M.COM. PART IV – SEMESTER IV

INDIAN ETHOS IN BUSINESS

Total Credits: 4 | University of Mumbai | NEP 2020

Course	INDIAN ETHOS IN BUSINESS
Credits	4
Structure	2 Modules × 2 Units
Assessment	100 Marks (50 University + 50 College)

Module I

Unit 1: The Concept of Indian Ethos

- Meaning, Features, Evolution, Ethics Vs. Ethos, Relevance of Ethos.
- Elements of Karma and Management.
- Indian Ethos for Management.
- Principles and practices of Indian companies.
- Management lessons from Vedas, Mahabharata, Bible and Quran.

Unit 2: Contemporary Approaches to Indian Ethos

- Joint Hindu Family Business – Leadership qualities of Karta.
- Indian system of learning – Gurukul system of learning.
- Karma: advantages and disadvantages.
- Importance of Karma to Managers.
- Nishkama Karma.
- Law of Creation, Law of Humility, Law of Growth.
- Law of Responsibility, Law of Connection, Corporate Karma Leadership.

Module II

Unit 3: Values in Business Management

- Indian heritage in business.
- Indian Management Vs. Western Management.
- Work ethos and values for Indian Managers.
- Relevance of value-based management in global change.
- Value system in work culture.
- Indian model of corporate development.
- Significance of ethics in Business Management.

Unit 4: Ethical Issues and its Resolution

- Ethical Issues related with Advertisement and Marketing.
- Secular versus Spiritual Values in Management.
- Work Ethics.
- Stress Management and Stress Management techniques.
- Ethical dilemmas in different business areas of operations, finance, marketing, HRM.
- Ethical dilemma resolution process.

Source: University of Mumbai, M.Com. (Business Management), Semester IV, NEP 2020 syllabus, effective from Academic Year 2024–25, as provided in the uploaded document.