

## COMMON POOL OF GENERIC ELECTIVES (GE) COURSES

### Category IV

#### GENERIC ELECTIVES (GE-1): MANAGEMENT WISDOM FROM INDIA

##### Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course	Department offering the course
		Lecture	Tutorial	Practical/ Practice			
GE-1 MANAGEMENT WISDOM FROM INDIA	4	3	1	NIL	CLASS XII PASS	NIL	MANAGEMENT STUDIES

##### Learning Objectives

The Learning Objectives of this course are as follows:

- This course aims to bring management education and research in India in line with its needs to tackle contemporary challenges
- The course helps students develop management models that are rooted in India's spiritual and cultural ethos.
- This course attempts to highlight relevant contemporary issues.

##### Learning outcomes

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

- Understand the various theories, concepts and ideas that constitute 'received knowledge' of Indian Management.
- Learn how to compare and contrast Indian management thought with Western concepts.
- Apply Indian management thought more effectively in an organisation setting.
- Understand how Indian thoughts help enable growth and development of the self, organisations, society and environment in the present as well as future context.

##### SYLLABUS OF GE-1

###### UNIT- 1: Indian Wisdom

(12 hours)

Understand the principles of materialism (abhyudhaya), spiritualism (nisreyasa), nivr̥tti (spiritual contemplation), prav̥rtti (worldly duties), coexistence (loka sagraham), cohesion

(samanva), arkashastra (Analysis, Reasoning, Argumentation), Diversity Management (Anekanthavada). Relevance of Gurukul concepts in modern corporate world - shadowing, mentoring and coaching; Roots of Indian wisdom - welfare-oriented economy based on moral values. Using Indian wisdom to solve modern management problems.

**UNIT- 2: Management Paradigms from Ancient Texts (16 hours)**

Relevant concepts: Spiritual dimensions, Karma, Organisation tension, Positive thinking, Integrity, Leadership, Work Ethic. Management learnings from the Bhagavad Gita. Interpersonal Relations in Ramayana and Mahabharata. Pauranic Jagruti and Tourism Management. Management principles from the Guru Granth Sahib. Management learning and Organisational Policies from the Thirukural. Government administration from Kautilya's Arthashastra. Learnings from a study of Manusmriti.

**UNIT- 3: Indian Management Practices (20 hours)**

Uniquely Indian business scenarios – population density, crowd behaviour, role of the unorganized sector in trade and commerce, or cultural issues in business, infrastructure development, public private partnerships and regulation, how taxation drives business behaviour, logistics management, saving habits of Indians. Indian business practices- Community-based Business Management (Chettiars in Tamil Nadu, Marwaris of Rajasthan, Angadias of Gujarat), Indian family business management, community level success stories- Gupta empire, Gujarati, Marwari, Punjabi traders. Studying Indian business success stories such as Dabbawallas, Amul, Swachh Bharat, Atmanirbhar Bharat, PLI scheme initiatives, Indian corporates working abroad, success of Indians as individuals abroad in domains such as IT, Merchant Navy, Higher Education, Medicine.

**UNIT-4: Future for Indian Management Thoughts (12 hours)**

Indian models like OSHA, Theory K and Corporate Rishi Model. Management education should be based on four Ds (decision, direction, determination and dedication) and four Es (explore, experience, enjoy and excel) in students. Indian perspectives on sustainability, creativity, interpersonal skills, business ethics, environment friendly.

**Practical component (if any) - NIL**

**Essential/recommended readings:**

1. Srinivasan, V.: New Age Management Philosophy from Ancient India. Lotus.
2. Peetham, Sri Sharada: Ancient Wisdom for Modern Management. Springer.
3. Bansal, Ipshita: Management Concepts In Ancient Indian Psycho-Philosophic Thought. Wisdom-Banasthali Vidyapith.
4. Sharma, Subhash: Indian Management. New Age International.
5. Swami Ranganathananda, (2001), “Universal Message of the Bhagavad Gita”, 3 Volumes, Advaita Ashrama, Kolkata.
6. Swami Dayananda Saraswati, (2007), “The value of values”, Arsha Vidya Research & Publication Trust, Chennai.

### Suggestive readings:

1. Mahadevan, B. Writings on Gita & Management, <http://www.iimb.ernet.in/webpage/b-mahadevan/bhagavad-gita-amp-management>.
2. Swami Chinmayananda, (1996), "Holy Geeta", Central Chinmaya Mission Trust, Mumbai.
3. Bhattathiri, M.P. "Bhagavad Gita and Management".
4. Houston, D.J. and Cartwright K.E. (2007), "Spirituality and Public Service". Public Administration Review, Jan. – Feb., 2007, 88 – 102.
5. Poole, E. (2007). "Organizational Spirituality – A literature review", Journal of Business Ethics, 84, pp. 577 – 588.
6. Mahadevan, B., (2013). "Inspirational Leadership: Perspectives from Gītā", Chapter 13 in Sanskrit and Development of World Thought, Kutumba Sastry V. (Ed.), D K Print World, New Delhi, pp 199 - 210.
7. Ehrenfeld, J. R. (2005). "The Roots of Sustainability", MIT Sloan Management Review, 46 (2), pp. 23-25.

Note: Latest edition of the readings may be used.

**Note:** Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

## GENERIC ELECTIVES (GE-2:) FUNDAMENTALS OF ORGANISATION

### Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
GE-2 FUNDAM ENTALS OF ORGANIS ATION BEHAVIO R	4	3	1	NIL	CLASS XII PASS	NIL

### Learning Objectives

The Learning Objectives of this course are as follows:

- Explain the concepts in Organisational behaviour
- Understand application of its concepts to improve the understanding of human behaviour
- Link human and group behavior with enhancing the functioning of an organizational