
- Leadership and Role of Listening

- Case Study: The Farewell Speech

Unit III Non-verbal Communication Skills

3 Hours

- Introduction, Significance, Forms of Non-verbal Communication
- Types of Non-verbal Communication
- Interpreting Non-verbal Messages
- Case Study: Charisma Corporation

UNIT IV Business Writing Skills

5 Hours

- Business Writing, Types of Business, Five Stages of Writing Business Messages
- Business Correspondence, Business Letter Writing, Kinds of Business Letters
- Reports, Kinds of Reports, Elements of Effective Business Reports, Steps in Writing Routine Business Reports
- Business Proposals, Types of Business Proposals, Components of a Proposal, Proposal Layout and Design
- Careers and Resumes

Unit V Developing Oral Communication Skills for Business

5 Hours

- Interviews, General Preparation for an Interview
- Business Presentations and Public Speaking
- Meetings and Conferences
- Group Discussions and Team Presentations
- Ethics in Business Communication

Text Book

1. Raman, Meenakshi. Prakash Singh (2013), Business Communication, Oxford University Press, New Delhi, Second Edition.

Suggested Reading

1. Mukerjee, Hory Sankar (2013). Business Communication, Oxford University Press, New Delhi.
2. Guffey, Mary Ellen. Richard Almonte. (2013). Essentials of Business Communication, Nelson, Sixth Canadian.
3. Sinha, K. K. (1999), Business Communication, GPC, New Delhi.
4. Raina, Roshan Lal. Iftikhar Alam. Faizia Siddiqui. (2010). Communication for Management. Word Press, New Delhi

Lecture Plan

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	Meaning, Features, Characteristics, Importance of Business Communication	Book 1	1
Lecture – 2	Benefits and Functions of Business Communication, The Mehrabian Model	Book 1	1
Lecture – 3	Communication Basics, Communication Networks, Tips for Effective Internal Communication	Book 1	1
Lecture – 4	Interpersonal Communication, Communication Barriers Effective Managerial Communication and Strategies for Improving Organizational Communication	Book 1	1
Lecture – 5	Effective Listening, Process, Advantages, Types of Listening	Book 1	2
Lecture – 6	Barriers to Effective Listening, Strategies for Effective Listening	Book 1	2
Lecture – 7	Leadership and Role of Listening; Case Study: The Farewell Speech	Book 1	2
Lecture – 8	Introduction, Significance, Forms of Non-verbal Communication	Book 1	4
Lecture – 9	Types of Non-verbal Communication	Book 1	4
Lecture-10	Interpreting Non-verbal Messages; Case Study: Charisma Corporation	Book 1	4
Lecture – 11	Business Writing, Types of Business, Five Stages of Writing Business Messages	Book 1	5
Lecture – 12	Business Correspondence, Business Letter Writing, Kinds of Business Letters	Book 1	5
Lecture – 13	Reports, Kinds of Reports, Elements of Effective Business Reports, Steps in Writing Routine Business Reports	Book 1	6
Lecture – 14	Business Proposals, Types of Business Proposals, Components of a Proposal, Proposal Layout, and Design	Book 1	7
Lecture – 15	Careers and Resumes	Book 1	8
Lecture – 16	Interviews, General Preparation for an Interview	Book 1	9
Lecture – 17	Business Presentations and Public Speaking	Book 1	10
Lecture – 18	Meetings and Conferences	Book 1	11
Lecture – 19	Group Discussions and Team Presentations	Book 1	12
Lecture – 20	Ethics in Business Communication	Book 1	13

Course Code: CSR 401

Course Name: Human Values and Ethics

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to:

1. Understand the significance of human values and ethics in achieving excellence at personal and professional level.
2. Recognize, nurture and develop their inner and outer capacities enabling them to face the challenges of life with equanimity to ensure sustained happiness and prosperity which are the core aspirations of all human beings.

Attendance Requirement: Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

Mid Term Examination: 25%

1. End Term Examination: 50%

2. Continuous Internal Assessment :

- Class Attendance - 10%
- Class Presentation - 5%
- Written Assignment - 5%
- Class Participation - 5%

Course Contents:

UNIT I: Human Values and Ethics: An Introduction (4 Hours)

- Meaning of Values, Formation of Self and Integration of Personality: Different Theories
- Culture and Values, Sources of Values, Types of Values
- Ethics, Types of Ethics, Objectives and Nature of Ethics
- Value Crisis in Contemporary Society, Education and Human Values

UNIT - II: Business Ethics and Human Values (4 Hours)

- Business Ethics: Meaning, Origin, Determinants of Business Ethics
- Principles and Importance of Business Ethics
- Value-Based Management, Values System in India
- Corporate Social Responsibility- History, Approaches, Benefits, CSR Examples

UNIT III: Indian Ethos and Human Values (4 Hours)

- Bases of Indian Ethos, Modern Approach towards Indian Ethos
- Indian Ethos- Management Thoughts and Practices, Ethos in Indian Context
- Ethics and Hinduism, Ethics and Buddhism, Ethics and Jainism

- Ethics and Sikhism, Ethics and Christianity, Islam and Ethics

UNIT IV: Values Propagated by Various Thinkers and Philosophers (4 Hours)

- Swami Vivekananda and his Philosophy
- Philosophy of Mahatma Gandhi
- The Philosophy of Aurobindo
- Philosophy of Rabindranath Tagore

UNIT - V: Human Values and Personal Development (4 Hours)

- Personal Growth and Human Values
- Human Values and Self Management
- Developing the Emotional and Spiritual Intelligence
- Harmony with Self, Family, Society, Nature and Existence

Prescribed Text Books:

5. Manna, Samita and Suparna Chakraborti (2012). Values and Ethics in Business and Profession, PHI Pvt. Ltd., New Delhi.
6. Kumar, Niraj and Paras Tripathi (2014), Business Ethics, Himalaya Publishing House, Mumbai
7. Ganjre, Kumardatt A., Pawar, Prafulla A. and Laxman N. Renapure (2013). Indian Ethos- Modern Management Mantra, Himalaya Publishing House, Mumbai.
8. Gaur R.R., Sangal R., Bagaria G.P. (2010), Human Values and Professional Ethics, Excel Books, New Delhi.

Suggested Additional Readings:

13. Chakraborty S. K. and Chakraborty Debangshu (2013), Human Values and Ethics: In search of Organisational Integrity, Himalaya Publishing House, Mumbai.
14. Murthy, C.S.V. (2012), Business Ethics: Text and Cases, Himalaya Publishing House, Mumbai.
15. Fernando, A.C. (2010), Business Ethics: An Indian Perspective, Pearson Education, New Delhi.
16. Verma Yoginder (2007), Education in Human Values for Human Excellence, First Edition, Kanishka Publishers, New Delhi.
17. Ghosh, B. N. (2012), Business Ethics and Corporate Governance, Tata McGraw Hill Education Private Limited, New Delhi.
18. Balachandran S., Raja K.C.R., and Nair B.K. (2003), Ethics, Indian Ethos and Management, Second Edition, Shroff Publishers, Distributors Pvt. Ltd., Mumbai.
19. Mandal, S. K. (2011), Ethics in Business and Corporate Governance, Tata McGraw Hill Education Private Limited, New Delhi.
20. Banerjee, R.P. (2010). Ethics in Business Management: Concepts and Cases. First Edition. Himalaya Publishing House, Mumbai.
21. Bhatia S.K. (2001), Business Ethics and Managerial Values, First Edition, Deep and Deep Publications, New Delhi.
22. Sekhar R.C. (2002), Ethical Choices in Business, Second Edition, Response Books, New Delhi.
23. Chakraborty S.K. (2009), The Management and Ethics Omnibus, Eighth Edition, Oxford University Press, New Delhi.

24. MisraRajan (2009), Human Values, University Science Press, First Edition, Darya Ganj, New Delhi.

LECTURE PLAN

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	Meaning of Values, Formation of Self and Integration of Personality: Different Theories	Book – 1	Chapter 1-12
Lecture – 2	Culture and Values, Sources of Values, Types of Values	Book – 3	Chapter 1-2
Lecture – 3	Ethics, Types of Ethics, Objectives and Nature of Ethics	Book – 3	Chapter 5 and class notes
Lecture – 4	Value Crisis in Contemporary Society, Education and Human Values	Book – 3	Chapter 4,7,8, 11-13 and class notes
Lecture – 5	Business Ethics: Meaning, Origin, Determinants of Business Ethics	Book – 1	Chapter – 5 &6
Lecture – 6	Principles and Importance of Business Ethics	Book –1	Chapter – 9, 10 &11
Lecture – 7	Value-Based Management, Values System in India	Book –3	Chapter – 18
Lecture – 8	Corporate Social Responsibility- History, Approaches, Benefits, CSR Examples	Book – 2	Chapter – 8
Lecture – 9	Bases of Indian Ethos, Modern Approach towards Indian Ethos	Class Notes	Class Notes
Lecture – 10	Indian Ethos- Management Thoughts and Practices, Ethos in Indian Context	Book – 2	Chapter – 1 &3
Lecture – 11	Ethics and Hinduism, Ethics and Buddhism, Ethics and Jainism	Book –2	Chapter – 16 &18
Lecture – 12	Ethics and Sikhism, Ethics and Christianity, Islam and Ethics	Book – 2	Chapter – 17
Lecture – 13	Swami Vivekananda and his Philosophy	Class Notes	Class Notes
Lecture – 14	Philosophy of Mahatma Gandhi	Class Notes	Class Notes
Lecture – 15	The Philosophy of Aurobindo	Class Notes	Class Notes
Lecture – 16	Philosophy of Rabindranath Tagore	Book- Additional Reading 3	Chapter 7-10
Lecture – 17	Personal Growth and Human Values	Class Notes	Class Notes
Lecture – 18	Human Values and Self Management	Class Notes	Class Notes
Lecture – 19	Developing the Emotional and Spiritual Intelligence	Book – Additional Reading-3	Chapter – 29,30,32,35
Lecture - 20	Harmony with Self, Family, Society, Nature and Existence	Class Notes	Class Notes

Human Values and Other Value Added Courses- 2018-19

Course Code: CSR 405

Course Name: Self-Management and Development

Faculty Name: Dr. Rita, SBMS

Year of Introduction/Revision of Course Contents 2018

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.

Course Objectives: The course is designed to:

- Familiarize students to the importance of self-management and development.
- To understand various approaches of self-management and development.
- This course gives students an understanding of the concepts and tools needed for understanding and working on the “Self”. It is useful for harnessing the immense powers hidden “with in” the self and these are the secret tools for self-change. The powers again emerge in the self as it withdraws from body consciousness activity and attitudes.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
 - Attendance: 5%
 - Class Participation: 5%
 - Library Assignment: 5%
 - Presentation: 5%
 - Quiz/Role Play/ Any other activity

Course Content

UNIT I: Understanding Self-Management (5 hours)

- Self-Management and Self Evaluation
- Self-Discipline
- Self-Awareness, Identifying one's strengths and weaknesses
- Planning & Goal setting
- Managing self – emotions, ego and pride.

UNIT II: Developing Soft Skills (4 hours)

- Developing Positive Attitude
- Team building and Teamwork
- Time Management
- Stress Management

UNIT III: Understanding Self Development (2 hours)

- Concept of Self Development, Personal Development
- Theories of Self Development: Cooley's Theory, Mead's Theory, Freud's Theory

UNIT IV: Art of Communication (4 hours)

- Definition and Process
- Formal and Informal communication
- Barriers to communication
- Art of listening, reading and writing

UNIT V: Career Management Process and Development (5 hours)

- Process of career management
- Career Path and Development
- Career development interventions
- Contemporary issues in career management: work- family conflict, career management and quality of life

Text Books:

1. Onkar, R.M., 2008, Personality Development and Career Management, Third Revised Edition 2011, S.Chand, New Delhi
2. Dr. Alex, K., 2009, SoftSkills, Second Revised Edition 2011, S. Chand, New Delhi
3. Greenhaus, J.; Callanan,G.; Godshalk,V. "Career Management" Sage Publication,Fourth Edition

Additional Readings:

1. Pande, S.; Basak, S. "Human Resource Management" Text and Cases. Pearson's Publication.
2. Mankin, D.2009"Human Resource Development" Oxford University Press.
3. Covey R. Stephen, 2004, The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change, Free Press

Lecture Plan

Lectures	Topics	Chapter and Book
1.	Self-Management and Self-Evaluation	Chapter 2, Book 3
2.	Self-Discipline	Chapter 2, Book 3
	Self-Awareness, Identifying one's strengths and weaknesses	Chapter 2, Book 2
4.	Planning & Goal setting	Chapter-3 Book 3
5.	Managing self – emotions, ego, pride.	Chapter-1, Book 1
6.	Developing Positive Attitude	Chapter-4, Book 2
7.	Team building and Teamwork	Chapter 1, Book 3
8.	Time Management	Chapter 1, Book 1
	Stress Management	Chapter 5, Book 3
10.	Concept of Self Development, Personal Development	Chapter 5, Book 3
	Theories of Self Development: Cooley's Theory, Mead's Theory, Freud's Theory	Chapter-7, Book 2
	Definition and Process	Chapter 6, Book 1
	Formal and Informal communication	Chapter 8, Book 2
14.	Barriers to communication	Chapter 7, Book 1
15.	Art of listening, reading and writing	Chapter 9, Book 2
16.	Process of career management	Chapter 10, Book
17.	Career Path and Development	Chapter 9, Book 1
18.	Career development interventions	Chapter 9, Book 1
19.	Contemporary issues in career management: work- family conflict	Chapter 12, Book 3
20.	career management and quality of life	Chapter 12, Book 3

Course Code: CSR 408

Course Name: Leadership Development

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed:

1. To grasp the required skills of a leader who aspire to assume leadership roles in organizations.
2. To understand the cognitive, emotional, social, cultural, spiritual, moral and behavioral aspects of leadership.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25
2. End Term Examination: 50
3. Continuous Internal Assessment : 25
 - Attendance- 10
 - Class Participation- 5
 - Quiz-5
 - Presentation: 5

Course Contents:

UNIT I: INTRODUCTION TO LEADERSHIP
Hours)

(4

- Introduction to Leadership
- Leadership Myths
- The Interactional Framework for Leadership
- Leadership Styles and Followership Styles
- Multiple Intelligences of a Leader

UNIT II: LEADERSHIP APPROACHES

(4 Hours)

- Trait Approach
- Behavioral Approach
- Contingency Approach
- Contemporary Approach

UNIT III: SKILLS FOR DEVELOPING YOURSELF AS A LEADER
Hours)

(4

- A-O-R Model of Leader Development
- Learning from Experience
- Building Technical Competence
- Building Effective Relationship with Superiors and Peers
- Development Planning
- Building Credibility and Influencing Others

UNIT IV: SKILLS FOR DEVELOPING OTHERS

(4

Hours)

- Setting Goals
- Providing Constructive Feedback
- Building High Performance Teams
- Delegating and Coaching

UNIT V: SKILLS TO DEAL WITH SITUATIONS

(4 Hours)

- Leadership and Change
- Skills for Optimizing Leadership as Situations Change
- Managing Conflict and Negotiation
- Leadership Ethics and Values

Prescribed Text Books:

1. Hughes, Ginnett and Curphy. 2013. Leadership- enhancing the lessons of experience. 7e, Indian Edition. McGraw Hill, New Delhi.

Suggested Additional Readings:

1. All India Management Association. 2012. Leaders on Leadership: Insights from Corporate India, Sage Publications India Pvt. Ltd, New Delhi.
2. Gill, Roger. 2012. Theory and Practice of Leadership, Second Edition, Sage Publications Pvt. Ltd, New Delhi.
3. Owen, Jo. 2012. The Leadership Skills Handbook. Second Edition. KoganPage, New Delhi. India.
4. The Maxwell, John C. 2005. The 360⁰ Leader: Pearson, New Delhi, India.
5. Alex, K. 2009. Soft Skills: Know Yourself & Know the World. S. Chand & Company Ltd. New Delhi.
6. Mohan, A. Chandra. 2013. Leadership and Management: Text, Cases and Exercises), Himalaya Publishing House, Mumbai.
7. Rowe, W. Glenn and Guerrero, Laura. 2013. Cases in Leadership, Third Edition, Sage Publications India Pvt. Ltd, New Delhi.
8. Vijayaragavan, G. 2014. High Performance Leadership: Text, Cases, Games & Practical Tools for High Performance Managers, Himalaya Publishing House, Mumbai.

Course Code: CSR 403

Course Name: Corporate Governance & Social Responsibility

Faculty Name: Dr. Mohinder Singh, Department of Accounting and Finance

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 5 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: to inform and stimulate discussion on issues of ethics and social responsibility encountered in the business setting. The material covered is intended to allow students to recognise and manage ethical and social responsibility issues as they arise and to help them formulate their own standards of integrity and professionalism.

The course is designed:

- To enable the students to understand the concept, issues and challenges of Corporate Governance in India as well as in MNCs.
- To increase the awareness on the ethical dimension of business, professional standards and the responsibilities of a business student in future.
- To develop analytical skills for identifying and resolving corporate governance and social responsibility issues in business

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
 2. End Semester Examination: 50%
 3. Continuous Internal Assessment : 25%
- Class participation: 5%
 - Presentations: 10%
 - Assignment: 10%

Course Contents

Unit	Topic	Duration
I	Ethics and Business	(4 Hours)
	<ul style="list-style-type: none">• Nature of business, importance of ethics in business• Morality of profits, theories of Ethic• Ethics in compliance, finance, HR, Marketing and Production• Ethical practices in Business: Program, code of conduct, Credo, Ethics Training And Communication, Ethics Committee, Integrity Pact, Whistle Blower Policy and Vigil Mechanism, Social and Ethical Accounting, Ethics Audit, Ethical Dilemma	
II	Conceptual Framework of Corporate Governance	(5 Hours)

- Introduction, Need and Scope
 - Elements of Good Corporate Governance
 - Evolution of Corporate Governance
 - Developments in India
 - Legislative Framework of Corporate Governance in India
- III Board Effectiveness-Issues and Challenges (4 Hours)**
- Role of Directors, type of Board of Directors, Board Composition
 - Responsibilities of Board
 - Board committee
- IV Corporate Governance and Stakeholders (4 Hours)**
- Rights of Shareholders, Protection of Rights of Minority Shareholders
 - Investor Protection in India and Shareholder Activism
 - Definition and Evolution of Stakeholders Theory & Types of Stakeholders
- V Corporate Social Responsibility (3 Hours)**
- Meaning, Definitions, Need, Factors, Triple Bottom Line Approach
 - Principles of CSR, CSR in India, CSR under the Companies Act, 2013
 - CSR Audit
 - Performance evaluation and Reporting in CSR

Books recommended

1. Business Ethics- Concepts and Cases – Manuel G. Velasquez
2. Corporate Governance, Principles, policies and Practices – A.C. Fernando, Pearson Education
3. Corporate Governance – IICA, Taxmann
4. Mandal, S.K. (2012):Ethics in Business and Corporate Governance, Tata McGraw--Hill Education, Private Limited
5. Benn, S. and Bolton, D.(2011): Corporate Social Responsibility, SAGE Publications, Inc
6. The Art of Corporate Governance – Dr. Joffy George
7. Journals- (a) ICSI – Chartered Secretary (b) ICSI – Student Company Secretary – E-bulletin
8. Companies Act 2013 and Rules
9. SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Course Code: EDM 413

Course Name: Entrepreneurship Development

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Develop Entrepreneurship Skills in Students by giving an overview of who the entrepreneurs are and what competencies are needed to become an Entrepreneur.
- Enable the students to prepare business plan, successfully launch and subsequently manage their enterprises.
- Make students familiar with different financial institutions which support entrepreneurship development.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
 - Business Plan : 15%
 - Assignments/Presentation : 5%
 - Class Participation : 5%

Course Contents:

UNIT – I: Fundamentals of Entrepreneurship (6 Hours)

- Concept of Entrepreneur and Entrepreneurship
- The Nature and Importance of Entrepreneurship
- Theories of Entrepreneurship
- Classification of Entrepreneurs/Entrepreneurship
- Successful Entrepreneurs

UNIT – II: Entrepreneurial Development (5 Hours)

- Factors Influencing Entrepreneurial Development
- Entrepreneurial Development Models
- Entrepreneurship Development Programme
- Entrepreneurship: Emerging Areas

UNIT – III: Creating and Starting the Venture (7 Hours)

- Creativity and Business Idea.
- Legal Issues for the Entrepreneur
- Feasibility Analysis
- The Business Plan: Components and Preparation

UNIT – IV: Entrepreneurship Management (6 Hours)

- Selection of types of ownership
- Strategies for Growth
- Entrepreneurial Sickness
- Cases: Best management practices

UNIT – V: Support Institutions and Policies (6 Hours)

- Entrepreneurial Policies in India
- Support Institutions
- Clustering

Prescribed Text Books:

1. Hisrich, R.D., Peters, M.P. & Shepherd, D.A., (2008), Entrepreneurship, Sixth Edition, Tata McGraw-Hill, New Delhi.
2. Charantimath P.M., (2008), Entrepreneurship Development & Small Business Enterprise, Third Edition, Pearson Education, New Delhi.
3. Khanka, S.S., (2012), Entrepreneurial Development, First Edition(Revised). S. Chand & Company Ltd., New Delhi.

Suggested Extra Readings:

1. Zimmerer, W., Thomas, Scarborough, M., Norman, (2009), Essentials of Entrepreneurship and Small Business Management, Fifth Edition, PHI Learning Private Ltd, New Delhi.
2. Barringer, R., Bruce, Ireland, Duane, R., (2011), Entrepreneurship: Successfully Launching New Ventures, Third Edition, Pearson Education, New Delhi.
3. Timmons, A., Jeffrey, Spinelli, Stephen, (2009), New Venture Creation: Entrepreneurship for the 21st Century, Seventh Edition, Tata McGraw-Hill, New Delhi.
4. Morse, A., Eric, Mitchell, K., Ronald, (2009), Cases in Entrepreneurship: The Venture Creation Process, Fourth Printing, SAGE Publications Inc., New Delhi.
5. Desai, Vasant, (2012), Entrepreneurial Development and Management of Small and Medium Enterprises, Second Edition Edition, Himalaya Publishing House, Mumbai.
6. Sinha, S K (2010), Small Business Management, Centrum Press, New Delhi.
7. Desai, Vasant, (2011), Entrepreneurial Development, Sixth Edition, Himalaya Publishing House, Mumbai

Course Code: CSR 401

Course Name: Human Values and Ethics

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to:

1. Understand the significance of human values and ethics in achieving excellence at personal and professional level.
2. Recognize, nurture and develop their inner and outer capacities enabling them to face the challenges of life with equanimity to ensure sustained happiness and prosperity which are the core aspirations of all human beings.

Attendance Requirement: Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

Mid Term Examination: 25%

1. End Term Examination: 50%
2. Continuous Internal Assessment :
 - Class Attendance - 10%
 - Class Presentation - 5%
 - Written Assignment - 5%
 - Class Participation - 5%

Course Contents:

UNIT I: Human Values and Ethics: An Introduction (4 Hours)

- Meaning of Values, Formation of Self and Integration of Personality: Different Theories
- Culture and Values, Sources of Values, Types of Values
- Ethics, Types of Ethics, Objectives and Nature of Ethics
- Value Crisis in Contemporary Society, Education and Human Values

UNIT - II: Business Ethics and Human Values (4 Hours)

- Business Ethics: Meaning, Origin, Determinants of Business Ethics
- Principles and Importance of Business Ethics
- Value-Based Management, Values System in India
- Corporate Social Responsibility- History, Approaches, Benefits, CSR Examples

UNIT III: Indian Ethos and Human Values

(4 Hours)

- Bases of Indian Ethos, Modern Approach towards Indian Ethos
- Indian Ethos- Management Thoughts and Practices, Ethos in Indian Context
- Ethics and Hinduism, Ethics and Buddhism, Ethics and Jainism
- Ethics and Sikhism, Ethics and Christianity, Islam and Ethics

UNIT IV: Values Propagated by Various Thinkers and Philosophers

(4 Hours)

- Swami Vivekananda and his Philosophy
- Philosophy of Mahatma Gandhi
- The Philosophy of Aurobindo
- Philosophy of Rabindranath Tagore

UNIT - V: Human Values and Personal Development

(4 Hours)

- Personal Growth and Human Values
- Human Values and Self Management
- Developing the Emotional and Spiritual Intelligence
- Harmony with Self, Family, Society, Nature and Existence

Prescribed Text Books:

1. Manna, Samita and Suparna Chakraborti (2012). Values and Ethics in Business and Profession, PHI Pvt. Ltd., New Delhi.
2. Kumar, Niraj and Paras Tripathi (2014), Business Ethics, Himalaya Publishing House, Mumbai
3. Ganjre, Kumardatt A., Pawar, Prafulla A. and Laxman N. Renpure (2013). Indian Ethos- Modern Management Mantra, Himalaya Publishing House, Mumbai.
4. Gaur R.R., Sangal R., Bagaria G.P. (2010), Human Values and Professional Ethics, Excel Books, New Delhi.

Suggested Additional Readings:

1. Chakraborty S. K. and Chakraborty Debangshu (2013), Human Values and Ethics: In search of Organisational Integrity, Himalaya Publishing House, Mumbai.
2. Murthy, C.S.V. (2012), Business Ethics: Text and Cases, Himalaya Publishing House, Mumbai.
3. Fernando, A.C. (2010), Business Ethics: An Indian Perspective, Pearson Education, New Delhi.
4. Verma Yoginder (2007), Education in Human Values for Human Excellence, First Edition, Kanishka Publishers, New Delhi.
5. Ghosh, B. N. (2012), Business Ethics and Corporate Governance, Tata McGraw Hill Education Private Limited, New Delhi.
6. Balachandran S., Raja K.C.R., and Nair B.K. (2003), Ethics, Indian Ethos and Management, Second Edition, Shroff Publishers, Distributors Pvt. Ltd., Mumbai.

7. Mandal, S. K. (2011), Ethics in Business and Corporate Governance, Tata McGraw Hill Education Private Limited, New Delhi.
8. Banerjee, R.P. (2010). Ethics in Business Management: Concepts and Cases. First Edition. Himalaya Publishing House, Mumbai.
9. Bhatia S.K. (2001), Business Ethics and Managerial Values, First Edition, Deep and Deep Publications, New Delhi.
10. Sekhar R.C. (2002), Ethical Choices in Business, Second Edition, Response Books, New Delhi.
11. Chakraborty S.K. (2009), The Management and Ethics Omnibus, Eighth Edition, Oxford University Press, New Delhi.
12. MisraRajan (2009), Human Values, University Science Press, First Edition, Darya Ganj, New Delhi.

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	Meaning of Values, Formation of Self and Integration of Personality: Different Theories	Book – 1	Chapter 1-12
Lecture – 2	Culture and Values, Sources of Values, Types of Values	Book – 3	Chapter 1-2
Lecture – 3	Ethics, Types of Ethics, Objectives and Nature of Ethics	Book – 3	Chapter 5 and class notes
Lecture – 4	Value Crisis in Contemporary Society, Education and Human Values	Book – 3	Chapter 4,7,8, 11-13 and class notes
Lecture – 5	Business Ethics: Meaning, Origin, Determinants of Business Ethics	Book – 1	Chapter – 5 &6
Lecture – 6	Principles and Importance of Business Ethics	Book –1	Chapter – 9, 10 &11
Lecture – 7	Value-Based Management, Values System in India	Book –3	Chapter – 18
Lecture – 8	Corporate Social Responsibility- History, Approaches, Benefits, CSR Examples	Book – 2	Chapter – 8
Lecture – 9	Bases of Indian Ethos, Modern Approach towards Indian Ethos	Class Notes	Class Notes
Lecture – 10	Indian Ethos- Management Thoughts and Practices, Ethos in Indian Context	Book – 2	Chapter – 1 &3
Lecture – 11	Ethics and Hinduism, Ethics and Buddhism, Ethics and Jainism	Book –2	Chapter – 16 &18
Lecture – 12	Ethics and Sikhism, Ethics and Christianity, Islam and Ethics	Book – 2	Chapter – 17

Lecture – 13	Swami Vivekananda and his Philosophy	Class Notes	Class Notes
Lecture – 14	Philosophy of Mahatma Gandhi	Class Notes	Class Notes
Lecture – 15	The Philosophy of Aurobindo	Class Notes	Class Notes
Lecture – 16	Philosophy of Rabindranath Tagore	Book- Additional Reading 3	Chapter 7-10
Lecture – 17	Personal Growth and Human Values	Class Notes	Class Notes
Lecture – 18	Human Values and Self Management	Class Notes	Class Notes
Lecture – 19	Developing the Emotional and Spiritual Intelligence	Book – Additional Reading-3	Chapter – 29,30,32,35
Lecture - 20	Harmony with Self, Family, Society, Nature and Existence	Class Notes	Class Notes

Course Code: MSO 410

Course Name: Business Communication

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Facilitate the learners to assess their understanding and apply the concepts of business communication in real-time business contexts.
- Enable students to understand practical aspects of business communication and help them in communicating effectively both verbally and non-verbally at workplace.
- Enable students to develop their soft skills, such as listening and body language, and prepare for interviews and group discussions.
- Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

4. Mid Term Examination: 25%
5. End Term Examination: 50%
6. Continuous Internal Assessment: 25%
 - Attendance: 10%
 - Library Assignment: 5%
 - Presentation: 5%
 - Quiz/Role Play/ Any other activities: 5%

Course Contents

UNIT I Nature and Scope of Communication 4 Hours

- Meaning, Features, Characteristics, Importance of Business Communication
- Benefits and Functions of Business Communication, The Mehrabian Model
- Communication Basics, Communication Networks, Tips for Effective Internal Communication
- Interpersonal Communication, Communication Barriers
- Effective Managerial Communication and Strategies for Improving Organizational Communication

UNIT II Listening Skills 3 Hours

- Effective Listening, Process, Advantages, Types of Listening
- Barriers to Effective Listening, Strategies for Effective Listening
- Leadership and Role of Listening

- Case Study: The Farewell Speech

Unit III Non-verbal Communication Skills

3 Hours

- Introduction, Significance, Forms of Non-verbal Communication
- Types of Non-verbal Communication
- Interpreting Non-verbal Messages
- Case Study: Charisma Corporation

UNIT IV Business Writing Skills

5 Hours

- Business Writing, Types of Business, Five Stages of Writing Business Messages
- Business Correspondence, Business Letter Writing, Kinds of Business Letters
- Reports, Kinds of Reports, Elements of Effective Business Reports, Steps in Writing Routine Business Reports
- Business Proposals, Types of Business Proposals, Components of a Proposal, Proposal Layout and Design
- Careers and Resumes

Unit V Developing Oral Communication Skills for Business

5 Hours

- Interviews, General Preparation for an Interview
- Business Presentations and Public Speaking
- Meetings and Conferences
- Group Discussions and Team Presentations
- Ethics in Business Communication

Text Book

1. Raman, Meenakshi. Prakash Singh (2013), Business Communication, Oxford University Press, New Delhi, Second Edition.

Suggested Reading

1. Mukerjee, Hory Sankar (2013). Business Communication, Oxford University Press, New Delhi.
2. Guffey, Mary Ellen. Richard Almonte. (2013). Essentials of Business Communication, Nelson, Sixth Canadian.
3. Sinha, K. K. (1999), Business Communication, GPC, New Delhi.
4. Raina, Roshan Lal. Iftikhar Alam. Faizia Siddiqui. (2010). Communication for Management. Word Press, New Delhi

Lecture Plan

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	Meaning, Features, Characteristics, Importance of Business Communication	Book 1	1
Lecture – 2	Benefits and Functions of Business Communication, The Mehrabian Model	Book 1	1
Lecture – 3	Communication Basics, Communication Networks, Tips for Effective Internal Communication	Book 1	1
Lecture – 4	Interpersonal Communication, Communication Barriers Effective Managerial Communication and Strategies for Improving Organizational Communication	Book 1	1
Lecture – 5	Effective Listening, Process, Advantages, Types of Listening	Book 1	2
Lecture – 6	Barriers to Effective Listening, Strategies for Effective Listening	Book 1	2
Lecture – 7	Leadership and Role of Listening; Case Study: The Farewell Speech	Book 1	2
Lecture – 8	Introduction, Significance, Forms of Non-verbal Communication	Book 1	4
Lecture – 9	Types of Non-verbal Communication	Book 1	4
Lecture-10	Interpreting Non-verbal Messages; Case Study: Charisma Corporation	Book 1	4
Lecture – 11	Business Writing, Types of Business, Five Stages of Writing Business Messages	Book 1	5
Lecture – 12	Business Correspondence, Business Letter Writing, Kinds of Business Letters	Book 1	5
Lecture – 13	Reports, Kinds of Reports, Elements of Effective Business Reports, Steps in Writing Routine Business Reports	Book 1	6
Lecture – 14	Business Proposals, Types of Business Proposals, Components of a Proposal, Proposal Layout, and Design	Book 1	7
Lecture – 15	Careers and Resumes	Book 1	8
Lecture – 16	Interviews, General Preparation for an Interview	Book 1	9
Lecture – 17	Business Presentations and Public Speaking	Book 1	10
Lecture – 18	Meetings and Conferences	Book 1	11
Lecture – 19	Group Discussions and Team Presentations	Book 1	12
Lecture – 20	Ethics in Business Communication	Book 1	13

Human Values and Other Value Added Courses- 2019-20

Course Code: EDM 206

Course Name: Entrepreneurship Development

Faculty Coordinator: Dr. Chaman Lal

Year of Introduction/Revision of Course Contents 2020

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Develop Entrepreneurship Skills in Students by giving an overview of who the entrepreneurs are and what competencies are needed to become an Entrepreneur.
- Enable the students to prepare business plan, successfully launch and subsequently manage their enterprises.
- Make students familiar with different financial institutions which support entrepreneurship development.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
 2. End Term Examination: 50%
 3. Continuous Internal Assessment: 25%
- Business Plan : 15%
 - Assignments/Presentation : 5%
 - Class Participation : 5%

Course Contents:

UNIT – I: Fundamentals of Entrepreneurship (6 Hours)

- Concept of Entrepreneur and Entrepreneurship
- Entrepreneur Versus Manager
- Why Entrepreneurship?
- Theories of Entrepreneurship
- Classification of Entrepreneurs/Entrepreneurship

UNIT – II: Entrepreneurial Development (6 Hours)

- Factors Influencing Entrepreneurial Development & Models of Entrepreneurship

- Entrepreneurship Development Programme
 - Entrepreneurial Competencies
 - Entrepreneurship: Emerging Areas
- UNIT – III: Entrepreneurial Support (5 Hours)**
- Entrepreneurial Policies in India
 - Institutional Support to Entrepreneurs
 - Clustering
- UNIT – IV: Creating and Starting the Venture (7 Hours)**
- Creativity and Business Idea.
 - Legal Issues for the Entrepreneur
 - Feasibility Analysis
 - The Business Plan
- UNIT – V: Entrepreneurship Management (6 Hours)**
- Selection of types of ownership
 - Strategies for Growth
 - Entrepreneurial Sickness
 - Case Study

Prescribed Text Books:

1. Hisrich, R.D., Peters, M.P. & Shepherd, D.A., (2008), Entrepreneurship, Sixth Edition, Tata McGraw-Hill, New Delhi.
2. Khanka, S.S., (2012), Entrepreneurial Development, First Edition(Revised). S. Chand & Company Ltd., New Delhi.
3. Roy, Rajiv., (2011), Entrepreneurship, Second Edition, Oxford University Press.
4. Charantimath P.M., (2008), Entrepreneurship Development & Small Business Enterprise, Third Edition, Pearson Education, New Delhi.

Suggested Extra Readings:

1. Zimmerer, W., Thomas, Scarborough, M., Norman, (2009), Essentials of Entrepreneurship and Small Business Management, Fifth Edition, PHI Learning Private Ltd, New Delhi.
2. Barringer, R., Bruce, Ireland, Duane, R., (2011), Entrepreneurship: Successfully Launching New Ventures, Third Edition, Pearson Education, New Delhi.
3. Timmons, A., Jeffry, Spinelli, Stephen, (2009), New Venture Creation: Entrepreneurship for the 21st Century, Seventh Edition, Tata McGraw-Hill, New Delhi.
4. Morse, A., Eric, Mitchell, K., Ronald, (2009), Cases in Entrepreneurship: The Venture Creation Process, Fourth Printing, SAGE Publications Inc., New Delhi.
5. Desai, Vasant, (2012), Entrepreneurial Development and Management of Small and Medium Enterprises, Second Edition Edition, Himalaya Publishing House, Mumbai.
6. Sinha, S K (2010), Small Business Management, Centrum Press, New Delhi.

Course Code: MGT 502

Course Name: Self-Management and Development

Faculty Name: Dr. Rita, SBMS

Year of Introduction/Revision of Course Contents 2018

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.

Course Objectives: The course is designed to:

- Familiarize students to the importance of self-management and development.
- To understand various approaches of self-management and development.
- This course gives students an understanding of the concepts and tools needed for understanding and working on the “Self”. It is useful for harnessing the immense powers hidden “with in” the self and these are the secret tools for self-change. The powers again emerge in the self as it withdraws from body consciousness activity and attitudes.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
 - Attendance: 5%
 - Class Participation: 5%
 - Library Assignment:5%
 - Presentation: 5%
 - Quiz/Role Play/ Any other activity

Course Content

UNIT I: Understanding Self-Management (5 hours)

- Self-Management and Self Evaluation
- Self-Discipline
- Self-Awareness, Identifying one's strengths and weaknesses
- Planning & Goal setting
- Managing self – emotions, ego and pride.

UNIT II: Developing Soft Skills (4 hours)

- Developing Positive Attitude
- Team building and Teamwork
- Time Management
- Stress Management

UNIT III: Understanding Self Development (2 hours)

- Concept of Self Development, Personal Development
- Theories of Self Development: Cooley's Theory, Mead's Theory, Freud's Theory

UNIT IV: Art of Communication (4 hours)

- Definition and Process
- Formal and Informal communication
- Barriers to communication
- Art of listening, reading and writing

UNIT V: Career Management Process and Development (5 hours)

- Process of career management
- Career Path and Development
- Career development interventions
- Contemporary issues in career management: work- family conflict, career management and quality of life

Text Books:

1. Onkar, R.M., 2008, Personality Development and Career Management, Third Revised Edition 2011, S.Chand, New Delhi
2. Dr. Alex, K., 2009, SoftSkills, Second Revised Edition 2011, S. Chand, New Delhi
3. Greenhaus, J.; Callanan, G.; Godshalk, V. "Career Management" Sage Publication, Fourth Edition

Additional Readings:

1. Pande, S.; Basak, S. "Human Resource Management" Text and Cases. Pearson's Publication.
2. Mankin, D. 2009 "Human Resource Development" Oxford University Press.
3. Covey R. Stephen, 2004, The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change, Free Press

Lecture Plan

Lectures	Topics	Chapter and Book
1.	Self-Management and Self-Evaluation	Chapter 2, Book 3
2.	Self-Discipline	Chapter 2, Book 3
	Self-Awareness, Identifying one's strengths and weaknesses	Chapter 2, Book 2
4.	Planning & Goal setting	Chapter-3 Book 3
5.	Managing self – emotions, ego, pride.	Chapter-1, Book 1
6.	Developing Positive Attitude	Chapter-4, Book 2
7.	Team building and Teamwork	Chapter 1, Book 3
8.	Time Management	Chapter 1, Book 1
	Stress Management	Chapter 5, Book 3
10.	Concept of Self Development, Personal Development	Chapter 5, Book 3
	Theories of Self Development: Cooley's Theory, Mead's Theory, Freud's Theory	Chapter-7, Book 2
	Definition and Process	Chapter 6, Book 1
	Formal and Informal communication	Chapter 8, Book 2
14.	Barriers to communication	Chapter 7, Book 1
15.	Art of listening, reading and writing	Chapter 9, Book 2
16.	Process of career management	Chapter 10, Book
17.	Career Path and Development	Chapter 9, Book 1
18.	Career development interventions	Chapter 9, Book 1
19.	Contemporary issues in career management: work- family conflict	Chapter 12, Book 3
20.	career management and quality of life	Chapter 12, Book 3

Course Code: CSR 401

Course Name: Human Values and Ethics

Class: Human Making Subject, University Wide

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

1. Understand the significance of human values and ethics in achieving excellence at individual and societal level.
2. Internalize the subtleties of being good individuals and citizens without any bias to any particular religion, caste, creed and region.
3. Recognize, nurture and develop their inner and outer capacities enabling them to face the challenges of life with equanimity.
4. Apply values in their day to day interactions and operations.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%
 - Class Participation- 5%
 - Group Discussion- 10%
 - Case Studies- 5%
 - Role Play- 5%

Course Contents:

UNIT I: Introduction to Ethics

(4 Hours)

- Concept, Origin and Relevance of Values in Global Context
- Meaning of Ethics
- Objectives of Ethics
- Sources of Ethics
- Types Of Ethics
- Ethical Dilemmas

UNIT II: Ethics and Values propagated by different Religions and Thinkers (5 Hours)

- Ethical Views of Various Thinkers in Indian Context (Vivekananda, Guru Nanak and Others)
- Values Propagated By Different Religions - Hinduism, Islam, Christianity, Buddhism

UNIT - III: Values, Norms, Beliefs

(3 Hours

- Values
- Norms
- Beliefs
- Morality
- Dominant Indian Values

UNIT - IV: Development of Human Values

(4

Hours)

- Self Exploration
- Professional Ethics
- Human Values: Role of family, society and educational institutions in inculcating values
- Teachings of Veda's and Guru Nanak

UNIT V: Applications of Values and Ethics

(4 Hours)

- Environmental Ethics
- Work Place Spirituality
- Corporate Social Responsibility
- Business Ethics

Prescribed Text Books:

1. Murthy, C.S.V. (2011). Business Ethics: Text & Cases, Himalaya Publishing House, Mumbai
2. Gaur R.R., Sangal R., Bagaria G.P., (2010). Human Values and Professional Ethics. First Edition. Excel Books, New Delhi.
3. Banerjee, R.P. (2010). Ethics in Business Management: Concepts and Cases. First Edition. Himalaya Publishing House, Mumbai.
4. Balachandran S., Raja K.C.R., and Nair B.K. (2003). Ethics, Indian Ethos and Management. Second Edition. Shroff Publishers, Distributors Pvt. Ltd., Mumbai.

Suggested Additional Readings:

1. Bhatia S.K. (2001). Business Ethics and Managerial Values. First Edition. Deep and Deep Publications, New Delhi.
2. Sekhar R.C. (2002). Ethical Choices in Business. Second Edition. Response Books, New Delhi.
3. Chakraborty S.K. (2009). The Management and Ethics Omnibus. Eighth Edition. Oxford University Press, New Delhi.
4. Misra Rajan (2009). Human Values, University Science Press. First Edition. Darya Ganj, New Delhi.
5. Verma Yoginder (2007). Education in Human Values for Human Excellence. First Edition. Kanishka Publishers, New Delhi.

Course Code: MGT 501

Course Name: Leadership Development

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed:

1. To grasp the required skills of a leader who aspire to assume leadership roles in organizations.
2. To understand the cognitive, emotional, social, cultural, spiritual, moral and behavioral aspects of leadership.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

4. Mid Term Examination: 25
5. End Term Examination: 50
6. Continuous Internal Assessment : 25
 - Attendance- 10
 - Class Participation- 5
 - Quiz-5
 - Presentation: 5

Course Contents:

UNIT I: INTRODUCTION TO LEADERSHIP

(4

Hours)

- Introduction to Leadership
- Leadership Myths
- The Interactional Framework for Leadership
- Leadership Styles and Followership Styles
- Multiple Intelligences of a Leader

UNIT II: LEADERSHIP APPROACHES

(4 Hours)

- Trait Approach
- Behavioral Approach
- Contingency Approach
- Contemporary Approach

UNIT III: SKILLS FOR DEVELOPING YOURSELF AS A LEADER
Hours)

(4

- A-O-R Model of Leader Development
- Learning from Experience
- Building Technical Competence
- Building Effective Relationship with Superiors and Peers
- Development Planning
- Building Credibility and Influencing Others

UNIT IV: SKILLS FOR DEVELOPING OTHERS
Hours)

(4

- Setting Goals
- Providing Constructive Feedback
- Building High Performance Teams
- Delegating and Coaching

UNIT V: SKILLS TO DEAL WITH SITUATIONS
(4 Hours)

- Leadership and Change
- Skills for Optimizing Leadership as Situations Change
- Managing Conflict and Negotiation
- Leadership Ethics and Values

Prescribed Text Books:

1. Hughes, Ginnett and Curphy. 2013. Leadership- enhancing the lessons of experience. 7e, Indian Edition. McGraw Hill, New Delhi.

Suggested Additional Readings:

1. All India Management Association. 2012. Leaders on Leadership: Insights from Corporate India, Sage Publications India Pvt. Ltd, New Delhi.
2. Gill, Roger. 2012. Theory and Practice of Leadership, Second Edition, Sage Publications Pvt. Ltd, New Delhi.
3. Owen, Jo. 2012. The Leadership Skills Handbook. Second Edition. KoganPage, New Delhi. India.
4. The Maxwell, John C. 2005. The 360⁰ Leader: Pearson, New Delhi, India.
5. Alex, K. 2009. Soft Skills: Know Yourself & Know the World. S. Chand & Company Ltd. New Delhi.
6. Mohan, A. Chandra. 2013. Leadership and Management: Text, Cases and Exercises), Himalaya Publishing House, Mumbai.
7. Rowe, W. Glenn and Guerrero, Laura. 2013. Cases in Leadership, Third Edition, Sage Publications India Pvt. Ltd, New Delhi.
8. Vijayaragavan, G. 2014. High Performance Leadership: Text, Cases, Games & Practical Tools for High Performance Managers, Himalaya Publishing House, Mumbai.

Course Code: MSO 410

Course Name: Business Communication

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Facilitate the learners to assess their understanding and apply the concepts of business communication in real-time business contexts.
- Enable students to understand practical aspects of business communication and help them in communicating effectively both verbally and non-verbally at workplace.
- Enable students to develop their soft skills, such as listening and body language, and prepare for interviews and group discussions.
- Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

7. Mid Term Examination: 25%
8. End Term Examination: 50%
9. Continuous Internal Assessment: 25%
 - Attendance: 10%
 - Library Assignment: 5%
 - Presentation: 5%
 - Quiz/Role Play/ Any other activities: 5%

Course Contents

UNIT I Nature and Scope of Communication 4 Hours

- Meaning, Features, Characteristics, Importance of Business Communication
- Benefits and Functions of Business Communication, The Mehrabian Model
- Communication Basics, Communication Networks, Tips for Effective Internal Communication
- Interpersonal Communication, Communication Barriers
- Effective Managerial Communication and Strategies for Improving Organizational Communication

UNIT II Listening Skills

3 Hours

- Effective Listening, Process, Advantages, Types of Listening

- Barriers to Effective Listening, Strategies for Effective Listening
- Leadership and Role of Listening
- Case Study: The Farewell Speech

Unit III Non-verbal Communication Skills

3 Hours

- Introduction, Significance, Forms of Non-verbal Communication
- Types of Non-verbal Communication
- Interpreting Non-verbal Messages
- Case Study: Charisma Corporation

UNIT IV Business Writing Skills

5 Hours

- Business Writing, Types of Business, Five Stages of Writing Business Messages
- Business Correspondence, Business Letter Writing, Kinds of Business Letters
- Reports, Kinds of Reports, Elements of Effective Business Reports, Steps in Writing Routine Business Reports
- Business Proposals, Types of Business Proposals, Components of a Proposal, Proposal Layout and Design
- Careers and Resumes

Unit V Developing Oral Communication Skills for Business

5 Hours

- Interviews, General Preparation for an Interview
- Business Presentations and Public Speaking
- Meetings and Conferences
- Group Discussions and Team Presentations
- Ethics in Business Communication

Text Book

1. Raman, Meenakshi. Prakash Singh (2013), Business Communication, Oxford University Press, New Delhi, Second Edition.

Suggested Reading

1. Mukerjee, Hory Sankar (2013). Business Communication, Oxford University Press, New Delhi.
2. Guffey, Mary Ellen. Richard Almonte. (2013). Essentials of Business Communication, Nelson, Sixth Canadian.
3. Sinha, K. K. (1999), Business Communication, GPC, New Delhi.
4. Raina, Roshan Lal. Iftikhar Alam. Faizia Siddiqui. (2010). Communication for Management. Word Press, New Delhi

Lecture Plan

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	Meaning, Features, Characteristics, Importance of Business Communication	Book 1	1
Lecture – 2	Benefits and Functions of Business Communication, The Mehrabian Model	Book 1	1
Lecture – 3	Communication Basics, Communication Networks, Tips for Effective Internal Communication	Book 1	1
Lecture – 4	Interpersonal Communication, Communication Barriers Effective Managerial Communication and Strategies for Improving Organizational Communication	Book 1	1
Lecture – 5	Effective Listening, Process, Advantages, Types of Listening	Book 1	2
Lecture – 6	Barriers to Effective Listening, Strategies for Effective Listening	Book 1	2
Lecture – 7	Leadership and Role of Listening; Case Study: The Farewell Speech	Book 1	2
Lecture – 8	Introduction, Significance, Forms of Non-verbal Communication	Book 1	4
Lecture – 9	Types of Non-verbal Communication	Book 1	4
Lecture-10	Interpreting Non-verbal Messages; Case Study: Charisma Corporation	Book 1	4
Lecture – 11	Business Writing, Types of Business, Five Stages of Writing Business Messages	Book 1	5
Lecture – 12	Business Correspondence, Business Letter Writing, Kinds of Business Letters	Book 1	5
Lecture – 13	Reports, Kinds of Reports, Elements of Effective Business Reports, Steps in Writing Routine Business Reports	Book 1	6
Lecture – 14	Business Proposals, Types of Business Proposals, Components of a Proposal, Proposal Layout, and Design	Book 1	7
Lecture – 15	Careers and Resumes	Book 1	8
Lecture – 16	Interviews, General Preparation for an Interview	Book 1	9
Lecture – 17	Business Presentations and Public Speaking	Book 1	10
Lecture – 18	Meetings and Conferences	Book 1	11
Lecture – 19	Group Discussions and Team Presentations	Book 1	12
Lecture – 20	Ethics in Business Communication	Book 1	13

Human Values and Other Value Added Courses- 2020-21

Course Code: MGT 502

Course Name: Self-Management and Development

Faculty Name: Dr. Rita, SBMS

Year of Introduction/Revision of Course Contents 2018

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.

Course Objectives: The course is designed to:

- Familiarize students to the importance of self-management and development.
- To understand various approaches of self-management and development.
- This course gives students an understanding of the concepts and tools needed for understanding and working on the “Self”. It is useful for harnessing the immense powers hidden “with in” the self and these are the secret tools for self-change. The powers again emerge in the self as it withdraws from body consciousness activity and attitudes.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in the examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
 - Attendance: 5%
 - Class Participation: 5%
 - Library Assignment: 5%
 - Presentation: 5%
 - Quiz/Role Play/ Any other activity

Course Content

UNIT I: Understanding Self-Management (5 hours)

- Self-Management and Self Evaluation
- Self-Discipline
- Self-Awareness, Identifying one's strengths and weaknesses
- Planning & Goal setting
- Managing self – emotions, ego and pride.

UNIT II: Developing Soft Skills (4 hours)

- Developing Positive Attitude
- Team building and Teamwork
- Time Management
- Stress Management

UNIT III: Understanding Self Development (2 hours)

- Concept of Self Development, Personal Development
- Theories of Self Development: Cooley's Theory, Mead's Theory, Freud's Theory

UNIT IV: Art of Communication (4 hours)

- Definition and Process
- Formal and Informal communication
- Barriers to communication
- Art of listening, reading and writing

UNIT V: Career Management Process and Development (5 hours)

- Process of career management
- Career Path and Development
- Career development interventions
- Contemporary issues in career management: work- family conflict, career management and quality of life

Text Books:

1. Onkar, R.M., 2008, Personality Development and Career Management, Third Revised Edition 2011, S.Chand, New Delhi
2. Dr. Alex, K., 2009, SoftSkills, Second Revised Edition 2011, S. Chand, New Delhi
3. Greenhaus, J.; Callanan,G.; Godshalk,V. "Career Management" Sage Publication,Fourth Edition

Additional Readings:

1. Pande, S.; Basak, S. "Human Resource Management" Text and Cases. Pearson's Publication.
2. Mankin, D.2009"Human Resource Development" Oxford University Press.
3. Covey R. Stephen, 2004, The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change, Free Press

Lecture Plan

Lectures	Topics	Chapter and Book
1.	Self-Management and Self-Evaluation	Chapter 2, Book 3
2.	Self-Discipline	Chapter 2, Book 3
	Self-Awareness, Identifying one's strengths and weaknesses	Chapter 2, Book 2
4.	Planning & Goal setting	Chapter-3 Book 3
5.	Managing self – emotions, ego, pride.	Chapter-1, Book 1
6.	Developing Positive Attitude	Chapter-4, Book 2
7.	Team building and Teamwork	Chapter 1, Book 3
8.	Time Management	Chapter 1, Book 1
	Stress Management	Chapter 5, Book 3
10.	Concept of Self Development, Personal Development	Chapter 5, Book 3
	Theories of Self Development: Cooley's Theory, Mead's Theory, Freud's Theory	Chapter-7, Book 2
	Definition and Process	Chapter 6, Book 1
	Formal and Informal communication	Chapter 8, Book 2
14.	Barriers to communication	Chapter 7, Book 1
15.	Art of listening, reading and writing	Chapter 9, Book 2
16.	Process of career management	Chapter 10, Book
17.	Career Path and Development	Chapter 9, Book 1
18.	Career development interventions	Chapter 9, Book 1
19.	Contemporary issues in career management: work- family conflict	Chapter 12, Book 3
20.	career management and quality of life	Chapter 12, Book 3

Course Code: EDM 206

Course Name: Entrepreneurship Development

Faculty Coordinator: Dr. Chaman Lal

Year of Introduction/Revision of Course Contents 2020

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Develop Entrepreneurship Skills in Students by giving an overview of who the entrepreneurs are and what competencies are needed to become an Entrepreneur.
- Enable the students to prepare business plan, successfully launch and subsequently manage their enterprises.
- Make students familiar with different financial institutions which support entrepreneurship development.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
 2. End Term Examination: 50%
 3. Continuous Internal Assessment: 25%
- Business Plan : 15%
 - Assignments/Presentation : 5%
 - Class Participation : 5%

Course Contents:

UNIT – I: Fundamentals of Entrepreneurship (6 Hours)

- Concept of Entrepreneur and Entrepreneurship
- Entrepreneur Versus Manager
- Why Entrepreneurship?
- Theories of Entrepreneurship
- Classification of Entrepreneurs/Entrepreneurship

UNIT – II: Entrepreneurial Development (6 Hours)

- Factors Influencing Entrepreneurial Development & Models of Entrepreneurship
- Entrepreneurship Development Programme
- Entrepreneurial Competencies

- Entrepreneurship: Emerging Areas
- UNIT – III: Entrepreneurial Support (5 Hours)**
- Entrepreneurial Policies in India
 - Institutional Support to Entrepreneurs
 - Clustering
- UNIT – IV: Creating and Starting the Venture (7 Hours)**
- Creativity and Business Idea.
 - Legal Issues for the Entrepreneur
 - Feasibility Analysis
 - The Business Plan
- UNIT – V: Entrepreneurship Management (6 Hours)**
- Selection of types of ownership
 - Strategies for Growth
 - Entrepreneurial Sickness
 - Case Study

Prescribed Text Books:

1. Hisrich, R.D., Peters, M.P. & Shepherd, D.A., (2008), Entrepreneurship, Sixth Edition, Tata McGraw-Hill, New Delhi.
2. Khanka, S.S., (2012), Entrepreneurial Development, First Edition(Revised). S. Chand & Company Ltd., New Delhi.
3. Roy, Rajiv., (2011), Entrepreneurship, Second Edition, Oxford University Press.
4. Charantimath P.M., (2008), Entrepreneurship Development & Small Business Enterprise, Third Edition, Pearson Education, New Delhi.

Suggested Extra Readings:

1. Zimmerer, W., Thomas, Scarborough, M., Norman, (2009), Essentials of Entrepreneurship and Small Business Management, Fifth Edition, PHI Learning Private Ltd, New Delhi.
2. Barringer, R., Bruce, Ireland, Duane, R., (2011), Entrepreneurship: Successfully Launching New Ventures, Third Edition, Pearson Education, New Delhi.
3. Timmons, A., Jeffrey, Spinelli, Stephen, (2009), New Venture Creation: Entrepreneurship for the 21st Century, Seventh Edition, Tata McGraw-Hill, New Delhi.
4. Morse, A., Eric, Mitchell, K., Ronald, (2009), Cases in Entrepreneurship: The Venture Creation Process, Fourth Printing, SAGE Publications Inc., New Delhi.
5. Desai, Vasant, (2012), Entrepreneurial Development and Management of Small and Medium Enterprises, Second Edition Edition, Himalaya Publishing House, Mumbai.
6. Sinha, S K (2010), Small Business Management, Centrum Press, New Delhi.

Course Code: CSR 401

Course Name: Human Values and Ethics

Class: Human Making Subject, University Wide

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

1. Understand the significance of human values and ethics in achieving excellence at individual and societal level.
2. Internalize the subtleties of being good individuals and citizens without any bias to any particular religion, caste, creed and region.
3. Recognize, nurture and develop their inner and outer capacities enabling them to face the challenges of life with equanimity.
4. Apply values in their day to day interactions and operations.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%
 - Class Participation- 5%
 - Group Discussion- 10%
 - Case Studies- 5%
 - Role Play- 5%

Course Contents:

UNIT I: Introduction to Ethics

(4 Hours)

- Concept, Origin and Relevance of Values in Global Context
- Meaning of Ethics
- Objectives of Ethics
- Sources of Ethics
- Types Of Ethics
- Ethical Dilemmas

UNIT II: Ethics and Values propagated by different Religions and Thinkers (5 Hours)

- Ethical Views of Various Thinkers in Indian Context (Vivekananda, Guru Nanak and Others)
- Values Propagated By Different Religions - Hinduism, Islam, Christianity, Buddhism

UNIT - III: Values, Norms, Beliefs

(3 Hours

- Values
- Norms
- Beliefs
- Morality
- Dominant Indian Values

UNIT - IV: Development of Human Values

(4

Hours)

- Self Exploration
- Professional Ethics
- Human Values: Role of family, society and educational institutions in inculcating values
- Teachings of Veda's and Guru Nanak

UNIT V: Applications of Values and Ethics

(4 Hours)

- Environmental Ethics
- Work Place Spirituality
- Corporate Social Responsibility
- Business Ethics

Prescribed Text Books:

1. Murthy, C.S.V. (2011). Business Ethics: Text & Cases, Himalaya Publishing House, Mumbai
2. Gaur R.R., Sangal R., Bagaria G.P., (2010). Human Values and Professional Ethics. First Edition. Excel Books, New Delhi.
3. Banerjee, R.P. (2010). Ethics in Business Management: Concepts and Cases. First Edition. Himalaya Publishing House, Mumbai.
4. Balachandran S., Raja K.C.R., and Nair B.K. (2003). Ethics, Indian Ethos and Management. Second Edition. Shroff Publishers, Distributors Pvt. Ltd., Mumbai.

Suggested Additional Readings:

1. Bhatia S.K. (2001). Business Ethics and Managerial Values. First Edition. Deep and Deep Publications, New Delhi.
2. Sekhar R.C. (2002). Ethical Choices in Business. Second Edition. Response Books, New Delhi.
3. Chakraborty S.K. (2009). The Management and Ethics Omnibus. Eighth Edition. Oxford University Press, New Delhi.
4. Misra Rajan (2009). Human Values, University Science Press. First Edition. Darya Ganj, New Delhi.
5. Verma Yoginder (2007). Education in Human Values for Human Excellence. First Edition. Kanishka Publishers, New Delhi.

Course Code: MGT 501

Course Name: Leadership Development

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed:

1. To grasp the required skills of a leader who aspire to assume leadership roles in organizations.
2. To understand the cognitive, emotional, social, cultural, spiritual, moral and behavioral aspects of leadership.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

4. Mid Term Examination: 25
5. End Term Examination: 50
6. Continuous Internal Assessment : 25
 - Attendance- 10
 - Class Participation- 5
 - Quiz-5
 - Presentation: 5

Course Contents:

UNIT I: INTRODUCTION TO LEADERSHIP

(4

Hours)

- Introduction to Leadership
- Leadership Myths
- The Interactional Framework for Leadership
- Leadership Styles and Followership Styles
- Multiple Intelligences of a Leader

UNIT II: LEADERSHIP APPROACHES

(4 Hours)

- Trait Approach
- Behavioral Approach
- Contingency Approach
- Contemporary Approach

UNIT III: SKILLS FOR DEVELOPING YOURSELF AS A LEADER
Hours)

(4

- A-O-R Model of Leader Development
- Learning from Experience
- Building Technical Competence
- Building Effective Relationship with Superiors and Peers
- Development Planning
- Building Credibility and Influencing Others

UNIT IV: SKILLS FOR DEVELOPING OTHERS
Hours)

(4

- Setting Goals
- Providing Constructive Feedback
- Building High Performance Teams
- Delegating and Coaching

UNIT V: SKILLS TO DEAL WITH SITUATIONS
(4 Hours)

- Leadership and Change
- Skills for Optimizing Leadership as Situations Change
- Managing Conflict and Negotiation
- Leadership Ethics and Values

Prescribed Text Books:

1. Hughes, Ginnett and Curphy. 2013. Leadership- enhancing the lessons of experience. 7e, Indian Edition. McGraw Hill, New Delhi.

Suggested Additional Readings:

1. All India Management Association. 2012. Leaders on Leadership: Insights from Corporate India, Sage Publications India Pvt. Ltd, New Delhi.
2. Gill, Roger. 2012. Theory and Practice of Leadership, Second Edition, Sage Publications Pvt. Ltd, New Delhi.
3. Owen, Jo. 2012. The Leadership Skills Handbook. Second Edition. KoganPage, New Delhi. India.
4. The Maxwell, John C. 2005. The 360⁰ Leader: Pearson, New Delhi, India.
5. Alex, K. 2009. Soft Skills: Know Yourself & Know the World. S. Chand & Company Ltd. New Delhi.
6. Mohan, A. Chandra. 2013. Leadership and Management: Text, Cases and Exercises), Himalaya Publishing House, Mumbai.
7. Rowe, W. Glenn and Guerrero, Laura. 2013. Cases in Leadership, Third Edition, Sage Publications India Pvt. Ltd, New Delhi.
8. Vijayaragavan, G. 2014. High Performance Leadership: Text, Cases, Games & Practical Tools for High Performance Managers, Himalaya Publishing House, Mumbai.

Course Code: MSO 410

Course Name: Business Communication

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Facilitate the learners to assess their understanding and apply the concepts of business communication in real-time business contexts.
- Enable students to understand practical aspects of business communication and help them in communicating effectively both verbally and non-verbally at workplace.
- Enable students to develop their soft skills, such as listening and body language, and prepare for interviews and group discussions.
- Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

7. Mid Term Examination: 25%
8. End Term Examination: 50%
9. Continuous Internal Assessment: 25%
 - Attendance: 10%
 - Library Assignment: 5%
 - Presentation: 5%
 - Quiz/Role Play/ Any other activities: 5%

Course Contents

UNIT I Nature and Scope of Communication 4 Hours

- Meaning, Features, Characteristics, Importance of Business Communication
- Benefits and Functions of Business Communication, The Mehrabian Model
- Communication Basics, Communication Networks, Tips for Effective Internal Communication
- Interpersonal Communication, Communication Barriers
- Effective Managerial Communication and Strategies for Improving Organizational Communication

UNIT II Listening Skills

3 Hours

- Effective Listening, Process, Advantages, Types of Listening

- Barriers to Effective Listening, Strategies for Effective Listening
- Leadership and Role of Listening
- Case Study: The Farewell Speech

Unit III Non-verbal Communication Skills 3 Hours

- Introduction, Significance, Forms of Non-verbal Communication
- Types of Non-verbal Communication
- Interpreting Non-verbal Messages
- Case Study: Charisma Corporation

UNIT IV Business Writing Skills 5 Hours

- Business Writing, Types of Business, Five Stages of Writing Business Messages
- Business Correspondence, Business Letter Writing, Kinds of Business Letters
- Reports, Kinds of Reports, Elements of Effective Business Reports, Steps in Writing Routine Business Reports
- Business Proposals, Types of Business Proposals, Components of a Proposal, Proposal Layout and Design
- Careers and Resumes

Unit V Developing Oral Communication Skills for Business 5 Hours

- Interviews, General Preparation for an Interview
- Business Presentations and Public Speaking
- Meetings and Conferences
- Group Discussions and Team Presentations
- Ethics in Business Communication

Text Book

1. Raman, Meenakshi. Prakash Singh (2013), Business Communication, Oxford University Press, New Delhi, Second Edition.

Suggested Reading

1. Mukerjee, Hory Sankar (2013). Business Communication, Oxford University Press, New Delhi.
2. Guffey, Mary Ellen. Richard Almonte. (2013). Essentials of Business Communication, Nelson, Sixth Canadian.
3. Sinha, K. K. (1999), Business Communication, GPC, New Delhi.
4. Raina, Roshan Lal. Iftikhar Alam. Faizia Siddiqui. (2010). Communication for Management. Word Press, New Delhi

Lecture Plan

Lectures	Topics	Prescribed Text Book	Chapter No.
Lecture – 1	Meaning, Features, Characteristics, Importance of Business Communication	Book 1	1
Lecture – 2	Benefits and Functions of Business Communication, The Mehrabian Model	Book 1	1
Lecture – 3	Communication Basics, Communication Networks, Tips for Effective Internal Communication	Book 1	1
Lecture – 4	Interpersonal Communication, Communication Barriers Effective Managerial Communication and Strategies for Improving Organizational Communication	Book 1	1
Lecture – 5	Effective Listening, Process, Advantages, Types of Listening	Book 1	2
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Lecture – 8	Introduction, Significance, Forms of Non-verbal Communication	Book 1	4
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