



(An Exclusive Business School)
Affiliated to Bharathiar University Coimbatore

7.1.9) Sensitization of students as responsible Citizens

Volunteers of World Disability Day & UYIR CLUB:

DJAME students volunteered for an event Organised by Ms.Swarnalatha, Disability Rights Activist & Managing Trustee of Swarga Foundation on 5th December 2021 to celebrate the 'World Disability Day'. The day is about promoting the rights and well-being of persons with disabilities and reinforcing the importance of Securing the rights of people with disabilities.



The students of DJAME are active student volunteers of UYIR CLUB Coimbatore, which is an NGO targeting Zero accidents. This club promotes and involves the culture of road safety amongst students studying in all educational Institutions and make them young and active ambassadors of road safety. As a part of this club students conduct various Road Safety awareness Programs to motorists on road on a regular basis



EARTH DAY CELEBRATION

International Mother Earth Day was celebrated at DJAME on April 22 by spreading awareness to public to protect our environment and by planting saplings at DJ Academy for Managerial Excellence Campus.



Ethics in syllabus:

As a part of the paper Management Principles & Practices in I year MBA students study the social responsibility and ethics as a concept based on organisation.

Course Code	1.1	MANAGEMENT PRINCIPLES AND PRACTICE	L	T	P	C
Core/Elective		CORE	4			4
Pre-requisite		Basic knowledge of Business functions	Syllabus Version		2020-20	
Course Objectives:						
The main objectives of this course are to:						
1. Understand fundamentals of business management						
2. Learn the application of management principles in business						
3. Learn to apply management principles in life situations as well						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Learn basic concepts of management					K1
2	Understand the various functions of business management					K2
3	Identify the scope and application of management in day to day life					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	INTRODUCTION TO MANAGEMENT					10 hours
Definition and importance of Management - Science, Theory and Practice of Management - The Evolution of Management thought and the patterns of Management Analysis - Management and society: The external environment - Social responsibility and ethics - Global and comparative Management - The basis of global management.						
Unit:2	PLANNING					10 hours
Nature, purpose and significance of Planning - Objectives – Strategies - Policies - Planning premises - Decision Making - Global Planning.						
Unit:3	ORGANISING					10 hours
Nature and importance of Organising - Entrepreneurship - Organizational Structure: Departmentation - Line/Staff Authority and Decentralisation - Effective organising and Organisational culture - Global organising.						
Unit:4	DIRECTING					10 hours
Co-ordination functions in Organisations - Human factors and Motivation - Leadership - Committees and group decision making - Communication - Global Leading.						
Unit:5	CONTROLLING					12 hours

System and process of Controlling - Control techniques and Information Technology - Productivity and Operations Management - Overall Control and toward the future through Preventive Control - Global Controlling and Global Challenges.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert Lectures, Online seminars– Webinars		
Total Lecture Hours		54 hours

As a part of Global business environment students learn Ethics and Social Responsibilities in business in their III Semester

Master of Business Administration 2020-21 onwards - Affiliated Colleges - Annexure No.4
SCAA DATED: 23.09.2

Course Code	3.1	BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT	L	T	P	C
Core/Elective		CORE	4			4
Pre-requisite		Basic knowledge of ethics and Business Environment	Syllabus Version	2020-21		
Course Objectives:						
The main objectives of this subject is:						
1. To understand ethical issues in the workplace and conflicts that arises in the business environment.						
2. To understand the role and responsibilities of corporate governance.						
3. To understand the strategies of International Business.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the importance of ethical decisions and the consequences of unethical decisions.					K1
2	Understand that the business has a social responsibility towards the society.					K2
3	Understand the relative information regarding corporate governance.					K3
4	Gathering complete knowledge about trade theory.					K4
5	Learning the strategies of international business.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate.						
Unit:1	INTRODUCTION TO BUSINESS AND BUSINESS ENVIRONMENT				10 hours	
Business and society - Business & ethics - Social responsibility - Environmental Pollution and control. Business and culture - Business and Government - Political system and its influence on business - Business environment - The concept and significance - Constituents of business environment						
Unit:2	CORPORATE GOVERNANCE				12 hours	
Managing ethics - Framework of organisational ethical theories and sources - Ethics across cultures - Factors influencing business ethics - Ethical decision making - Ethical values and stakeholders - Ethics and profit - Corporate governance: Structure of boards, reforms in boards, compensation issues, ethical leadership for improved corporate governance and better business education.						
Unit:3	GLOBAL INSTITUTIONS AND POLITICAL SYSTEM				12 hours	
Globalisation: Emergence of global institutions - Drivers of globalisation - National differences in Political economy- Political system, economic system and legal system - Differences in culture: Values and norms, social structure, religious and ethical system, language, education, culture, implications for managers.						
Unit:4	GLOBAL TRADE AND INVESTMENT ENVIRONMENT				10 hours	
Global trade and investment environment - International trade theory: Introduction - An overview of trade theory - Mercantilism, Absolute Advantage, Comparative Advantage, Heckscher-Ohlin Theory, The New Trade Theory, National Competitive Advantage - Porte's						

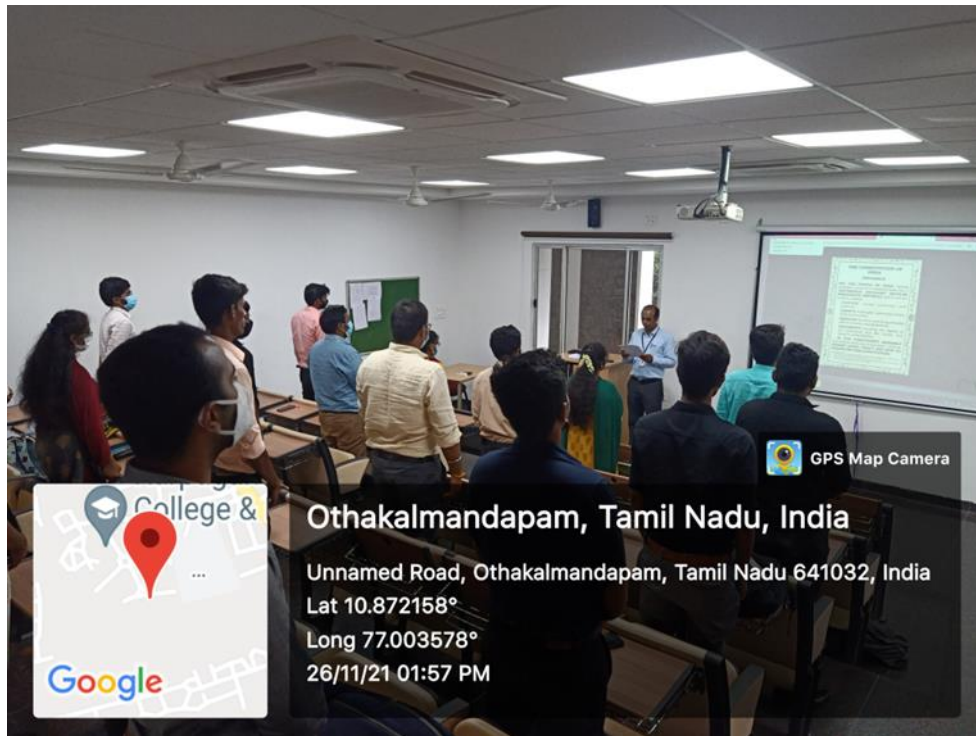
Diamond - The revised case for free trade - Development of the world trading system - WTO & development of world trade - Regional grouping of countries and its impact.		
Unit:5	STRATEGIES OF INTERNATIONAL BUSINESS	8 hours
International business strategy: Strategy and the firm - Profiting from global expansion - Pressures for cost reductions and local responsiveness - Strategic choice - Mode of Entry: Introduction - Entry modes - Selecting the entry mode - Strategic alliances - Making alliances work - Exporting and Importing: Introduction - The promise and pitfalls of exporting - Improving export performance - Export and import financing - Export assistance - Counter trade.		
Unit:6	CONTEMPOARY ISSUES	2 hours
Expert lectures, Online seminars- Webinars		
Total Lecture Hours		54 hours
Text Book(s)		
1	Laura Hartman, Joseph DesJardins, Business Ethics: Decision-Making for Personal Integrity & Social Responsibility, McGraw-Hill/Irwin	
2	Janet Morrison, The Global Business Environment: Challenges and Responsibilities, Red Globe Press	
Reference Books		
1	Charles W.L., Hill, Arun K Jain, International Business : Competing in the Global market place, Irwin-McGrawHill	
2	Rakesh Mohan Joshi., International Business, Oxford University Press	
3	Ronald D Francis & Mukti Mishra., Business Ethics: An Indian Perspective, The Mc- Graw Hill companies	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://josephsononbusinessethics.com/resources/links/	
2	https://managementhelp.org/businessethics/index.htm	
Course Designed By: Dr. V. Paramasivam		

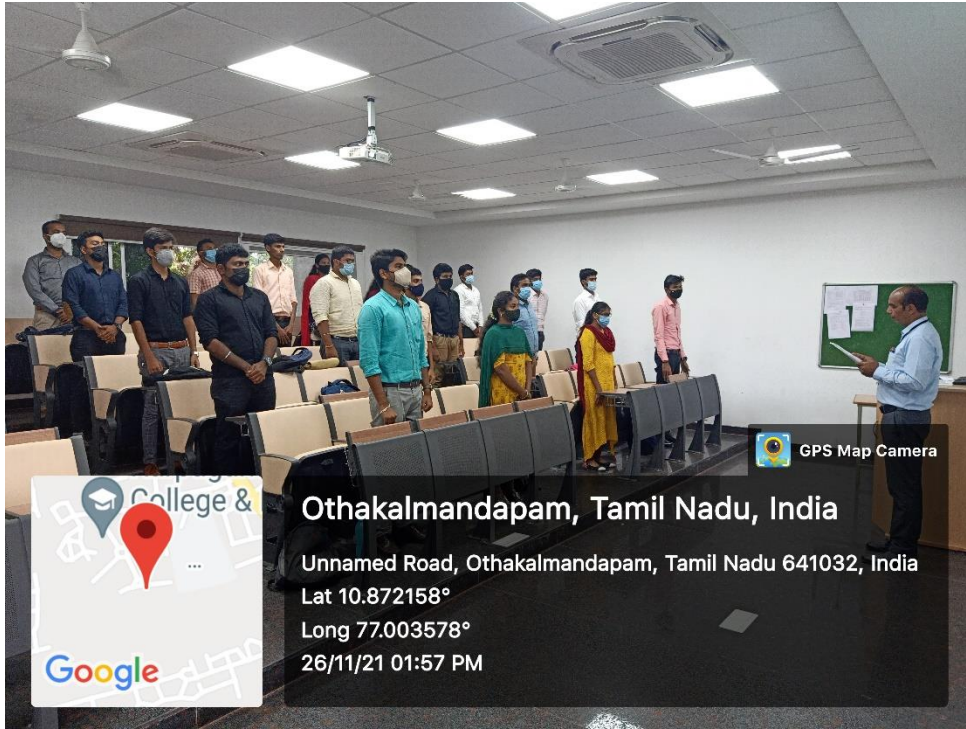
Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

*S-Strong; M-Medium; L-Low

Commemorating Constitution Day:

Constitution Day also known as 'Samvidhan Divas', is celebrated in our country on 26th November every year to commemorate the adoption of the Constitution of India. On 26th November 1949, the Constituent Assembly of India adopted the Constitution of India, which came into effect from 26th January 1950. To commemorate this day DJAME students read the preamble.





GPS Map Camera

Othakalmandapam, Tamil Nadu, India

Unnamed Road, Othakalmandapam, Tamil Nadu 641032, India

Lat 10.872158°

Long 77.003578°

26/11/21 01:57 PM

