

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

ELECTIVE COURSES

Subject Name: Gandhian Philosophy for Managing Business (GPMB)

Subject Code: 2830011

1. Course Objectives:

This is a new area of study, based on Gandhian Thoughts on Managing Business. Mahatma Gandhi is said to be one of the most influential leaders of 20th century, whose teachings, as professed by himself, are considered to be some of the best practices for managing nations and businesses based on the principles of Non-Violence and Peace.

Businesses, particularly Indian Banks and Businesses have increasingly adopted Gandhian Philosophy for managing business successfully. For example, Gandhiji said: ‘Customer is God’ which is followed by all Public Sector Banks in India and displayed prominently in all their Branches. There are many such examples.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours.

3. Course Contents:

The entire course shall be taught through 6 **(Six) Major Case Studies, Readings, and Experience Sharing** in the class with the help of Professor and **Gandhian Philosophy Practitioners from Public / Government and Private Sectors / Bankers / Industry Managers / Entrepreneurs** who have good exposure in managing / advising **Businesses, NGOs and Governments** based on Gandhian Thoughts including the Principles of Non-Violence & Peace.

International Scholars on Gandhian Thoughts may also be invited for Guest Lectures / case Studies and Experience Sharing in European / American / Asian and African Countries.

Student must visit at least one Ashram or place where Mahatma Gandhi was born or has spent time, and learn about Gandhiji’s philosophy for life and business. Example: Gandhi Ashram, Ahmedabad, Gandhi Memorial, Porbandar, Gandhi Ashram, Wardha (Maharashtra), Gandhi Ashram in South Africa, etc.

4. Teaching Methods:

The following pedagogical and practical tools will be used to teach / learn this course:

1. Lectures
2. Case Studies / Discussions

3. Role Play
4. Assignments and Presentation

5. Evaluation:

A	Projects/Assignments/Quizzes/Class participation etc	Weight age 50% (Internal Assessment- 50 Marks)
B	Mid-Semester examination	Weight age 30 % (Internal Assessment-30 Marks)
C	End –Semester Examination	Weight age 70% (External Assessment-70 Marks)

1. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Nand Kishore Prasad	Economic Vision of Mahatma Gandhi	http://gauravbookcentre.com/Index.aspx?Subject=Gandhi	978-81-8376-236-6
T2	Subhash R Mehta	The Gandhian Concept of Practical Violence	MLBD Publications, New Delhi	Latest Edition
T3	Kamal Taori, Dr	Gandhiji Gramudhyog (Village Industry)	www.kamaltaori.com	English edition (under print)
T4	Marla / Taori	Operationalising Holistic Human Development – Food for Thought & Ideas for Action in the Rural Context	Concept Publishing Co., New Delhi	2007, Latest

1. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	P. V. Sarma	Gandhian philosophy and human development (Papers presented at the National Seminar on Gandhian Philosophy and Human Development, held at Visakhapatnam during 16-18 February 2007)	Kanishka	2008, Latest

R2	Sattar	Quintessence of Gandhian Thought	http://gauravbookcentre.com/Index.aspx?Subject=Gandhi	81-8429-058
R3	Rajesh verma	Educational Vision of Mahatma Gandhi	-do-	978-81-8376-237-3

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

The students should refer the latest websites on Gandhian Thoughts in order to get relevant topic/information pertaining to the subject. Journals are also available in almost all languages of India and major foreign languages:

1	www.gandhiserve.org for Latest articles
2	www.gandhi-manibhavan.org for List of Gandhian Websites
3	www.mkgandhi-sarvodaya.org
4	http://www.subhaschandrabose.org/fb/FB%20Vol%2001%20No%2007.pdf
5	http://www.gandhiserve.org/information/brief_philosophy/brief_philosophy.html
6	http://www.mkgandhi.in/related.htm List of Gandhian Websites
7	www.kamaltaori.com On Gandhian Philosophy for Sustainable Development. Author of many books on the subject.
8	Many other resources.

9.Session Plan:

Session	Topics to be covered
1-4	Understanding Gandhi and his Philosophy for Business and Self Management
5-8	Autobiography of Mahatma Gandhi
8-10	Case Study 1
11-13	Case Study 2
14-16	Case Study 3
17-18	Field Visit to Gandhi Ashram at atleast one location: Ahmedabad / Porbandar (Gujarat) / Wardha (Maharashtra), discussions and notes to have a feel of the subject.
19-22	Inviting National or International Scholars on Gandhian Philosophy - Guest Lectures / case Studies and Experience

	Sharing in European / American / Asian and African Countries.
23-25	Case Study 4
26-28	Case Study 5
29-31	Case Study 6
32 -36	Module V: Presentation by each student on Lessons Learnt and Applied in any one Business / Government or Non-Government Organization (NGO)

Note: The teaching faculty / professor shall decide the Case Studies based on the Lessons of Truth and Non-violence that Gandhi ji experimented and followed as per his autobiography and other authentic published material.