

**INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD**  
**PGP and PGP (FABM)**  
Year 2016-17

**Course Title:** Strategy, Ethics and Morality: Lessons from Bhagvad Geeta

**Term:** Term VI

**Instructor:** Prof. Sunil Kumar Maheshwari

**Course Objectives:** Moral hazard is cited one of the most serious challenge in organizations in highly competitive business environment. Current global economic crisis is cited to have its roots in questionable practices in organizations. Post Satyam, there is increasing emphasis on Ethics in organizations. Lessons from Bhagvad Geeta suggest powerful ways to promote management practices that are consistent with business model and yet ethical. This course is aimed at early reflection on those learning. This course will also enable to develop competence to face challenging times in their career with aplomb and confidence.

It is not a course to reflect on religion.

**Session-wise Plan:**

Session No	Session Title	Case and Reading
1	Introduction to the Course: Competencies, Self Efficacy and Performance	TB: Chapter 1
2	Competition, organization and self	TB: Chapters 2 & 3
3	Sanctification of Action: Ethics and Morality	TB: Chapters 4 & 5
5	Understanding Boundaries	TB: Chapters 6 & 7
6	Unity of Life - Congruence of Work, Play and Family	TB: Chapters 8 & 9
7	Dream to Vision	TB: Chapters 10 & 11
8	Self Actualization	TB: Chapters 12 & 13
9	Corporate Brand	TB: Chapters 14, 15 & 16
10	MBO Conclusion	TB: Chapters 17 & 18

**TB – Bhagvad Geeta: As It Is**

**Pedagogy:** The course is primarily based on “Bhagvad Geeta: As It Is.” There will be intense discussion on various chapters of the book for managing business effectively while maintaining ethics and morality.

Participants will be required to prepare decision and learning diary for each session.

There will be few presentations by the students during the course.

**Workload:**

Number of sessions required: 10

Hours needed for student to prepare every class of sessions: 2

Hours needed for project: 20

**Evaluation Criteria:**

Presentations : 20%

Submissions : 20%

End Term Examination : 60%

**Relationship of the course with the overall programme objective and related courses:** The course focuses on one of the most important managerial challenge that the students will face in their career.

**Bibliography:** It is provided in the prescribed book for the course.