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| **SESSION** | **JULY - AUGUST 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **I** |
| **COURSE CODE & NAME** | **DBB1109 VALUE, ETHICS AND GOVERNANCE** |
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**Assignment Set – 1**

**1. Explain the Doctrine of Karma according to Indian philosophy.**

**Ans 1.**

**The Doctrine of Karma According to Indian Philosophy**

The **Doctrine of Karma** is one of the most significant principles in Indian philosophy. Rooted in Hinduism, Buddhism, and Jainism, it emphasizes the moral law of cause and effect, highlighting that every action, thought, or word carries consequences that shape an individual's future experiences. The concept serves as a cornerstone for ethical and moral behavior in Indian philosophy.

**Definition and Core Concept** The term "Karma" originates from the Sanskrit word meaning "action" or "deed." According to this doctrine, every action performed by an individual

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**2. Why is environmental ethics important in business? Discuss its key principles.**

**Ans 2.**

**Importance of Environmental Ethics in Business and Its Key Principles**

**Introduction to Environmental Ethics** Environmental ethics addresses the moral relationship between humans and the natural world. It explores the ethical principles that govern human interactions with the environment, emphasizing sustainability, conservation, and respect for all living beings. In the context of business, environmental ethics plays a critical role in guiding corporate practices to minimize ecological harm and promote long-term sustainability.

**The Growing Need for Environmental Ethics in Business** Businesses significantly impact

**3. Describe the Three Gunas in Hindu philosophy. Explain their influence on human behaviour.**

**Ans 3.**

**Introduction to the Three Gunas**

The concept of the Three Gunas (*trigunas*) is a fundamental idea in Hindu philosophy, particularly in the *Samkhya* system. The term "guna" translates to "quality" or "attribute," and it represents the three intrinsic qualities that govern all aspects of existence—nature, matter, and consciousness. These gunas are *Sattva* (purity), *Rajas* (activity), and *Tamas* (inertia). Together, they influence the behavior, thoughts, and actions of individuals, shaping their personality and spiritual progress.

**Sattva: The Quality of Purity and Harmony**

*Sattva* is associated with purity, wisdom, balance, and harmony. It represents lightness,

**Assignment Set – 2**

**4. Define corporate governance. List some key benefits associated with it. 2+8**

**Ans 4.**

**Defining Corporate Governance**

Corporate governance refers to the framework of rules, practices, and processes by which a company is directed and controlled. It outlines the distribution of rights and responsibilities among stakeholders, including shareholders, board members, and management, and provides mechanisms for making decisions and setting objectives. The goal of corporate governance is to ensure accountability, transparency, and fairness in a company's operations while

**5. Interpret how principles from the Bhagavad Gita could apply to managerial practices today.**

**Ans 5.**

**Introduction to the Bhagavad Gita’s Relevance in Management**

The Bhagavad Gita, an ancient Indian scripture, offers profound insights into human behavior, leadership, and decision-making. Its teachings, centered on ethical conduct, self-discipline, and duty, are highly applicable to modern managerial practices. Managers today face complex challenges requiring not only technical expertise but also emotional intelligence, ethical grounding, and resilience. The Bhagavad Gita provides timeless wisdom to address these challenges effectively.

**Principle of Dharma (Duty) and Managerial Responsibility**

The concept of *dharma* emphasizes the importance of fulfilling one's duties without

**6. Illustrate the importance of values in personal and professional settings. Explain the various types of values.**

**Ans 6.**

**Understanding Values and Their Role**

Values are deeply held beliefs that guide an individual’s behavior, decision-making, and interactions. They serve as the foundation for personal integrity and professional ethics, influencing choices and relationships. In both personal and professional contexts, values provide a moral compass that ensures consistency, trustworthiness, and alignment with broader societal norms.

**Importance of Values in Personal Settings**

In personal life, values shape an individual’s character and identity. They influence attitudes,