

# Shri Govind Guru University

( Established by Government of Gujarat Vide Gujarat Act no 24/2015 )

*Towards Smart Quality Education*



## Faculty of Management

Syllabus for

**Certificate Course on Management**

**By Bhagvadgita**

**Effective from - 2020**

## **Certificate Course on Management by Bhagwadgita**

### **1. Course Objective:**

To train the participants on the basis of managerial and leadership lessons by Shrimadbhagwadgita of Lord Krishna for putting it in practice in own life and organizations.

### **2. For Whom?**

Young students interested in learning management/leadership, practicing managers/executives/leaders, entrepreneurs and general public interested in better value-based management of life.

### **3. Duration:**

30 hours

### **4. Pedagogy:**

Lectures by eminent experts in management by Shrimadbhagwadgita, seminar, presentation, assignment, case analysis, quiz, role plays and syndicated discussion, film video shows followed by discussion.

### **5. Evaluation:**

Continuous evaluation - 30 marks based on seminars and assignments. Terminal external examination of one hour 70 marks based on 70 MCQ's of one mark each.

### **6. No. of Seats:**

60 per batch

### **7. Medium:**

English/Hindi/Gujarati

## 8. Curriculum:

### Detailed Course Contents:

#### Unit:1

Role Conflict - Case of Dhritrashtra. Goal conflict - Case of Arjuna. Role of mentor/adviser. Strategic management of Duryodhana and Arjuna compared. Servant leadership, inspirational leadership and strategic leadership of Lord Krishna. Leader as role model. Social Responsibility of a leader.

#### Unit:2

Buddhi or gyanyoga. Attributes of gyan yogi. Karm yoga. Qualities of a karm yogi. Bhakti yoga. Qualities of an ideal bhakta. Integration of three yogas to attain optimum productivity levels.

#### Unit:3

Mind management. Total quality of mind (TQM). Stress management through Gita. Gita way of yoga and meditation. Avoid extremism. Lord Krishna model of excellence (Yoga karm su Kaushalam) and excellence is my reflection. Key role of sanyama (Self control) in management. (Case of yama as ideal administration).

#### Unit:4

Nature, Trinity of Gunas - Sat, Raj, Tama. Division of labour on the basis of attitude. Theory of Svadharma (Own duty). Concept of witness. Attributes of gunateeta.

#### Unit:5

Personality development through revelation of divinity. Divine and demoniac attributes. Role of avtar, penance and self control in crime - management. Sustainable growth with peace, harmony and happiness. Role of Bhagwadgita in India's freedom movement.

#### Text Book:

N.M. Khandelwal : Shribhagvadgita for managers, Himalaya, Mumbai, 2011

#### Reference Books

1. Tilak : Bhagwadgita - Karm Yoga, Sadhana Pocket Book.
2. Radhakrishna : Bhagwadgita, Orient Longman
3. Various commentaries on Shrimadbhagwadgita, Geeta Press, Gorakhpur
4. M.K. Gandhi - Anasakti Yoga, Navjeevan Prakashan, Ahmedabad
5. Shri Prabhupad Swami - Bhagwadgita as it is - ISKON
6. Swami Yognanda - Bhagwadgita Vol-I, II, Yognanda Satsang Mandal