

MANAGEMENT CONCEPTS IN THIRUKKURAL

Objective::

The objective of this course is to expose the students of management studies, Thirukkural the book of wisdom, that has stood the test of time for over 2000 years and still remains relevant as a guiding force for the mankind. It was written by Saint Thiruvalluvar who was born near Chennai in 30 BC. Thirukkural has been divided into three major divisions, viz, Virtue, wealth and Love. It has in all 1330 Versa.

Only the relevant verses related to contemporary Management Concept is selected for the study.

Unit I:

Business Ethics in verse 113 Thirukkural. Adapting to changing Environment in verse 474,426 and verse 140, Thirukkural. Learning the intricacies of different tasks in verse 462 and 677

Unit II:

Communication Principles in Decision making process – verse 948, 472, 467,663, Thirukkural, Leadership in verse 436,770 and 994.

Unit III:

Goal setting in verse 596, planning verse 468, capital investment Decision Verse 471,461 and 478

Unit IV:

Social Responsibility of Business Verse 211 Stress Management in Verse (627,351,331,369,380,377)

Unit V:

Personnel selection in verse 515, Personnel Welfare in verse 520, staffing in verse 517

Text Books Recommended:

Management Thoughts in Thirukkural by K. Nagarajan – ANMOL Publications PVT Ltd 4374/4B Ansari Road, New Delhi 110 002.

Reference Books:

Management MANTRAS from Thirukkural – SM Veerappan and T. Srinivasan – Vikash publishing House Pvt Ltd, Jangpura, New Delhi 110 014

Thirukkural Pearls of Inspiration by M. Rajaram IAS, RUPA and Co, New Delhi 110 002.