



# SREEKRISHNAPURAM V.T. BHATTATHIRIPAD COLLEGE

Aided and Affiliated to University of Calicut, NAAC Accredited with B+ Grade

Phone (Office) : 0466-2268285 | Email : principalvtbcollege@gmail.com



## CRITERION - I CURRICULAR ASPECTS

### 1.3 Curriculum Enrichment



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## **1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum**

### **Cross cutting issues addressed in Certificate Courses**

# Certificate Courses Syllabus on Professional Ethics

**Course Title: Certificate Course in Corporate Social Responsibility**

## Syllabus

### Objective of the Course:

- To impart knowledge and understanding about CSR.
- To expand capacities of learners on various theoretical and practical aspects of CSR.

### Learning outcome:

- Understand the various facets of CSR
- Gain an understanding on the implementation of a CSR programme end to end

**Module 1:** Introduction to CSR: Emergence of CSR: History and current scenario

**Module 2:** Stakeholders: Organization, Government, Society and Regulatory Environments

**Module 3:** Planning and Implementing CSR activities

**Module 4:** Evaluating and developing CSR activities **Module 5:** CSR and Sustainability

### Assessment Pattern

Mode of Assessment	Marks
Theory Examination	30
Attendance	10
Assignment	10



# Certificate Course in Business Ethics

## Objectives of the Course:

- Gain a foundational understanding of ethical theories such as utilitarianism, deontology, virtue ethics, and others.
- Apply ethical theories to analyse and evaluate ethical dilemmas in business contexts.
- Develop skills in using ethical decision-making frameworks to resolve ethical issues and dilemmas.
- Understand the role of leadership in fostering an ethical workplace environment and promoting ethical behaviour.
- Understand the legal and regulatory framework governing business ethics.
- Explore how ethical practices align with legal requirements and industry standards.

**Course Duration: 30 hours**

## Syllabus

### **Module 1: Introduction to Business Ethics, Ethical theories and Frameworks**

Definition and scope of business ethics-Importance of ethical decision-making in business-Historical perspectives on business ethics- Utilitarianism, deontology, virtue ethics, and other ethical theories- Applying ethical frameworks to business dilemmas- Critiques and comparisons of ethical theories

### **Module 2: Ethical Leadership**

Characteristics of ethical leaders-Role of leadership in fostering an ethical culture-Case studies of ethical and unethical leadership

### **Module 3: Ethics in Marketing, Advertising and Accounting**

Truth in advertising-Ethical considerations in target marketing-Ethical issues related to product safety and consumer rights-Integrity in financial reporting-Ethical issues in auditing and tax practices-Corporate governance and ethical investment

### **Module 4: Ethics in Human Resource Management & Information Technology**

Fairness in hiring and promotion-Workplace diversity and inclusion-Employee rights and responsibilities-Data privacy and security-Intellectual property rights-Ethical use of technology in business operations

### **Module 5: Professional Codes of Ethics, Current Issues and Emerging Trends**

Industry-specific codes of ethics-Ethical standards and certifications (e.g., CFA Institute, CPA Code of Ethics)-Ethical implications of emerging technologies (e.g., AI, blockchain)-Globalization and ethical challenges-Addressing ethical issues in crisis management



## References

- "Business Ethics: Concepts and Cases" by Manuel G. Velasquez "The Complete Guide to Successful Event Planning" by Shannon Kilkenny
- "Ethics and the Conduct of Business" by John R. Boatright "Events Management: An Introduction" by Glenn A.J. Bowdin, Johnny Allen, William O'Toole, Rob Harris
- Business Ethics: Decision-Making for Personal Integrity & Social Responsibility" by Laura P. Hartman and Joseph R. DesJardins
- "Managing Business Ethics: Straight Talk about How to Do It Right" by Linda K. Treviño and Katherine A. Nelson

## Assessment Pattern

Mode of Assessment	Marks
Theory Examination	30
Attendance	10
Assignment	10





# Certificate Courses Syllabus on Gender

Course Title: **Gender Analysis in Economics**

## Course Overview:

This course examines how gender influences economic behavior, outcomes, and policies. It explores theoretical frameworks, empirical evidence, and policy implications related to gender disparities in economic participation and outcomes.

## Learning Objectives:

1. To Understand key concepts and theories related to gender and economics.
2. To Analyze empirical research on gender disparities in various economic domains.
3. To Evaluate the impact of gender biases on economic outcomes and policy effectiveness.
4. To Develop policy recommendations to promote gender equality in economic settings.
5. To study tools of gender Economics.

## Course Outcomes

After completion of the course, the students will be able to

1. Understand key concepts and theories related to gender and economics
2. Analyze empirical research on gender disparities in various economic domains.
3. Evaluate the impact of gender biases on economic outcomes and policy effectiveness.
4. Develop policy recommendations to promote gender equality in economic settings.
5. Analyze the basic tools of gender Economics

## Syllabus

### Module 1: Introduction to Gender and Economics

Definitions and concepts-Historical perspectives on gender roles in economics-Scope of Gender Economics -Historical Milestones of Gender Mainstreaming – Global perspective (UNDP measures, UN SDGs, CEDAW etc)

### Module 2: Human Capital and Education



Investment in education and skill development-STEM fields and gender disparities- Education policies and gender outcomes Challenges in informal and Formal Economy -Gender Discrimination and Exploitation in the Labour Market

### Module 3: Gender and Labour Market

Gender wage gap: causes and consequences-Occupational segregation-Unpaid labor and care work-workforce participation across Gender -Basic Statistics (world &India),

### Module 4: Tools for Gender Economics

Gender Planning-Definition, importance, process and stakeholders- Gender Budgeting: Definition, Importance, process and stakeholders- Gender Auditing: Definition, Importance and process

### Assessment Pattern

Mode of Assessment	Marks
Theory Examination	30
Attendance	10
Assignment	10



# Certificate Courses Syllabus on Human Values

## CERTIFICATE COURSE ON BHAGAVADGITA - FOUNDATION AND PHILOSOPHY

### Course Objective

- Understanding the philosophy of Bhagavadgita
- Encourage students with ethical and moral education
- Preparation for physical and mental health

### Syllabus

#### Module I -

- Introduction to Mahabharata and Bhagavadgita
- A general introduction of Mahabharatha and Vyasa, explaining the summary of Mahabharatha, and an introduction to Bhagavadgita and its chapters.

#### Module II -

- General Characteristics of Bhagavdgita
- A brief summarization of the eighteen chapters of Gita

#### Module III -

- Philosophical analysis of the third chapter of Gita - Karmayoga
- Management Principles embedded in the text through the contextual analysis.

### Books for Reading

- Srimad Bhagavadgita- Sanskrit, Hindi and English
- History of Sanskrit literature, T.K. Ramachandra Iyer, R.S. Vadhyar & Sons,
- Kalpathi, Palakkad.

### Assessment Pattern

Mode of Assessment	Marks
Theory Examination	30
Attendance	10
Assignment	10





# Certificate Courses Syllabus on Environment & Sustainability

## ENVIRONMENTAL POLICIES IN BRHATSAMHITĀ

### Objectives of the course

- **Explore Ancient Meteorological Knowledge:** Delve into the meteorological insights presented in *Brhatsamhita*, understanding how ancient Indian scholars observed and predicted weather patterns and natural phenomena.
- **Analyze Ethical and Philosophical Perspectives:** Examine the ethical and philosophical underpinnings of human-nature relationships as articulated in *Brhatsamhita*, comparing these with modern environmental ethics.
- **Evaluate Applicability to Modern Environmental Policy:** Critically assess the applicability of insights from *Brhatsamhita* to contemporary environmental policy frameworks, considering sustainability, conservation, and climate change mitigation.
- **Promote Interdisciplinary Learning:** Foster interdisciplinary learning by integrating insights from ancient Indian knowledge systems, ethics, and policy studies with modern environmental science and policy.

### Syllabus

#### Module I

##### Introduction to *Brhatsamhita*

- Overview of Varahamihira and the historical context of *Brhatsamhita*.
- Themes and structure of the text are related to meteorology and natural phenomena.

#### Module II

##### Environmental Ethics and Philosophy

- Exploration of ethical principles embedded in *Brhatsamhita* regarding human interaction with the environment.
- Comparison with modern environmental ethics and implications for policy-making.

#### Module III

##### Traditional Knowledge and Sustainable Development

- Case studies on how traditional knowledge systems can inform sustainable development practices.
- Introduction to Kusumalathadhyaya (chapter 29) and Vrksayurvedadhyaya (Chapter 55).
- Critical Analysis of Environmental Policies of Kusumalathadhyaya and Vrksayurvedadhyaya.
- Guest lecture: Practical applications of ancient wisdom in contemporary environmental conservation.

#### Module IV

##### Policy Implications and Applications

- Analysis of how insights from *Brhatsamhita* can influence modern environmental policies.
- Group discussion: Formulating recommendations for integrating traditional knowledge into current environmental policy frameworks.



**Assessment Pattern: -**

The course will be assessed based on a combination of the following components:

Mode of Assessment	Marks
Theory Examination	30
Attendance	10
Assignment	10



  
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