

# Gokul Global University, Sidhpur



# **Faculty of Commerce and Management**

Program:M.B.ASubject / Branch:Management

Year: 2<sup>nd</sup>

Semester:IV th

Course Title:Business Ethics & Soft skillCourse Code:FMM140402

Course Type:Core: Compulsory Course Credit: 04

**Pre-Requisite:** 10+2+3(Commerce & Management or Any Graduation from Any Recognition University)

**Rationale:**Business Ethics & Soft skillis the study of to understand Ethics and Skill in order to implement the best practices of marketing in real world.

#### **Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme					
Lecture	Tutorial	Practical	Internal		Extorn ol	Total		
4	0	0	Mid	CE	External	Total		
4	0	0	20	10	70	100		

## **Course Objective:**

The course aims to familiarize the students with the basics of Business Ethics and Soft Skills and its applications.

## **Course Outcome:**

The course aims to familiarize the students with Business Ethics and Soft Skills.

- 1. Launch a new, or evolve an existing, career path in Business Ethics and Soft Skills.
- 2. Develop a Business Ethics and Soft Skills plan that will address common marketing challenges.
- 3. Improve Return on Investment for any Business Ethics and Soft Skillsprogram.

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I	<b>Business Ethics - Introduction</b> Business Ethics – Nature, Concept, Definition & Scope, 3Cs of Business Ethics, Benefits of managing ethics in the organization, Ground rules of Ethics, Ethical Dilemmas – Meaning, methods of resolving ethical dilemmas, Approaches to resolving ethical dilemmas	1	25 %
II	<b>Corporate Social Responsibility</b> Arguments for social responsibility, Business as responsible person, Social responsibilities of business towards different groups, Business Ethic's core responsibilities of Entrepreneurial performance, Promoting value based governance in organizations.	1	25 %
III	<b>Elements of Soft Skills</b> Introduction, Importance of soft skills, improving soft skills and practicing soft skills, , attributes regarded as soft skills: Time and Stress Management - Time Management matrix, Steps of successful time management, Difference between time savers and time wasters. Sources of stress, effects of stress and stress management tips.	1	25 %
IV	All about Attitude Introduction, meaning, factors which form attitude, ways of changing attitude in person, obstacles in developing positive attitude, developing Positive Attitude, workplace attitude and Power of Positive Attitude. Team building and team work skills, characteristics of effective team, role of team leader and team members.	1	25 %

#### **Reference Books:**

S. K. Bhatia, Business Ethics & Corporate Governance, Deep & Deep Publication Pvt. Ltd., New Delhi.S.A. Sherlekar, Ethics in Management, Himalaya Publication, New Delhi.

Alex K.,Soft Skills Know Yourself and Know the World, Sultan Chand & Sons New Delhi

Managing Soft Skills for Personality Development by B. N. Ghosh, Tata McGraw Hill education

Personality Development and Soft Skills by Barun K.Mitra, Oxford University Press

### **Suggested Readings:**

**1.**Soft Skills, by S. Hariharan, N. Sunderrajan and S.P. Shanmugpriya, Neha Publication and Distributors

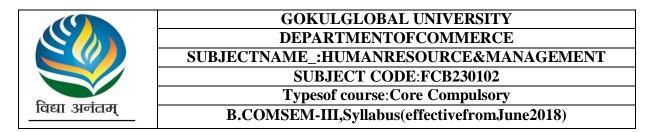
2.Communication Skills and Soft Skills : An Integrated Approach (With CD) by E. Sureshkumar and ShreehariPearson India

### **Online Resources:**

- 1. https://www.pdfdrive.com
- 2. www.slideshare.net

## **Practical / Activities:**

- 1. Quiz using Google Forms or Quizzes
- 2. Breakout room activity



The course aims to familiarize the students with concepts of Human Resource Management and its applications in Organization.

TeachingScheme					Evaluation Scheme				
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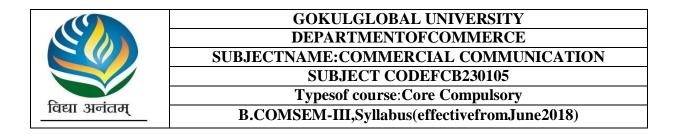
#### Th:-Theory,Tu:-Tutorial,P:- Practical

SrNo.	SubjectContent	Teaching Hours	Weightage (%)
1	HumanResourceManagement: Meaning, Features, Difference between personal Management and Human Resource Management, Objectives,Importance,OperativefunctionsofHRM, Qualities of H.R Manager, Role of H.R Manager.	10	25
2	HumanResourcePlanninginaCorporateSector:Meaning, Objectives, Factors Affecting, Process, Benefits, Limitations of H.R. Planning.Recruitment:Modernselectionprocedureandits advantagesTraining:Meaning,Needs,Objectives,Procedure, Advantages and Limitations of training.Human Resource Development: Meaning, Characteristics,Needs,Functions,andTechniquesor Methods of HRD	10	25
3	<ul> <li>PerformanceAppraisal:Meaning,Objectives.Brief idea of human resource accounting, psychological appraisal,managementappraisal,utilityandproblems of performance appraisal.</li> <li>Promotion:Meaning,Basis,MeritsandDemeritsof Promotions</li> <li>Transfer:Meaning,causesandguidingprinciplesof transfer.</li> <li>Demotions:Meaning,causesandguidingprinciples of demotions.</li> </ul>	10	25

	<b>Morale</b> : Meaning, factors affecting, sign of low morale and its preventive measures, factors contributinghighmorale.Importanceofindustrial morale.		
4	JobDesign:Meaning,approachesofjobdesign, Briefideasofjobrelations,jobenlargement,job enlargement-factors affecting ofjob design, importance ofjob design. QualityofWorkLife:Meaning,conditions,specific issues in QWL, H.R. activity and its effect on QWL Quality Circles: Meaning, objectives, organizational structure of Quality circle, advantages and problems ofQualitycircle.	10	25

#### ReferenceBooks:

- 1. PersonalManagement –JucioucMichel –RD. Irwin–Homewood.
- 2. ManagementConceptandPractice–ManamohadPrasad–HimalayaPublishing House.



The course aims to familiarize the students with concepts of commercial communication and its applications in business.

	TeachingScheme				Evaluation Scheme				ne
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#### Th:-Theory,Tu:-Tutorial,P:- Practical

<b>a N</b>		Teaching	Weightage
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1	Developingthemeeitherfororagainst:	10	25
	1. Indiais fitfordemocracy		
	2. womensarebetterrulers.		
	3. Marriageis a curse.		
	4. Consumer'sprotectionActseemsuseless.		
	5. Englishshouldbecompulsoryatcollegelevel.		
	6. Villagelifeisbetter than citylife.		
	7. T.V. programmes areawasteof time.		
2	Banking correspondence:	10	25
	1. Openingasavingaccount		
	2. Errorin thepassbook		
	3. Impolitebehaviourofa bankemployee		
	4. Stoppaymentof the cheque		
	5. DeductionofL.I.C. premium from a saving		
	account.		
	6. Askingfor aloan.		

3	Internetande-commerce	10	25
_	1. What is an Internet.		
	2. HistoryofanInternet.		
	3. Usage, advantages and disadvantages of an Internet.		
	4. Whatisan e-commerce.		
	5. Historyofane-commerce.		
	6. Advantages and disadvantages of an e-commerce		
	7. Businessmodelsofane-commerce.		
	(A)Business to Consumers (B2C)		
	(B)Business to Business(B2B)		
	(C)Consumers to Business (C2B)		
	(D)ConsumerstoConsumers(C2C)		
	(E)BusinesstoGovernment(B2G)		
4	Commercialterms:	10	25
	1. AccountCurrent		
	2. CurrentAccount		
	3. BankStatement		
	4. Bank Rate		
	5.CirculatingAssets		
	6. IntangibleAssets		
	7. TangibleAssets		
	8.Arbitrage		
	9.Pivotals		
	10. PayOrder		
	11.Post Date		
	12. ReservePrice		
	13.Warranty		
	14.Guarantee		
	15. RightShares		
	16. AnteDate		
	17. Indenture		
	18.Hypothecation		
	19.ReferendumContract		
	20.Reserve Fund		

#### Referencebooks:

- Businesscommunication-Rai&Rai, Himalaya publishinghouse, Mumbai
- Businesscommunication-HomaiPradhan,BhendeD.S.,Thakur Vijaya.
- Mediaandcommunicationmanagement-C.S.Rayudu-Himalayapublishing house,Mumbai

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Registrar Sokut Global University, Sidhpur



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Registrar Jokul Global University, Sidhpu:

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			11ª	Suprat 18-3	Ser Contrained	Contraction of the second		

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# GOKUL GLOBAL UNIVERSITY

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TIGAS	/CASH	BILL	CERTIFICATION	CUM	VOUCHER
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	CREDIT / CASH BILL CERTI CUM ADVANCE PAY		CHER		
ti sa Na	567	and to condition	Date :-	31.10.2022	
Voucher No.			Date .		
Kindly make payment to the par					
Name Of Party :-	WINPLUS ENTERPRISE		a second second		
Adress :-	VISNAGAR /	NUD DACKAND	ADIEIAVIA	IC CHADCE	**************************************
Item Purchase / Service Hired :-		R, NVR, RACK AND C	ABLE LATIN	IG CHARGE	
If Advance then details :-	NO				a
Purpose of :-	GOKUL GLOBAL UNIVERSITY	Y			
Bill No. of party :-	WIN/84	Bill Date :-		13.10.2022	
Our Ident No. :-		GRN. No./ Date :-	238	10.10.2022	
Purchase Order No. :-	119	Date :-	4	18.10.2022	
Payment Due on :-		Remarks :-	5 e -	-	
PARTIC	CULARS			AMOUNTS	
Amount Rs. As Per Bill :-		(A)		176,675.50	
Less :- Deduction					
	Less Quantity Receive :-				1 - C
	Quantity Returns :-				
	Rate Difference :-				•
. 4	Quality Deduction :-	1. 6.			
	5 TDS :-			· · · ·	
. 6	Vatav / Other Deduction :-		8	545161	
Total Deduction :-	ADVANCE :-	(B)		An and the second secon	122,159.
Balance Amount Certified For Pa	yment :-	(A-B)	All has a second and a second	1 <del>76,675.5</del> 0	122,200
Prepared By	Hod Signature	Approved By	-1	Auditor Sign.	97/11/02 09/11/02
	con o	pup			



		211	Goods R	eceint N	ote	1			
RN	No. 238 GRN date: 10/10/2	2022	PO-119		WIN/84			BillDate:	13/10/2022
WI VIS	VENDOR NPLUS ENTERPRISE SNAGAR Intact No- 8980883232 nail-						GOKUL GLO Gokul Educa Patia Opp. I.0 -41 Sidhpur I Contact No-	REGEIVED AT BAL UNIVER tional Campu O.C. Depot,S	RSITY s,Sujanpur tate Highway 4151
No	Item#	PO Qty	Current	Total	Pending	Unit	UnitPrice	GST	Total -
1	DAUHA DH-IPC HDW1239T1P LED S4 2MP DOME IP CAMERA	3.0	Received	Received 3.0	0.0	EA	2,950.00	1,593.00	10,443.00
2	DAUHA DH-IPC HDW1239TP AS LED S2 2MP WITH AUDIO CAMERA	7.0	(7.0	7.0	0.0	EA	4,450.00	5,607.00	36,757.00
3	SEGATE 6TB SURVEILLANCE HDD ST6000VX001	3.0	( 3.0	3.0	0.0	EA	12,450.00		44,073.00
4	BEBEVEL 2U RACK 150*400*400	3.0	(3.0	3.0	0.0	EA	1,050.00	567.00	3,717.00
5	(TENDA O3 5KM OUTDOOR CPE	3.0	(3.0	3.0	0.0	EA	4,500.00	2,430.00	15,930.00
6	SINTEX POE BOX	1.0	(1.0	1.0	0.0	EA	730.00	131.40	861.00
7	HI FOCUS ALL GIGA PORT 8+2 POE SWITCH HF SGI08-120W	4.0	(4.0	4.0	0.0	EA	6,100.00	4,392.00	28,792.00
3	ELIXIR RACK 15U	1.0	(1.0	1.0	0.0	EA	4,475.00	805.50	5,280.00
9	CABLE LAYING CHARGE	620.0	620.0	620.0	0.0	Mtr	26.00	2,901.60	19,021.00
0	CCTV INSTALLATION CHARGE	20.0	(20.0	20.0	0.0	NOS	200.00	720.00	4,720.00
1	DVR/NVR , RACK INSTALLATION AND CONFIGURATION	1.0	(1.0	1.0	0,0	NOS	6,000.00	1,080.00	7,080.00
						÷			
>	Remark: IT ASSETS IP	CAMERA TT	state e	RACK D 5	4526	Trans	Other: 0 portation: 0 inal Total: 176	_	Regificar Regificar bal University,



#### WINPLUS ENTERPRISE

196-197, First Floor, Sona Complex, Near Bank of Baroda, Kasa Char Rasta, Visnagar-384315. Mob: 898088 3232 / 3333 / 3434 Email: winplusenterprise2010@gmail.com



GSTIN No. : 24AACFW8279M1ZG Date. : 01/07/2018

	blce Date : 10/01/2023	EBIT			Tax Invoi		
Nam Add	Details of Receiver (Buyer Details :GOKUL FOUNDATION :Gokul Educational Campus State Highway -41,Sidhpur - 384151	s)	Name : Address :	GOKUL Gokul Ed	Consignee ( FOUNDATION ducational Cam ghway -41,Sidh	ipus	etail)
Pho	no No : o		Phone No : State :	Gujarat -	- 24		
GST	IN/UIN :		GSTIN/UIN	: .			
	Of Supply : Gujarat port Name : SELF		Vehicle No L.R.No & Dt.		2CL1610	023	
Sr. No	Description of Goods	HSN/SAC	Quantity	NON	Rate	Disc Amt	Amount
1	DAHUA DH-IPC-HDW1230T1P-S4 2MP DOME IP CAMERA	85258020	2	Nos	2796.61		5,593.22
2	DAHUA DH-IPC-HDW1239T1P-LED-S4 2MP DOME IP CAMERA	85258020	6	Nos	2923.73		17,542.38
3	DAHUA NVR2116-4K-S2 16CH 2 SATA NVR	85219090	1	Nos	5745.76		5,745.76
4	WD 4TB WD40PURZ SURVEILLANCE HARD DISK	8471	1	Nos	6483.05	~	6,483.05
5	HI FOCUS 8+2 POE SWITCH HF-SDH08- 120W	851762	1	Nos	4067.8		4,067.80
6	BEVEL 3U RACK 200X400X400	84733099	1	Nos	864.41		864.4
7	PROTECTION BOX 5 X 5	8536	8	Nos	42.37		338.9
8	D-LINK RJ45 CONNECTOR	85367000	15	Pcs	8.47		127.0
9	CCTV INSTALLATION CHARGE	9987	8	Nos	169.49		1,355.93
10	D-LINK CAT6 LAN CABLE MTR	85441990	610	MTR	20.34	· 19	12,407.4
11	CABLE LAYING CHARGE	8544	410	MTR	22.03		9,032.3
		a start a		80	a Stranger -		63,558.2
	Central Tax				Maria de Car		5,720.2
	State / UT Tax		1. A	1.			5,720.2
	Cess Tax Round Off +/-			a gui a			0.2
	Total		1063			₹	74,999.00
Amo	unt Chargeable (In Words)		1			1	
Seve	enty Four Thousand Nine Hundred Ninety I		axable	Ce	ntral Tax	State	/ UT Tax
	HSN/SAC		Values	Rate	Amount	Rate	Amount
847 853	1, 84733099, 851762, 85219090, 85258020, 67000, 8544, 85441990, 9987	8536,	63,558.25	9.0			5,720.24
					5,720.24	1	5,720.24
Tax A	Amount (In Words) : Eleven Thousand Four	Hundred Fo	rty Rupees Ar	nd Forty	Eight Paise O	nly	
erms	& Condtion :		Bank Name :	HDFC BA	NK		
1.Wa	rranty as per company terms. od once sold will not be taken back or exchanged. disputes subject to VISNAGAR jurisdiction only.		Acount Name	: WINPL	City : VISNAGAF US ENTERPRISI 942 IFSC : HDI	E	
0.741			(NO 140. 5020	EPN			NTERPRISE
	8 S		Ser	A	AG	top	915
	bject To Visnagar Jurisdiction Only		1 1	8			d Signatory

ch Registrar

Gokul Global University, Sidhpur

F-71 M/s.	AKTICOMPUTE         Standard         Standard	<b>R</b> но С. <b>2 ио).</b> ur-384151,	Vijay P	aval : 8905003795 atel : 9275195642 puter72@gmail.com Book No: 1 04/2023
	tact No	R	efBy: eliveryDate:	
Sr. No.	Particulars	Qty.	Rate	Amount
1	Dhua 32 CH MUR	1	15750	157502
2	Phud HMP bullet if color cumer	8	4088	32704/
3	Dhug 2 MP poompip Alivo camer	30	3060	91800 /.
Ü	Dhud 2 MP bullet ip cample	4	2765	110601
5	8 T6 1422	- 1	17200	17200/
6	POF Swich 8+2	3	4700	14100/
7	POE Switch 4+2 MPATION	7	2450	17150/
8	3V Rac GOKUL FOUNDAIL	9	1025	9225/-
3	In Dal Inwald a Dr.	<u> </u>	2450	24501-
0	DALC LON Veline	43	50	2150/-
11	RT HS Pin In Time. CAL	g108	10	900 /-
2	HOMI CUBAL (20 milter)	5	1950	9750/-
Rs.			Total	
1) Go 2) No 3) Sul 4) we	<b>&amp; Condition</b> ods once sold will not be taken back or exchanged. Warranty for short circuit & damages. bject to <b>siddhpur</b> Jurisdiction. are not responsible for any damages during the reparing time. ce are subject to Varition withot notice in accordance market flue	ctuation.	lineo	COMPUTER
	UNAN BENE UNIT		Regultrar Regultrar	which have

PrePared By

SOLANKI Authorized Sign

M/s. Addi	in Brock อีนิย์ไว เลย อโดง อีเร็ตไว ดา ธเหราช พ , Tirupati Plaza, Nr.C.N.G. Pump, Dethali Char Rasata, Siddhp 	Bi	illNo: 10	BookNo: 1 104/7002
Sr. No.	Particulars	Qty.	Rate	Amount
2	NELAVIEW Cate outdox cabal	305	25	7625
-	Dilink & Port wich	5	1900	9500
	silink (476 (464)	1220	24	29280
16		43	200	8600
17	WVR institusion Chiph	1	3000	3000/
18	Calal & Pipe Lutink Labour Charl	1260	26	32760/
	COKUL FOUNDATION COKUL FOUNDATION			
	Vehicle No. 13130			
	In Time		ł	a for a second secon
Rs.			Total	3,15,184
(1) Go (2) No	<b>s &amp; Condition</b> bods once sold will not be taken back or exchanged. b Warranty for short circuit & damages. ubject to <b>siddhpur</b> Jurisdiction. e are not responsible for any damages during the reparing time	uctuation.	time	kti COMPUTER

Vendor Sign

F-71 M/s. Add	รันด์โดย ในอออ อิโน้อ์โจ เลย อโดออ อิโร์โล่โจ ตา ธาหธาช พา , Tirupati Plaza, Nr.C.N.G. Pump, Dethali Char Rasata, Siddhp 	ur-384151,	Bill No: 1/1	Book No: 1
Sr. No.	Particulars	Qty.	Rate	Amount
)	2/V RUC	j	1950	9.50 1
2	phurd 2 mp ip Doome Adivo with		3500	3500 1
-	GOKUL FOUNDATION GOKUL FOUNDATION	and a second		
	Vericle No. 9313	Alex Carelon Antonio Carelon and		
	In Timet.	NA MAREK IN STREET		
P				
	con pull	alantinan asaran katalan kata		
Rs.	Registrar Cokul Global University, Sidhpur	REDUKTOOLEER NUDELAATUO	Total	14450/
(1) Go (2) No (3) Su (4) we	s & Condition bods once sold will not be taken back or exchanged. Warranty for short circuit & damages. bject to siddhpur Jurisdiction. are not responsible for any damages during the reparing time. ice are subject to Varition withot notice in accordance market flu	ctuation.	1. Lite	ti COMPUTER

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# Gokul Global University CCTV Camera Details

No.	Building/ Block	Area	Available CCTV		
		University Office			
		Library	4		
		Class Room	16		
		Laboratory	15		
1	B-1	B-1	Seminar Hall	2	
		Entrance Area	5		
		Stepped area	3		
		Passage Area	7		
		Other Room	1		
			65		

No.	Building/ Block	Area	Available CCTV	
		Class Room	2	
	2	Laboratory	8	
2	2 <b>B-2</b>	B-2 Entrance	Entrance Area	3
		Passage Area	3	
			16	

No.	Building/ Block	Area	Available CCTV
	· · · · · · · · · · · · · · · · · · ·	Staff Room	1
		Class Room	4
		Laboratory	5
3	B-3	Entrance Area	1
		Stepped area	1
		Passage Area	1
		Other Room	1
			14

No.	Building/ Block	Area	Available CCTV
		Staff Room	1
		Class Room	6
		Laboratory	7
4	B-3	Entrance Area	2
		Stepped area	1
		Passage Area	1
	li l	Other Room	1
			19



Registrar Gokul Global University, Sidhpu.

No.	Building/ Block	Area	Available CCTV
14. TO		Class Room	4
		Laboratory	6
F		Entrance Area	2
5	B-3	Stepped area	1
		Passage Area	1
		Other Room	1
			15

No.	Building/ Block	Area	Available CCTV
1.3		Staff Room	2
		Class Room	25
	Sec. Martin Sec. Sec.	Seminar Hall	1
		Entrance Area	2
6	B-5	Stepped area	4
		Ground	2
		Around the building	3
		Passage Area	12
		Other Room	1
			52

No.	Building/ Block	Area	Available CCTV
	В-3	Staff Room	2
		Seminar Hall	1
7		Entrance Area	1
		Stepped area	3
		Passage Area	8
		Other Room	1
les .			16

No.	Building/ Block	Area	Available CCTV
	B-4	Entrance Area	2
		Ground	0
0		Around the building	0
8		Passage Area	4
		Other Room	1
		Stepped area	0
			The second second second second



cu Gokul Global University, Sidh;

No.	Building/ Block	Area	Available CCTV
	B-4A	Entrance Area	1
		Ground	1
0		Around the building	3
9		Passage Area	12
		Other Room	3
		Stepped area	4
			24

No.	Building/ Block	Area	Available CCTV
		Entry	3
		Exit	3
10	GATE-1	Around the building	3
		Parking	2
		Canteen	4
			15

No.	Building/ Block	Area	Available CCTV
	AUDI-1	Entry/Exit	3
		Hall	1
11		Around the building	4
11		Passage Area	2
		Stepped area	1
		Other Room	2
			13

No.	Building/ Block	Area	Available CCTV
		Entrance Area	1
		Around the building	1
12	B-1	Passage Area	3
		Stepped area	1
		Other Room	2
			8

Total

264



Registrar Gokul Global University, Sidhpe ٢