

TOLANI COLLEGE OF COMMERCE
(Autonomous)



Title of the Course:
Indian Ethos in Business
Programme: Bachelor of Commerce (B.Com.) Semester – V

Syllabus for 2 Credits Course

From the academic year: 2025-2026

Name of the Course: Indian Ethos in Business

Sr. No.	Heading	Particulars
1	Description the course:	This course explores the integration of traditional Indian values, philosophies, and ethics into modern business practices. It focuses on concepts such as integrity, sustainability, social responsibility, and leadership, drawing from ancient Indian scriptures like Arthashastra. This course aims to provide a framework for ethical decisions making and leadership that aligns business goals with societal well-being.
2	Type:	Theory (Major - IKS)
3	Credit:	2 credits
4	Hours Allotted:	30 Hours
5	Marks Allotted:	Total 50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
6	Course Objectives: The objective of the course is to: <ol style="list-style-type: none"> 1. To Understand the core principles of Indian ethos, including insights from ancient Indian texts like Arthashastra, and their application in business and leadership. 2. To Explore how Indian ethos, values, and philosophical teachings can be integrated into modern business practices, leadership, and corporate governance. 	
7	Course Outcomes: After the completion of the course, the learners will be able to: <ol style="list-style-type: none"> 1. Explain key characteristics of Indian ethos, differentiate it from Western management, and analyze how ancient Indian principles, like those from the Arthashastra, influence modern business strategies. 2. Identify examples of companies successfully integrating Indian ethos in leadership and CSR, while assessing the challenges and potential of applying traditional values in contemporary business. 	
8	Module 1- Indian Ethos in Business	

	<ul style="list-style-type: none"> • Introduction to Indian Ethos: Definition and scope of Indian Ethos in business, Key characteristics: spiritualism, holistic thinking, and harmony with nature, Difference between Western management and Indian ethos. • Insights from Chanakya's Arthashastra on Business Strategy: Chanakya's approaches to leadership, power dynamics, and wealth management., Strategic planning, risk management, and governance models from the Arthashastra, Case studies on modern business strategies influenced by Arthashastra. • Values and Ethics in Indian Culture: Indian value system: Satya (Truth), Ahimsa (Non-violence), and other core values, Ethical decision-making in business, Application of Gandhian values: Trusteeship, non-possession, and simplicity.
	Module 2: Applications of Indian Ethos in Modern Business
	<ul style="list-style-type: none"> • Leadership and Management Principles in Indian Philosophy: Leadership lessons from Indian epics and texts, Characteristics of an ethical leader, The role of humility and empathy in leadership. • Corporate Governance and Social Responsibility: Indian perspective on governance: Responsibilities towards stakeholders, Corporate social responsibility (CSR) inspired by Indian ethos, Sustainability and ethical business practices in India. • Integrating Indian Ethos into Contemporary Business: Case studies of companies incorporating Indian ethos in their practices, Challenges in integrating traditional values with modern business operations, The future of Indian ethos in a globalized business environment.
9	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Balasubramanian, R. (2012). <i>Corporate Ethics: The Business Code of Conduct for Ethical Employees</i>. Margham Publications. 2. Chakraborty, S. K. (1995). <i>Ethics in Management: Vedantic Perspectives</i>. Oxford University Press. 3. Debroy, B., & Debroy, A. (2010). <i>Chanakya's Arthashastra: A Classic Ancient Indian Treatise on Statecraft, Economic Policy and Military Strategy</i>. Penguin Books. 4. Ghosh, B. (2006). <i>Indian Ethos in Management</i>. Vikas Publishing House. 5. Jain, S. P. (2008). <i>Indian Ethos and Management</i>. Rawat Publications.

	6. Kumar, S., & Natarajan, R. (2018). <i>Indian Ethos and Values for Managers</i> . Himalaya Publishing House. 7. Nandgopal, R., & Sankaran, S. (2013). <i>Indian Ethos and Values in Management</i> . Tata McGraw Hill Education. 8. Rangarajan, L. N. (1992). <i>Kautilya: The Arthashastra</i> . Penguin Books. 9. Sharma, S. (2017). <i>Corporate Governance and Social Responsibility: Indian Ethos and Values</i> . Prentice Hall of India. 10. Singh, S. (2011). <i>Indian Management Thought and Practice</i> . Excel Books. 11. Srinivasan, R. (2018). <i>Indian Ethos in Management: Ethical Perspectives for Modern Business</i> . Cengage Learning India. 12. Tripathi, A. N. (2009). <i>Human Values</i> . New Age International Publishers.
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11	Internal Continuous Assessment: 40%	Semester End Examination: 60%												
12	Continuous Evaluation through: (Internal Assessment) The Continuous Evaluation will have components as follows: <table> <tr> <th>Component</th><th>Details</th><th>Total marks</th></tr> <tr> <td>I</td><td>Assignment / Case Study / Current Affairs Diary / Field Study / Business Plan / Project</td><td>10</td></tr> <tr> <td>II</td><td>One Periodical Test</td><td>10</td></tr> <tr> <td></td><td>Total</td><td>20</td></tr> </table>	Component	Details	Total marks	I	Assignment / Case Study / Current Affairs Diary / Field Study / Business Plan / Project	10	II	One Periodical Test	10		Total	20	
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II	One Periodical Test	10												
	Total	20												
13	Format of Question Paper: <div style="text-align: center;"> Semester End Examination Question Paper Pattern </div> Maximum Marks: 30 Duration: 1 Hour All Questions are Compulsory Carrying 10 Marks each. <table> <tr> <th>Question No</th><th>Particulars</th><th>Marks</th></tr> <tr> <td>Q-1</td><td> Attempt any 2 of the following: (From Module I) a. b. c. </td><td>10 Marks</td></tr> </table>		Question No	Particulars	Marks	Q-1	Attempt any 2 of the following: (From Module I) a. b. c.	10 Marks						
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Q-1	Attempt any 2 of the following: (From Module I) a. b. c.	10 Marks												

	Q-2	Attempt any 2 of the following: (From Module II) a. b. c.	10 Marks	
	Q-3	Attempt the following: (From Entire Syllabus) a. b.	10 Marks	

Signatures of Team Members

Sr. No.	Name	Signature
1.	Dr. Sadhana Venkatesh	
2.	Ms. Jyoti Ghosh	