

MBEV1003 UNIVERSAL HUMAN VALUES, ETHICS AND ENVIRONMENT (3-0-0)

Course Objectives:

1. To develop students' understanding of the concept of Human Values and related issues.
2. To make students aware the importance of Harmony in self, family, society and nature.
3. To make the students understand the importance of ethical practices in business and governance.
4. To exhibit understanding of the importance of business environment and probable impact of environmental factors on a business.
5. To sensitize learner the link between environmental issues and business.

Module I- Universal Human Values (UHV)

Universal Human Values (UHV)– Introduction, Need for Value Education, Right Understanding, Mutual happiness and prosperity, Role of Education-Sanskar (Enabling the Transformation to Human Consciousness), **Self-exploration**- The Content and Process, Meaning of Happiness and Prosperity. **Understanding Harmony in the Self-Harmony** of the Self with the Body: Self-regulation and Health, **Understanding Harmony in the Family** –Feeling of Relationship as the Basis for Harmony in the Family, 'Trust' – the Foundational Value in Relationship, Respect– As the Right path to harmony in family, Affection, Care, Guidance, Reverence, Gratitude and Love as Values in Relationship. **Understanding Harmony in the Society** - Understanding Human Goal, **Harmony from Family Order to World Family Order –Universal Human Order**- From understanding self to Family order, Family cluster order, village cluster order, Nation order, and world family order. **Understanding Harmony in Nature/Existence**: Nature as Collection of Units: **Harmony among the Four Orders**- Physical order, Bio order, Animal order, and Human order. Mutual fulfilment among the Four Orders of Nature: Co-existence at all Levels. The Holistic perception of Harmony in Existence.

Case Study depicting business applications of Universal Human Values (UHV)

Module II- Business Ethics

Ethics& Business Ethics- Definition, Meaning, Importance, Nature & Scope. Factors influencing business ethics, Salient feature, Ethical principles in business. **Theories of ethics**- Absolutism vs. Relativism, Kohlberg stages of moral development. Managing ethical dilemmas, Ethical decision making, Employee and Business Ethics, Ethical and value-based leadership. Ethics in governance practices in corporates, Corporate scams and unethical practices. Ethical principles and practices in Marketing, Finance, HRand other disciplines. Promoting ethical culture in business organization.

Case Study depicting ethics in business to be discussed.

Module III- Environment

Natural environment; Ecology and environmental protection and sustainable development – Bio-diversity and environmental degradation issues, **Managing natural disaster**, Environmental Legislations, Issues of global warming, terrorism, natural disasters. **Issues relating pollution**- causes, and control measures. **Greening Management**- Green policies and practices in corporates, Environmental Partnership, Environment Audit, Product Stewardship. **Environment Management as Competitive Advantage**, World Business Council for Sustainable Development (WBCSD) and its ten messages for business.

Business Environment: Meaning, nature and scope, economic and non-economic environment; internal and external environmental factors. **Scanning of environment**- methods and techniques of scanning (ETOP, SWOT). **Economic Environment of Business**: recent developments in Indian Economy. **Non-Economic Environmental Factors**: Non-Economic factors influencing business.

Changes in Business and Industrial policy- Recent industrial policy, trade liberalization, from a Closed to Open economy.

Case Study depicting Business Environment.

Course Outcomes:

- CO-1: Develop a comprehensive understanding of Universal Human Values (UHV) and their practical applications in personal, familial, societal, and business contexts.
- CO-2: Analyze ethical principles and theories in business decision-making, fostering a culture of integrity, responsibility, and leadership.
- CO-3: Evaluate environmental issues, regulations, and sustainable business practices to mitigate ecological degradation and promote corporate responsibility.
- CO-4: Assess the dynamic business environment, including economic, political, and ethical dimensions, to navigate challenges and opportunities in diverse socio-economic landscapes.

Text Book(s)

1. A Foundation Course in Human Values and Professional Ethics by R R Gaur, R Asthana, G P Bagaria, Excel Books, New Delhi, 3rd Edition.
2. A Foundation Course in Holistic Human Health by S Asthana, A Shukla, TS Perumal- UHV Publication.
3. Business Environment – B N Ghosh, Oxford
4. Business Ethics – Murthy, HPH
5. K.S.Thakur, Business, Ethics and Environment, Publisher: Aadi Publications, Seller: Neha Publisher

Reference Books

1. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain
2. A N Tripathy, 2003, Human Values, New Age International Publishers.