



**MACFAST**<sup>TM</sup>

Igniting wisdom since 2001

**MAR ATHANASIOS COLLEGE FOR ADVANCED STUDIES TIRUVALLA  
(MACFAST)**

**Courses/ activities/ seminars/ webinars initiated in college for integrating  
cross cutting issues into the curriculum**

Professional Ethics	Business Ethics & Corporate Governance
Gender	Entrepreneurship Development Webinars/Seminars organized by Women Cell
Human Values and Ethics	Business Ethics & Corporate Governance Value added course by Communication Skill Development Council
Environment & Sustainability	Environmental Science Environmental Management Activities/webinars/seminars by NSS and Forestry Club



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The college has a strong lineage of providing dynamic and updated curriculum by incorporating add on courses and value added programs. It has always focused on environmental issues, and on improving human values and professional ethics. For inculcating value system among the students, the college integrates departmental programs and co-curricular activities to address crosscutting issues on gender, environment, human values and professional ethics. The efforts taken by the college for integrating the crosscutting issues into the curriculum are narrated below.

#### **[a] Professional Ethics**

The Department of Management Studies offers a course on Business Ethics for the third semester students and the course discusses and analyses management lessons from Arthashastra, Vedas, Mahabharatha, Bible and Quran. It also tries to enlighten students regarding ethical principles in business, work ethos and values and also regarding the importance of Karma to managers.

#### **[b] Gender**

- The second semester of MBA program has a course on Entrepreneurship Development that instills a spirit of entrepreneurship and also the status of entrepreneurship ventures in India including women entrepreneurship.
- The women cell of MACFAST was established in May 2014. The Women's Cell in the College was started with the view of creating awareness about important issues related to women and provides a forum for discussion and deliberation on a range of issues such as one's body, sexuality and gender. The women cell organizes webinars/seminars on gender bias, stereotyping, gender equality and women's right.

#### **[c] Human values and Ethics**

- The Department of Management Studies offers a course on Business Ethics for the third semester students and the course introduces Ethics as an important Component in Business Administration and focus on creating awareness regarding the relevance and role of Indian ethos in Business. The course also discusses and analyzes relevant Case Studies related to ethics and values from the Business World
- Value added course on Communication Skill Development

The institution has a communication skill development council to guide the soft skill development of students. The value added course aim in improving the soft skill of students and thereby molding them into competent professionals and the major objective of the program includes

- *Gaining active listening and responding skills*
- *Looking at the body language*
- *Increasing confidence*
- *Filling up the communications tool kit*

#### **[d] Environment and Sustainability**

- Value added course titled Environmental Science

The course primarily focuses on making the students aware about the environment around. The objective of the course includes the following:

- *Inculcate a scientific approach in the students while encouraging them to observe their surroundings which would in turn help them to formulate creative questions and pursue those to find sustainable solutions.*
- *To create a better understanding of the ecosystem and biomes and thus molding them into responsible citizens who are capable of supporting as well as promulgating sustainability.*
- The first semester of MBA program has a course on Environmental Management and it focuses on creating an awareness regarding importance, framework of Natural Environment, Importance of Protection of Natural Resources, create awareness regarding pollution, waste management and also sustainability.
- College has instituted 'Forestry Club' and NSS that emphasis on organizing activities/ seminars/ webinars in the area of environment and sustainability. The forestry club focuses on sensitizing the student community about forest wealth, the importance of its conservation, and to educate society about environment conservation
- Strict adherence to Green Protocol is implemented in the Plastic-free campus. The college organizes awareness campaigns about proper waste disposal and Personal hygiene, invited talks on themes incorporating Biodiversity and Environment protection.



  
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