



Since 1994

Marathwada Mitra Mandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(IMERT), Pune
S. No. 18, Plot No. 5/3, CT5 No. 205, Behind Vandevi Temple, Karvenagar, Pune-
411052



Index of Activities/Initiatives

Initiative related to Professional Ethics

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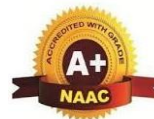
Session on Soft Skills



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AY: 2022-23

Report on Session on Soft Skills

Date of the Event:	17 th December 2022	Duration:	6 hours
Day of the Event:	Saturday	Venue:	Seminar hall, 3 rd Floor
No of participants	94		



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Lat 18.490661°
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AY: 2022-23



Mr Suresh Rathod from FUEL conducted training on Soft skills for Marketing & HR students and under BFSI finance students were guided on Financial Market , basics of banking and Insurance

Prepared by:- Prof. Pranjal Jadhav, Assistant Professor

Reviewed by :- Mr. Dnyaneshwar Unawane, Placement Coordinator

Approved by:- Dr. Shubhangee Ramaswamy, I/c Director



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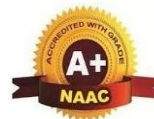
Session on Developing Managerial Skills



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AY: 2022-23

Report on Session on Developing Managerial Skills

Date of the Event:	22 nd November 2022	Duration:	2 hours
Day of the Event:	Tuesday	Venue:	Seminar hall,3 rd Floor
No of participants	78		



Mr Paresh- Regional Manager -HDFC Bank, conducted a session on "Developing Managerial Skills"; and Mr Vikas Wagh, Regional Branch Manager-SBI life, shared the tips about "Personal Grooming". This helped students to understand more about their appearance for interviews and how to develop managerial skill sets.

Prepared by:- Prof. Pranjal Jadhav, Assistant Professor

Reviewed by :- Mr. Dnyaneshwar Unawane, Placement Coordinator

Approved by:- Dr. Shubhangee Ramaswamy, I/c Director



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Session on Entrepreneurship As a Career Guidance

Session on Entrepreneurship as a career for MBA

Date of the Event:	21 st November 2022	Duration:	1 hour
Day of the Event:	Monday	Venue:	Seminar hall 3 rd Floor
No of participants	84		



Mr. Girish Khatri- Founder of Khatri Ice-creams narrated his Entrepreneur journey in the Orientation to Entrepreneurship Development cell- Session. He explained with his own experience the examples about the struggle that is involved from start-up days, ability required to overcome challenges and the entrepreneurial mindset. Students were also motivated to become entrepreneurs. Dr Jitendra Bhandari and Prof Vivekanand Gaikwad of Entrepreneurship cell were present for the session

Prepared by:- Prof. Pranjal Jadhav, Assistant Professor

Reviewed by :- Mr. Dnyaneshwar Unawane, Placement Coordinator

Approved by:- Dr. Shubhangee Ramaswamy, I/c Director



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Session on Career Guidance

Session on Career Guidance

Date of the Event: (DD/MM/YYYY)	18 th November 2022	Duration:	1 hour
Day of the Event:	Friday	Venue:	Seminar hall 3 rd Floor
No of participants	158		



Under Training inputs by Training & placement department of IMERT , Career guidance session by Mr. Abhishek Pandey, Head talent Acquisition - Lexicon network was conducted on 18th November 2022 where Mr. Pandey explained the process to be ready for corporate responsibilities leaving behind the informal way of student life. Dr Shubhangee Ramaswamy, In charge Director felicitated Mr Abhishek Pandey. Session was very informative for the students.

Prepared by:- Prof. Pranjal Jadhav, Assistant Professor
Reviewed by :- Mr. Dnyaneshwar Unawane, Placement Coordinator
Approved by:- Dr. Shubhangee Ramaswamy, I/c Director



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SPPU Courses Syllabus Which Addresses Professional Ethics Issues

Semester IV		402 – Indian Ethos & Business Ethics
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3 Credits	LTP: 2:1:1	Compulsory Generic Core Course
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Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO402.1	REMEMBERING	Recall and spell the human universal values of Indian Ethos and its applications in Business ethics
CO402.2	UNDERSTANDING	Recognize and Demonstrate the relevance of Indian Ethos by taking the rationale and ethical business decision derived from Indian Heritage Scriptures.
CO402.3	APPLYING	Apply the concepts of Indian Ethos, Values, and Ethics with moral reasoning to develop sustainable solutions to solve complex business issues..
CO402.4	ANALYSING	Analyze and make inferences to contemporary business practices in relation to Indian Ethos & Business Ethics
CO402.5	EVALUATING	Appraising the importance of business decisions on the basis of ethics and thus create a value driven management.
CO402.6	CREATING	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to Ethical decision making.

- 1. Indian Ethos and Values : Its relevance at Workplace: Indian Ethos-** Meaning, Features, Need, Evolution, Relevance, Universal Human values for continuity of happiness and prosperity, Development of Human Consciousness Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Triguna Theory-OSHA Model. Work Ethos meaning, dimensions of Work Ethos. **Values** - Concepts, Values in business, Value system in work culture, and Values of Indian Managers, Relevance of Value Based Management in Global Change; Impact of values on Stakeholders; Trans-Cultural Human Values, need of ethos in business organisations with reference to Indian firms, **Ethics v/s Ethos**, Eastern Management v/s Western Management. (8+2)
- 2. Indian Model of Management:** Concept of Indian Model of Management in the Indian socio-political environment, Laws of Karma and its relevance in business settings, Indian Heritage in Business-Management. Production and Consumption: Management lessons from Indian heritage scriptures (like Mahabharata & Ramayana), Leadership Pointers from Kautilya's Arthashastra, VEDA Model of Leadership, Corporate Rishi Model, Theory K, WE theory (West-East Theory) (11+2)
- 3. Business Ethics as Applied ethics:** Meaning, Characteristics of Business Ethics, Importance of Business Ethics (Long Term growth, Cost reduction, Risk mitigation, Limited resources, etc.), **The Ethics of the Business**, Types of Business Ethics (Transactional Ethics, Participatory Ethics, Recognition Ethics), Factors influencing business ethics, Swenson and Wood, A Model of Business Ethics. Categories of Ethics and Responsibilities (Personal, Professional, Managerial) Business Code of Conduct), **Approaches to Business Ethics:** Consequentialist & Non-Consequentialist The Ethical Audit, Theories of Ethics - Deontological Theory & Teleological Theory, Kohlberg's Six stage moral development, Chris Moon's Ethical fitness: a Four-Step Workout (Moral Awareness, Values Definition, Ethical Analysis, Dilemma Resolution). (11+2)
- 4. Ethical decision making in business matrix:** Framework of **Ethical decision making**, Ethical dilemmas in different functional areas of Business (Finance, Marketing HRM and International Business), Difficulties for practice ethics in organization, Intellectual Property Rights and **Business Ethics**, Ethical challenges for Managers, Ethical Decision Making process, it's Model -STEP Model, PLUS Filter Model. (8+2)
- 5. Applications of Ethical Principles to Contemporary, Moral and Ethical problems / issues related to Business:** Contemporary cases on Corporate Strategy, Moral Reasoning, personal responsibility and UN-17 SDG: Climate Change, Corporate Strategy and Natural resource depletion, Corporate Social Responsibility, transparency and accountability, Social Media and E-Platforms. Current ethical issues like Bank scams, Airlines etc. (7+2)

Suggested Text Books:

1. Business Ethics (Concept, Application, Framework and Cultural Impact) k. Aswathappa, J. Ushar Rani, Sunanda Gundavajhala, Himalaya Publishing House
2. Ethics in Management and Indian Ethos, Biswanath Ghosh , Vikas Publishing House
3. Indian Ethos of Management, Tushar Agarawal and Nidhi Chandorkar, Himalaya Publication House.
4. Indian Ethos and Values for Managers, Khandelwal , Himalaya Publishing House

Suggested Reference Books:

1. Indian Ethos & Values In Management, Nandagopal R, Ajith Sankar, Tata McGraw Hill Publishing Co. Ltd.
2. New Mantras in Corporate corridors From Ancient Routes to Global Roots, Subhas Sharma, New Age International Publishers
3. Business Ethics: Concepts and Cases, Velasquez, Pearson Education India.

Semester III		307– International Business Environment
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 307 .1	REMEMBERING	Recall and Describe the key concepts of international Business Environment

CO 307 .2	UNDERSTANDING	Understand the relevance of Multinational Corporations (MNCs) in global trade
CO 307 .3	APPLYING	Demonstrate the significance of FDI and FPI in respect of developing economy
CO 307 .4	ANALYSING	Analyze the issues related to Labor, Environmental and Global Value chain
CO 307 .5	EVALUATING	Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.

- 1. Introduction to International Business:** Importance, nature and scope of International business; modes of entry into International Business, internationalization process. Globalization: Meaning, Implications, Globalization as a driver of International Business. The Multinational Corporations (MNCs) – evolution, features and dynamics of the Global Enterprises. Consequences of Economic Globalization, Brexit, Reverse globalization. (5+1)
- 2. International Business Environment:** Political Economy of International Business, Economic and Political Systems, Legal Environment, Cultural Environment, **Ethics and CSR in International Business.** (5+1)
- 3. International Financial Environment:** Foreign Investments - Pattern, Structure and effects. Theories of Foreign Direct Investment, Traditional and Modern theories of FDI, Modes of FDI - Greenfield, Brownfield Investments, Mergers and Acquisitions, Motives of FDI, FDI contrasted with FPI. Basics of Forex Market. (5+1)
- 4. International Economic Institutions and Agreements:** WTO, IMF, World Bank, UNCTAD Tariff and Non-tariff Barriers. Balance of Payment Account: Concept and significance of balance of payments, Current and capital account components. Introduction to Basic Concept of IFRS. (5+1)
- 5. Emerging Issues in International Business Environment:** Growing concern for ecology, Digitalisation; Outsourcing and Global Value chains. Labor and other Environmental Issues, Impact of Pandemic COVID-19 on international trade. (5+1)

Suggested Text Books:

1. Global Business Management by Adhikary, Manab, Macmillan Publishers, New Delhi.
2. International Business Environment by Black and Sundaram, Prentice Hall of India, New Delhi
3. Economic Environment Of Business by Gosh, Biswanath, South Asia Book, New Delhi.
4. International Business by Aswathappa Tata Mc Graw Hill publications, New Delhi.
5. International Business by P. Subha Rao

Suggested Reference Books:

1. Going International Response Strategies For Indian Sector by Bhattacharya.B, Wheeler Publishing Co, New Delhi.
2. International Economies by D.N. Krithani.
3. International Business by Roger Bennett
4. Business Environment by C.B. Gupta
5. International Business by Francis Cherunillam