

## **The institution offers a course on Human Values and Professional Ethics.**

Our final year students are doing a course in their fifth semester called Value Education.

Value Education

### **Objectives:**

- To cultivate an awareness of higher and transforming values of life.
- To make the young aspirants acquire the ethical values in practical way and to be the agents of social transformations.
- To acquire knowledge on challenges to our society and issues that threaten to demoralize the future generations.

### **Human Values**

Introduction to value education and its relevance to the present day, meaning of value education, personal values, social values, ethical, cultural values and environmental values.

Personal Values: Meaning of Personal Values, Compassion, Commitment, Courage, Discipline, Dedication, Empathy, Friendship, Gratitude, Honesty, and Leadership: Qualities of a Good Leader, Optimism, Self Esteem.

Family Values: Family as an institution, Challenges to family values in today's Scenario – Social Attitude towards women, children and Elders in the family.

Secularism in India: Meaning, Concept of Secular state, Constitution, Challenges to secularism in India, secular values to be followed.

Student and Politics: Student Political movement in the past – Should /students participate in Politics.

### **Professional Ethics**

Professional Ethics : Profession – meaning – Professional bodies : code of Conduct and ethics, how do professionals gets organized, common ethical guidelines for all professions, Average morals and individual standards, professional codes of different professional, Basic principal of professional ethics

Business Ethics: Characteristics of an ethical business decision, business and ethics: Are they opposite, how does a business develop goodwill and trust as a business firm? Trust Building: the basis, ethics: business units.

Mass media Ethics and Advertisement Ethics : Freedom of press : Do's and Dont's for mass media ethics in nutshell, basic objectives of advertisement, Effects of advertisement , False and tall claims in advertisement to keep the price at high level, Regulatory Controls essentials to maintain ethics in advertisement.

Human rights: Meaning, UN declaration of human rights, Threats to human rights, Contribution towards safeguard of human rights

Consumer awareness and Rights: Globalization Meaning, Impact of globalization in India, consumer awareness, Consumer rights, Consumer laws

Methodology of teaching: Lecture, Self exploration by the students, real life examples and discussion with students on current issues