



GUJARAT UNIVERSITY

BCA I SYLLABUS

COURSE TITLE		CULTURE AND CIVILISATION
COURSE CODE		EC-101
COURSE CREDIT		2
Session Per Week		2
Total Teaching Hours		20 HOURS
DETAIL SYLLABUS		
UNIT	TOPIC / SUB TOPIC	TEACHING HOURS
1	Culture- concept, meaning & definition - Elements of culture - Discourses on culture in 19th and 20th Century (an overview) - Layers of culture - Manifestations of culture - Civilization - concept, meaning & definition - Characteristics of civilization - difference between culture and civilization - Cultural diversity - Dimensions of cultural diversity.	
2	Indian Culture & Heritage - cultural diversity of India - Geographic - Religious - Languages –Clothing and attire - Food habits - Cultural - Economic Culture &History of India {Trade & Industrial Organization, Traders & Shopkeepers, Inland routes and Trade marts, Exports & Imports, Production centers & Specialization, Credit & Banking, Barter & Medium of exchange, Labour and vocational mobility) - Business culture of India -Specialty of Indian business style - Industrialization in India - History of Industrialization - Industrialization today.	
3	Business culture - business culture models - Interpersonal interaction model & Risk and feedback model (Power culture, Achievement culture, Support culture, Role culture, Macho, Tough-guy culture, Work-hard and Play-hard culture, Bet-the-Company culture & Process Culture).- Business culture consultants - Organizational culture and business history - Typologies of organizational culture - Key elements of organization culture. - Organization culture & Ethics.	

4	Corporate culture - Evolution of Corporate culture - Corporate culture and organizational culture - Necessity for designing - Corporate culture, values and strategic change - Organizational capabilities - Changing and --Cultivating a positive corporate culture - a better corporate culture - Corporate culture and performance – Corporate culture and its historical context in India - Corporate culture and Indian Industries.	
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