INDIAN ETHOS IN MANAGEMENT – TYBMS (HR)

Module 1- Indian Ethos an Overview

Chapter 1 – An Introduction to Indian Ethos

➢ **Meaning** – “Ethos” is a Greek Word which means “Character”. It also can be defined as the set of beliefs of community of a region. Hence Indian Ethos is a set of Indian beliefs that guides the individual.

➢ **Features:**
   I. Divinity of all souls.
   II. Dignity of work.
   III. Ananda.
   IV. Equanimity.
   V. Know Yourself.
   VI. Unique work culture.
   VII. Vasudhaiva Kutumbakam.
   VIII. Holistic Approach to management.

➢ **Need/Relevance/Requisites:**
   I. Value based management.
   II. Self-development.
   III. Self-Management.
   IV. Stress Management.
   V. Social Sensitivity.
   VI. Humanising the Organisation.
   VII. Self-Introspection.
   VIII. Brain Stilling.
   IX. Intuition.

➢ **Principles practised by Indian companies:**
   I. Honesty.
   II. Transparency.
   III. Accountability and Responsibility.
   IV. Equal treatment.
   V. Harmony.
   VI. Fairness.
   VII. Integrity.
   VIII. Dignity of Work.
   IX. Holistic Approach.
   X. Co-operation.

➢ **Elements of Indian Ethos:**
   I. Ego sublimation.
   II. Sacrificing spirit.
   III. Team achievement.
IV. Spiritual attainment.
V. Self-control.
VI. Concept of Duties.
VII. Yielding rather than Dominating.
VIII. Respect & Search for Truth.

➢ Role of Indian Ethos in Management Practise: -
   I. Planning.
   II. Recruitment & Selection.
   III. Healthy Relations.
   IV. Responsibility & Accountability.
   V. Training & Development.
   VI. Performance Appraisal.
   VII. Workers Participation in Management.
   VIII. Grievance Redressal.
   IX. Promotes Harmonious work culture.

Chapter 2 – Management Lessons from Scriptures

➢ Management Lessons from Mahabharata: -
   I. Work on your Weakness.
   II. Share Responsibility.
   III. Team Work.
   IV. Commitment.
   V. Take calculated Risks.
   VI. Women Empowerment.
   VII. Know every members Potential.
   VIII. Decision making.

➢ Management lessons from Vedas: -
   I. Divinity of all Souls.
   II. Aham Brahmasmi.
   III. Why to Work?
   IV. How to Work?
   V. Yoga Karmashu Kaushalam.
   VI. Parasparam Bhayavantah.
   VII. Fostering Team Spirit.
   VIII. Nishkama Karma.

➢ Management Lessons from Kautilya Arthshastra: -
   I. Business management principles.
   II. Adequate distribution of Profits.
   III. Examination & Auditing.
   IV. Focus on sustainable Economic Growth.
   V. Peoples Welfare.
   VI. Avoid Misuse of Power.
VII. Ethical conduct of Business Activities.

➢ Management Lessons from Bible: -
   I. Be Humble.
   II. Integrity & Honesty Building.
   III. Treat employees fairly.
   IV. Charity.
   V. Sowing & Reaping.
   VI. Conflict Management.
   VII. Work Hard.
   VIII. Be Honest with Customers.

➢ Management Lessons from Quran: -
   I. Obedience & Respect of Authority.
   II. Mutual Consultation.
   III. Equal opportunities to everyone.
   IV. Fulfilling Commitments.
   V. Optimum Utilisation.
   VI. Elimination of Wastages.
   VII. Just in Time.
   VIII. Kaizen.

Module 2 – Work Ethos and Values.

Chapter 3 – Work Ethos.

➢ Meaning – The Norms and Behaviours governing the conduct of workers.

➢ Levels of Work Ethos: -
   I. Discipline.
   II. Punctuality.
   III. Proper behaviour with Subordinates.
   IV. Not wasting time.
   V. Dignity of Work.
   VI. Doing Morally correct things.
   VII. Work Culture.
   VIII. Loyalty.
   IX. Commitment.
   X. Sense of belongingness.
   XI. Presenting favourable image of organisation.

➢ Dimensions of Work Ethos: -
   I. Organisation Interest Protections.
   II. Appropriate System.
III. Proper Communication System.
IV. Sense of Loyalty towards Organisation.
V. Discipline.
VI. 4 P’s of Work Ethics.

➢ **Steps in Work Ethos:**
  I. Link wages to productivity.
  II. Attendance Bonus.
  III. Rewarding Employees.
  IV. Employees participation in decision making.
  V. No political Interference.
  VI. Prayers.

➢ **Factors Responsible of Poor Work Ethos:**
  I. Lack of Commitment.
  II. Lack of Discipline.
  III. Poor working Conditions.
  IV. Political Interference.
  V. Decline of Moral Standards.
  VI. Lack of Recognition.
  VII. High rate of Absenteeism.
  VIII. Heavy workloads.
  IX. Stress.
  X. Lack of Role Clarity.

**Chapter 4 – Values.**

➢ **Meaning** – Values are the beliefs that guides our behaviours.

➢ **Features:**
  I. Core of Personality.
  II. Values are judgemental in nature.
  III. Values are relatively stable.
  IV. Subjective in Nature.
  V. Cultured at Home.
  VI. Values are Inculcated.
  VII. Emotionally Charged.
  VIII. Values are learnt.

➢ **Values for Indian Managers:**
  I. Respectful.
  II. Creativity.
  III. Commitment.
  IV. Open Mindedness.
  V. Purity of Mind and Heart.
  VI. Fearlessness.
  VII. Empathy, Love and Affection.
VIII. Nishkama Karma.
IX. Optimistics.
X. Calmness.
XI. Accountability.
XII. Delegator.

➢ **Impact of Values on Stakeholders**: -
   I. Employees.
   II. Customers.
   III. Government.
   IV. Competitors.
   V. Society.

➢ **Trans Cultural Human Values in Management Relevance**: -
   I. Credibility Among Stakeholders.
   II. Basic human values.
   III. Helps Decision making.
   IV. Profit making.
   V. Employees Credibility.
   VI. Clear objective.
   VII. Self-Discipline.

➢ **Importance of Value System in Work Culture**: -
   I. Corporate Culture.
   II. Guide to Action.
   III. Objective Standards.
   IV. Social Responsibility.
   V. Spirit of Sacrifice.
   VI. Humility and Respect for All.
   VII. Accountability and Responsibility.
   VIII. Co-operation and team spirit.

**Module 3 – Stress Management**

**Chapter 5 – Stress Management**

➢ **Meaning**: - The physiological & psychological imbalance is called Stress. The process of controlling stress and its effect by learning various techniques is called stress management.

➢ **Types of Stress**: -
   I. Acute Stress.
   II. Episodic Stress.
   III. Chronic Stress.
   IV. Eustress & Distress.
   V. Hyperstress & Hypostress.

➢ **Causes of Stress**: -
I. Career Concern.
II. Role of Ambiguity.
III. Rotating Work Shifts.
IV. Role Conflict.
V. Lack of Participation in Decision Making.
VI. Work Overload.
VII. Work Under load.
VIII. Poor Working Condition
IX. Lack of Group Cohesiveness.
X. Lack of Social Support.
XI. Health Related Issues.
XII. Life Changes.
XIII. Personality.

Chapter 6 - Stress Management Technique

➢ **Meditation: Meaning** – Meditation means a technique of controlling the thoughts and mentally resting.

➢ **Benefits:** -
  I. Reduce Stress & Tension.
  II. Health Benefits.
  III. Increasing Concentration.
  IV. Helps to live in present.
  V. Facilitates Happiness.
  VI. Peace of Mind.
  VII. Helps to Control your thoughts.
  VIII. Enhances Creativity.
  IX. Meditation Slows Aging.

➢ **Techniques of Meditation:** -
  I. Mantra Meditation.
  II. Vipassana Meditation.
  III. Yoga Meditation.
  IV. Kundalini Meditation.
  V. Chakra Meditation.
  VI. Metta Meditation.
  VII. Trataka Meditation.

➢ **Yoga: Meaning** – The word “YOGA” is derived from Sanskrit word YUJ which means To Unite.

➢ **Significance:** -
  I. Stress Relief.
  II. Seek inner peace.
  III. Increase energy.
  IV. Better Intuition.
  V. Improved Immunity.
  VI. Better Relationships.
VII. Living with greater awareness.
VIII. Better flexibility and postures.
IX. Weight loss.

Chapter 7 – Leadership

➢ **Meaning** – Leadership is the art of leading and guiding the people.

➢ **Approaches**: -
   I. Transformational Leadership.
   II. Transactional Leadership.

➢ **Two examples of Transformational leaders**: -
   I. Mr. Ratan Tata. (explain in detail in points)
   II. Mr. Narayan Murthy. (explain in detail in points)

➢ **Joint Hindu Family Business**: Meaning – Joint Hindu family business is operated by Hindu undivided family.

➢ **Features**: -
   I. Formation.
   II. Registration.
   III. Membership.
   IV. Management.
   V. Liability.
   VI. Sharing of Profits and Losses
   VII. Legal status.
   VIII. Continuity.
   IX. Flexibility.

➢ **Leadership qualities of Karta**: -
   I. About Joint Hindu family business.
   II. Karta & Leadership.

Chapter 8 Motivation

➢ **Meaning** – motivation is the inner drive which makes a person to perform in a particular manner.

➢ **Indian Approach to Motivation**: -
   I. The Guna Theory.
   II. Nishkama Karma.
   III. SAAM, DAAM, DAND, BHED.
   IV. SAT-CHIT-ANANDA
   V. Purushartha.
   VI. Self-Motivation.
   VII. Concept of DIVINITY IN MAN

➢ **Techniques of Motivation**: -
   I. Maslow’s theory of Motivation.
   II. Carrot Stick Approach.
   III. Motivation – Hygiene theory
Module 4 Indian Systems of Learning

Chapter 9 Learning

➢ **Meaning:** - Learning is the activity or process of gaining knowledge or skill by studying, practicing, being thought, or experiencing something.

➢ **Different mechanisms of Learning:** -
   I. Experiences.
   II. Association.
   III. Family and friends.
   IV. Institutions.
   V. Atma Manthan.
   VI. Maun Vrat.
   VII. Dhyana.
   VIII. Social institutions.

➢ **Gurukul System of Learning: Meaning** – GURU refers to one who dispels the darkness of ignorance. KULA means family. Hence Gurukul is Indian ancient system of learning in which student learn in familiar environment.

➢ **Features:** -
   I. The system.
   II. Fees.
   III. Syllabus.
   IV. Objective.
   V. Direct Contact.
   VI. Admission.
   VII. Teachers.
   VIII. Method of Imparting knowledge.
   IX. Surrounding environment.

➢ **Modern System of Learning: Meaning** – Education is imparting and acquiring of knowledge through teaching and learning.

➢ **Features:** -
   I. Systems
   II. Fees.
   III. Syllabus.
   IV. Objective.
   V. Direct Contact.
   VI. Admission.
   VII. Teachers.
   VIII. Method of Imparting knowledge.
   IX. Surrounding environment.

Chapter 10 Karma

➢ **Meaning** – The word karma is derived from Sanskrit word “KRI” which means to do.

➢ **Importance:** –
I. Helps in choosing Right action.
II. Motivation.
III. Increase Productivity.
IV. Detachment from results.
V. Boosts employee’s satisfaction.
VI. Reduced stress.
VII. Self-development and self-management.

➢ Nishikama karma: -
   I. Introduction.
   II. Meaning.
   III. Concept.
   IV. Conclusion.

➢ Law of Karma: -
   I. The great Law.
   II. Law of creation.
   III. Law of humility.
   IV. Law of Growth.
   V. Law of responsibility.
   VI. Law of connections.

➢ Corporate Karma: - Meaning – The Integrated approach to enhance the quality of business, develop culture-based trust is called corporate karma.

➢ Methodology of corporate karma: -
   I. The right intention.
   II. Right Attitude.
   III. Right Action.

Chapter 11 Self – Management

➢ Personal Growth and lessons from ancient education system: -
   I. Divinity of all souls.
   II. Yoga karmashu kaushalam.
   III. Respect for all.
   IV. Mukti.
   V. Nishkama Karma.
   VI. Self-Introspection.

Chapter 12 Personality Development

➢ Meaning – Personality can be defined as a dynamic and organised set of characteristics possessed by a person that uniquely influences his or her perception, motivation and behaviours in various situations.

➢ Determinant of personality: -
   I. Environmental factors.
   II. Physical factors.
   III. Situational factors.
   IV. Heredity factors.
Indian ethos and Personality development:

I. Emotional balance.
II. Respect for all.
III. Self-Knowledge.
IV. Decisiveness.
V. Honesty.
VI. Continuous Learner
VII. Confidence.
VIII. Co-operation.
IX. Optimism.
X. Body language.
XI. Detachment from work results.
XII. Ananda.