



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-1\2 (BBA)

Subject: Ethics and Professional Conduct - BBAXX10206

Type of course: Value Added Courses (VAC)

Prerequisite: NA

Rationale: Ethics and professional conduct serve as the moral compass guiding individuals in their respective fields, ensuring responsible behavior and decision-making. The rationale behind this code of conduct lies in upholding trust, maintaining reputation, and protecting stakeholders' interests.

Moreover, ethics and professional conduct promote fairness, equality, and social responsibility. These principles encourage professionals to treat others with respect and impartiality, regardless of background or status, while also encouraging a commitment to social well-being.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
2	0	0	2	50	20	30	100

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

2 Credits * 25 Marks = 50 Marks (each credit carries 25 Marks)

SEE 50 Marks will be converted in to 25 Marks

CCE 50 Marks will be converted in to 25 Marks

It is compulsory to pass in each individual component.



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Humanitarian Aid Students have to participate in any social useful and attention-grabbing social activities and upload details on GMIU Web Portal.	10
2	Ethics Inspired short Video Making: In this activity students will record their own video, where they talk on their understanding about ethics and professional behavior. Prepared video must upload on GMIU Web Portal.	10
3	e-Addiction Persona Study: Students will be provided a mapping format. Upon completing the online mapping test, students will receive a certificate of completion. Students are required to upload the generated certificate on GMIU Web Portal.	10
Total		30

Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	The Idea of India and Bharat <ul style="list-style-type: none"> • Concept of Jambūdvīpa, āryavrata and bhārata' • Introduction to ethical values embedded in Indian culture and philosophy. • Understanding the relevance of these values in contemporary professional contexts 	8	25%
2	Dharma and Business Ethics <ul style="list-style-type: none"> • In-depth study of Dharma in Bharatiya philosophy. • Applying Dharma in professional conduct. • Corporate Governance and Dharma 	8	25%
3	Ethical Challenges in the Digital Age: <ul style="list-style-type: none"> • Technology and Ethical Decision-Making • Cyber security and Ethical Responsibilities • Digital Journalism Ethics • Ethics in Digital Transformation 	8	25%



4	<p>Ethics and Globalization</p> <ul style="list-style-type: none"> • Developed Bharat Vision Integration • Ethical Governance Strategies • Youth Ethics and Social Development 	8	25%
---	--	---	-----

Suggested Specification table with Marks (Theory): 50

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	20%	40%	40%	--	--	--

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand Indian philosophical principles to navigate modern-day ethical dilemmas.
CO2	Analyze and navigate complex ethical dilemmas by leveraging Dharma's teachings to strike a balance between business goals and ethical considerations
CO3	Analyze and assess ethical implications within cyber security practices, considering legal, social, and moral aspects of decision-making
CO4	Understand global interconnectivity and its ethical implications, including collective action and Global justice.

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.



Reference Books:

- [1] द लेक्सिकन नीतिशास्त्र, सत्यनिष्ठा व अभिरुचि-2022
- [2] Ethics, Satyanishtha Avam Abhivratti-2018
- [3] मेरीगीता, देवदत्तपट्टनायक, रूपापब्लिकेशन, नईदिल्ली, २०१७
- [4] श्रीमद्भगवद्गीता, डी.सी. अेल. शास्त्री, सरस्वतीपुस्तकभंडार, अमदावाड. 1986

