

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	Bachelor of Business Administration				Branch/Spec.	Fintech, AI and Blockchain Management			
Semester	I				Version	1.0.0.0			
Effective from Academic Year	2026-27				Effective for the Batch admitted in	July 2026			
Course Code	BVAC103	Course Name			Indian Culture and Heritage				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	0	0	0	2	Theory	25	25	50
Hours	2	0	0	0	30	Practical	00	00	00
Pre-requisites									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Understand the evolutions of India's Culture from past to future								
CO2	Understand basics about religious co-existence								
CO3	Explain major components of Indian heritage including religion, philosophy, art, architecture, and literature.								
Unit	Content								Hrs.
1	Indian Culture Unity in Diversity in India: Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity; The concepts of Seel, Karuna, Kshama, Maitri, Vinaya, Santhi and Ahinsa; Cultural diversity, Important seasonal Festivals. Social Reform (only reforms in brief, biographies not needed) and Modern Society: Reforms by Basaveswara, Dayananda Saraswathi –Swamy Vivekananda, B. R. Ambedkar; Family Unity, Monogamy, Family System, Community Service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor								15
2	Indian Heritage: Social Institutions: Family, Caste, and Community. Indian Culture in the Global Context. Cultural Heritage and Tourism. Indian Ethos and Work Culture. Relevance of Indian Values in Management and Leadership. Preservation of Cultural Heritage. Role of Youth in Protecting Indian Culture								15
Practical Content									
Practical, assignments and tutorials are based on above syllabus.									
Text Books									
1	NCERT. Indian Culture and Heritage.								
2	Naidu, Ravindranath, Narayan, Chandrayya Indian Culture and Science Himalaya Publishing House Pvt. Ltd.								
Reference Books									
1	Bipan Chandra, Aditya Mukherjee, Mridula Mukherjee, India After Independence								
2	S. K. Thakur, ISRO: History and Achievements								
3	V. Ramakrishna, Social Reform Movement Andhra, Vikas Publication.								
4	History of India and Culture (Upto 1526 A.D), Telugu Academy								
5	History of India and Culture (1526 A.D to 1964), Telugu Academy								
6	Basham, A.L (ed), A Cultural History of India								

Subject code consists of: B = BBA, VAC = Value Added Course, Code 103