

Shri Govind Guru University

(Established by Government of Gujarat Vide Gujarat Act no 24/2015)

Towards Smart Quality Education



Faculty of Management

Syllabus for

P.G. Diploma in Bharatiya Management

Effective from - 2020

P.G. Diploma in Bhartiya Management

- O.P.G.D.B.M.-1**
- Any Graduate of this University or other recognised in university with as per AICTE norms it should be 50% marks in aggregate is eligible for admission.
 - The candidate who have appeared at final year graduate examination may also apply for admission in anticipation of final year examination result.
- O.P.G.D.B.M.-2**
- Total seats will be 30 & another class of 30 seats will be extended by permission of university. Admission will be granted in order of merit determined on the basis of aggregate marks secured at graduate degree examinations. Reservation as per Gujarat State Government policy will be given.
- O.P.G.D.B.M.-3**
- The duration of the programme will be one year (or Two Semesters), enrollment will be valid for three years. On expiry of three years it will automatically expire.

Regulation

- R.P.G.D.B.M-1**
- The courses structure will content the following papers.

Sr. No.	Title of the Paper	Contant	Maximum Marks		Total	Passing Marks
		Hours	Internal	External		
1	Bharatiya Management Thought (Thinkers)	30	30	70	100	40
2	Bharatiya Ethics and Values	30	30	70	100	40
3	Management of Self	30	30	70	100	40
4	Management of Family, Friends and Family Business	30	30	70	100	40
5	Bharatiya Management Principles	30	30	70	100	40
6	Seminar & Viva Voce	30	30	70	100	40
	Total	180	180	420	600	300

- R.P.G.D.B.M-2**
- In each course 30% marks will be for internal continuous evaluations based on assignment, seminars, case analysis, quiz, debates.etc. 5 marks of this will be reserved for good conduct and behavior, regularity of attendance, discipline etc.

- R.P.G.D.B.M-3**
- University examination will consist of a question paper, containing three parts.
 - (A) MCQ - Two question from each unit - 1x10 marks
 - (B) Essay type of questions from each unit. Any three to be answered 15x3 = 45 marks.
 - (C) Case or incident analysis - 15 marks

- R.P.G.D.B.M-4**
- A candidate will be awarded class at the examination as follows:

(1) Pass Class will be 50% to 59.9% marks
(2) First Class will be 60% to 69.9% marks
(2) Distinction will be 70% and above
- R.P.G.D.B.M-5**
- A candidate failing to obtain minimum 40% marks in maximum two papers in the internal and external components taken together shall be allowed to keep term. He/She will pay examination fee and reappear at university examination in such papers next year. Maximum two attempts will be allowed.
- R.P.G.D.B.M-6**
- Viva Voce examination at the time of university final examination shall be conducted by a board of examiners consisting of the director and one external expert. It will be based on seminar papers of the candidate. Seminar papers will carry 50 marks and viva voce 50 marks.
- R.P.G.D.B.M-7**
- The medium of instruction and examination will be English, Gujarati, Hindi

Detailed Course Contents:

Paper-1 **Bharatiya Management Thought/Thinkers**

- Unit:1** Manu, Shukracharya
- Unit:2** Vedvyasa
- Unit:3** Chanakya
- Unit:4** Valmiki, Tulsidas, Tiruklar and other sages
- Unit:5** Modern thinkers

Paper-2 **Bharatiya Ethics and Values**

- Unit:1** Concept, Nature, Scope, Purpose and types of Ethics. Ethics and morals, Ethics and law, Ethics and religion, Ethics and Ethos.
- Unit:2** Bharatiya Eternal Ethics-concept of ethics as Dharma or Duties. Sources of Bharatiya Ethics
- Unit:3** Process and stages of moral development. Bharatiya view. Management of Ethics-Bharatiya approach (concept of Avatar of God, Heaven and hell, Karma and rebirth theories. Penance system. Self control).
- Unit:4** Concept of value. Difference between value and skill. Sources of Value. Characteristics of values. Types of values. Values in globalization. Secular vs Spiritual values.
- Unit:5** Ethical Dilemmas and there solutions in business and professions. Cases of Ethical and unethical conduct.

Paper-3 **Management of Self**

- Unit:1** Concept of Self, Self Management, Self control and self realization
- Unit:2** Time Management
- Unit:3** Stress Management
- Unit:4** Management of Mind and Memory. Total quality of mind (TQM). Concept of Shreemadbhagvatgeeta.
- Unit:5** Expansion of five Kosha theory. Personality development-Swami Vivekanands concept and Bhagvatgeeta model. Transforming work culture through Bhagvatgeeta's Nishkam Karm yog concept, Sva-Dharm concept.

Paper-4 Management of Family, Friends and Family Business

- Unit:1** Management of Family
- Unit:2** Management of Friends
- Unit:3** Management of Relatives
- Unit:4** Management of family business.
- Unit:5** Cases on above topics

Paper-5 Bharatiya Management Principles

- Unit:1** Concept and principle of Bharatiya Management. General and strategic.
- Unit:2** Planning, organizing and communication
- Unit:3** Leadership and inspiration (Indian role models-Lord Ram, Lord Krishna, Lord Shiva, Lord Ganapati, Lord Hanuman, Durga Maa)
- Unit:4** Bharatiya Management in functional Management. Finance, HR, Marketing, Production.
- Unit:5** Bharatiya Management in sectoral management. Education and hospitality management, Management of state, Management of environment.

Paper-6 Seminar and Viva Voce

- Each candidate will submit 5 seminar at least one in each paper based on library search or field work. Each seminar paper will carry 10 maximum marks.
- Viva Voce will be conducted by Board of Examiners, Consisting of the director and one external subject expert. It will carry maximum 50 marks.

Alternative : To begin with certificate course may be started in each of the above paper or the following:

- (1) Certificate course in Bhagvatgeeta for managers.
- (2) Certificate course in learn management from Ramcharitmanas
- (3) Certificate course in learn management from Chanakya

(4) Certificate course in learn management from Vidurniti

List of books on Bharatiya Management:

1. Manusmriti
2. Shukraniti
3. Kautilya Arthshaastra
4. Chanakyaniti and Chanakya Sutras
5. Ramcharitmanas of Tulsidas
6. Valmiki Ramayan
7. Mahabharat
8. Vidurniti
9. Tirakkural
10. Vedas and Upnishad
11. TV serials, Ramayan, Mahabharat, Chanakya etc.
12. S.K. Chakraborty's 6 books, Oxford university press
13. Subhash Sharma's Eastern gates, Western windows, New age publication
14. Dr. N.M. Khandelwal's 6 books from Himalaya, 1 Pragati and 2 AICTE, New Delhi. Four research reports, Global Centre for Indian Management, M.B.A. Department, Saurashtra University, Rajkot.

A Proposal for

Creating Ved Vays Chair Professor and Establishment of Ved Vyas centre for Bharatiya Management.

Vision :

India again becomes Vishvaguru in Management with global recognition of Bharatiya Management model.

Mission:

Promotion of Indianization or decolonization of management education and practice.

Goals:

- Research on Bharatiya Management
- Training and consultancy
- Publication/dissemination
- Association, Networking, etc.

Activities:

1. Training of faculty in Bhartiya Management
2. Training of youth -
 - (a) P.G. Diploma in Bharatiya Management
 - (b) Certificate Programmes
3. Continuous education in Bharatiya Management for teachers by conducting STTP's and for practicing managers through short term EDP's/MDP's.
4. Research on Bharatiya Management in Ved, Vedanta, Purans, Smritis, Nitis, Epics, Saint literature, Folk literature and arts, specially tribal.
5. Consultancy for Bharatiya Management research, training and education in other organizations-education and business public and private.
6. Publication of books, monographs, journals, news, letters, exhibition posters in hard and digital forms.
7. Development and maintenance of website of the centre
8. Organizing seminar, conference, workshop, exhibitions.
9. Networking with similar organizations and forming association of members. Any other activity to facilitate achievement of goals.

Resources needed:

1. Manpower:

Professor/Director	One
Research Fellow	Two
Computer Operator	One
Library Assistant	One

2. Physical:

Director's Chamber
Library
Research Room
Office Room
Computer System
C.P.C. Licensed Software

3. Financial:

Non-recurring
Recurring
(10% Contingencies)

Collaboration with other departments:

- Sanskrit, Hindi, Gujarati (Folk literature and arts)