



GITAM INSTITUTE OF MANAGEMENT (GIM)
Gandhi Institute of Technology and Management (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code: MBG 201	Course Title: INDIAN HERITAGE AND CULTURE	
Semester: III	Course Type: Core	Credits: 3
Home Programme(s):BBA (BA)	Batch/ Academic Year: 2020-2023	
Course Leader: Dr. V. Gowri Lakshmi		

Course description and learning objectives

In a broad sense culture means anything physical or non-physical which we produce and cultivate. Heritage is something, which we receive from our ancestors. Culture is a product of great forces. This is the peculiarity of Indian culture. It is unique in the world and we Indians are proud of it.

Learning objectives:

- To enable the students to have an insight into and understanding of the great heritage and culture of India.
- To sensitize them towards preservation and progression of the same.

On successful completion of this course, students will be able to:

	Course Outcomes	Assessment
CO1	understand about Indian culture traditions	A1,A3
CO2	To understand the features of Vedic and Harappa civilization	A1,A3
CO3	To know about influence of Islam religion on Indian culture	A2,A3
CO4	To differentiate the traditions followed during different periods	A2,A3
CO5	To know the culture in Vedic period	A3,A4

Course outline and indicative content

UNIT- I(14 sessions) (CO1, CO2, L2, L3)

Fundamental Unity of India-Harappan and Vedic Culture- Evolution of Caste System- Political unification of India under Mauryas and Guptas - Cultural achievements. Cultural conditions under the Satavahanas. Contribution of Pallavas and Cholas to art and letters.

UNIT- II(11 sessions) (CO2, CO3, CO4, L2, L3, L4)

Influence of Islam on Indian Culture- The Sufi, Bhakti and Vishnavite Movements. Cultural achievements of Vijayanagar rulers. Contribution of Shershah and Akbar to the evolution of administrative system in India-Cultural Developments under Mughals.

UNIT- III(13 sessions) (CO2, CO3, CO4, L3, L4, L5)

Western Impact on India- Introduction of Western Education- Social and Cultural awakening and Social reform movements- Raja Ram Mohan Roy- Dayanand Saraswati Theosophical Society- Ramakrishna Paramhansa and Vivekananda – Ishwarchander Vidyasagar and Veeresalingam. Rise of Indian Nationalism- Mahatma Gandhi- Non violence and satyagraha.

UNIT - IV(12 sessions) (CO1, CO3, L2,L4)

Nature and meaning of Culture, the Vedic culture- Upanishadic Culture, ArthaSastra, Culture in Ramayana and Mahabharata.

UNIT –V(10 sessions) (CO1,CO4, L2, L4)

The culture of Jainism and Buddhism, Vedanta and Indian culture. Religion and ethical practices.

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1. Mid exam	Individual	Written	20
A2. Coursera	Individual	Presentations / Q&A/Viva	10
A3. Class room presentation/ Seminars and Case analysis/ workshop/ training/ Assignments/survey/ Project	Groups	Presentations/Report with Q&A/Viva	10
A4. End-term exam	Individual	Written (short/long)	60

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge		CO1 (A1,A3)				
Conceptual Knowledge			CO2 (A1,A3)			
Procedural Knowledge		CO1 (A1,A3)	CO2 (A1,A3)	CO3 (A2,A3)	CO4 (A2,A3)	
Meta Cognitive Knowledge				CO4 (A2,A3)	CO5 (A2,A3,A4)	

Learning and teaching activities

Mixed pedagogy approach is adopted throughout the course. Classroom based face to face teaching, directed study, independent study via G-Learn, case studies, projects and practical activities (individual & group).

Teaching and learning resources

Soft copies of teaching notes/cases etc. will be uploaded onto the G-learn. Wherever necessary, printouts, handouts etc. will be distributed in the class. Prescribed text book will be provided to all. However, you should not limit yourself to this book and should explore other sources on your own. You need to read different books and journal papers to master certain relevant concepts to analyze cases and evaluate projects. Some of these reference books given below will be available in our library.

Books for Reference:

MadanlalMalpani&ShamsunderMalpani (2009),*Indian Heritage and Culture*, New Delhi:Kalyani Publishers.

JOURNALS

1. GITAM Journal of Management, GITAM Institute of Management, Visakhapatnam.
2. Harvard Business Review, Harvard Business School Publications, US.
3. International Journal of Cross Culture Management, Sage Publication, New Delhi.

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).

0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping							
	PO1	PO2	PO3	PO4	PO5	PO6	Sum
CO1	2	1	0	0	0	0	3
CO2	2	1	0	0	0	0	3
CO3	2	1	0	0	0	0	3
CO4	2	1	0	0	0	0	3
CO5	2	1	0	0	0	0	3
Target Level Max.	10	5	0	0	0	0	15

BBA (BA) - Program Outcomes

- 1 Ability to understand the business problem with their knowledge in different functional areas of management
- 2 Integrate with structured, semi – structured and unstructured data.
- 3 Utilize the tools such as Microsoft Excel, SPSS, R, Weka and Tableau to solve business analytics problem
- 4 Ability to apply analytics techniques to analyze and interpret the data.
- 5 Incorporate the descriptive, predictive and prescriptive analytics.
- 6 Evaluate necessary skills and understanding to take up advanced topics in the area of analytics and thus enhance their career.