



**RV Institute of
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VALUES, ETHICS AND SOCIAL RESPONSIBILITY IN BUSINESS

Course Docket for III Semester

Batch - 2022-2024

Feb 2024- June 2024

PART A

Programme	Master of Business Administration
Batch	2021 - 23
Semester	III Semester
Course Title	VALUES, ETHICS AND SOCIAL RESPONSIBILITY IN BUSINESS
Course Code	21MBA247
Credits	2
Sessions	24
Course Instructors	Course Instructors Prof. Uma Sharma Dr. Vinay KS Prof. Anitha BM Dsilva RV Institute of Management Bangalore

This article and reading materials contained in this docket are for classroom discussion only

Course Evaluation Plan:

Sl. No	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	All the end of the semester
2	Mid- Term Exam	Individual	20	After completion of 2-3 modules
3	Attendance and Class Participation	Individual	5	At the end of the

				semester
4	Quiz	Individual	5	Full Semester
	Articles given as Assignment	Individual	5	
	Electoral Literacy Campaign- Video creation/ write-up/	Group	10	
	Half day Workshop – Report	Individual	5	

Internal Marks allotment scheme

Sl. No	Particular	Marks Allocation	Total Marks
1	Quiz	Based on quiz performance One quiz from each model contains 20 marks (later reduce to 5)	5
2	Article Review	It is an Individual based assignment, Published literature on ethics, culture, IKS, Social responsibility. Each student presents their view and observation.	5
3	Activity Based Learning	Electoral Literacy Campaign (3rd Module) -This is a group activity consisting of 6 members. Deadline 5 th April 2024.	10
		Half day workshop on Indian Knowledge system and report April 2024	5

Activity Based Learning

1. ELECTORAL LITERACY CAMPAIGN- Marks 10

*Note - * Electoral Literacy Campaign*

Each group should have at least 6 members. Group May choose any one of the following activity

i) Door to door campaign, ii) street play, and iii) campaign at campus

Once the activity is completed the students can upload the video/write-up in the quiklrn platform

Rubrics for the Electoral Literacy Campaign evaluation:

	Excellent (10Points)	Good (08 Points)	Average (06 Points)	Poor (04 Points)
Creativity/ performance/	Viewer is left with a strong understanding of the topic, will	Viewer is left with general understanding and will remember the	Viewer mostly understands the topic and might remember	Presentation is unclear on the topic and unmemorable.

	remember the video/ write up, and feels like they want to learn more.	video/ write up	the video/ write up. Some introduced themes/topics may distract from message.	
Relevance to the subject	Teams have a strong clarity on the topic/theme/message and have presented in an obvious manner.	Teams have a fair clarity on the topic/theme/message and have presented in an obvious manner.	Teams have clarity on the topic/theme/message but have not presented in an obvious manner.	Teams have no clarity on the topic/theme/message.