

Shivaji University, Kolhapur
Programme: B. Com.
Level 4.5 Semester- I
Course Code: IKS (G)
IKS- Generic: Indian Business Management
(Introduced from June 2024)

Course Outcomes:

After studying this course, students will be able to...

1. Understand the key ideas of Indian management
2. Explain how to develop Indian thoughts in management
3. Application of values in Management
4. Demonstrate various examples of Indian thinkers and Indian business models before the students

2 Credits	50 marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit No.	Course Content	No. of Hours
Unit-I	Indian Management	15 hours
	(a) Evolution of Indian Management, key ideas of Indian Management, Role of Values in Management, Indian Epics and Management, (b) Dimensions of Vedic Management, Bhagwad Gita, Ramayan, Buddha's Management, Kautilaya's Arthshastra	
Unit-II	Indian Business Models	15 hours
	Business Model of Tata, Business Model of Bajaj Group, Business Model of Aditya Birla Group, Business Model of Reliance Industries, Business Model of AMUL	

Reference Books Recommended:

1. Sancev Rinka and Khanna, Parul: Ethics and Values in Business Management, Ane Books Pvt. Ltd,
2. Khanna. S.: Vedic Management, Taxman Publication (P) Ltd.
3. Bhagwad Gita as Viewed by Swami Vivekananda; Vedanta Press & Bookshop
4. Rajgopalachari C. Ramayan Bhartiya Vidya Bhawan
5. Dona Witten and Akong Tulku Rinpoche, Enlightened Management: Bringing Buddhist Principles to Work, Park Street Press,
6. B. R. Ambedkar, Buddha and His Dhamma, Government of Maharashtra, W & S of Dr. Babasaheb Ambedkar, Mumbai
7. Gita Piramal: Business Legends
8. Kalai Selvan N:Tata's Business and Growth Strategy (Business Strategy Series) 1 Jan 2008

Nature of Question Paper
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Time: 90 Minutes

Total Marks: 40 Marks

Question No. 1	a) Multiple Choice Questions (3 Questions - 4 alternatives each)	6 Marks
	b) Match the following (Two Columns-Four pairs)	2 Marks
	c) Two statements (Answering true or false)	2 Marks
Question No. 2	Write Short Notes (Any four out of six)	20 Marks
Question No. 3	Answer the following (Any one out two)	10 Marks

Internal Assessment

10 Marks

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Course Code: CC
Co-curricular Activities

(The student may participate in multiple co-curricular activities. However, as a part of credit structure, one of the following courses is to be selected by the student):

- NCC
- NSS
- Sports
- Cultural Activities
- Yoga and Fitness
- Health and Wellness
- *Vivek Vahini*

Note: For this course, follow the common syllabus and evaluation guidelines issued by the university separately.