

NIRMA UNIVERSITY
Institute of Management
Integrated Bachelor of Business Administration-Master of Business
Administration Programme
Term - I

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Course Code	BBA1CCGM03
Course Title	Art & Culture - I

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Explain the concept and meaning of Art and Culture.
2. Examine the importance of various art forms in the development of human personality.
3. Discuss the role and impact of culture in society

Syllabus

Teaching Hours

<p>Unit I: Fundamental of Art</p> <ul style="list-style-type: none"> • Fundamentals of visual art (line, shape, form, space, colour, texture, tonal values, perspective, design). • Visual art principles of composition. • Representation through two and three dimensions in visual art. Environmental, conceptual and perceptual aspects of art. • Various forms of visual arts and their inter-relationship with other modes of creative expression, e.g. performing art, cinema and literature. 	05
<p>Unit II: Fundamental of Culture</p> <ul style="list-style-type: none"> • Traditional and Modern concepts of Culture-Notions of Culture in textual tradition, anthropological, archaeological and sociological understanding of the term culture. • Elements of Culture, concept and value system. • Relation between culture and civilization. • Historiography and approaches to the study of Indian Culture – Stereotypes, Objectivity and Bias, Imperialist, Nationalist, Marxist and Subaltern. 	05

Suggested Readings:

1. Shastri K. A. Nilakanth, History of India Part I –Ancient India.
2. Basham A. L., The wonder That was India.
3. Vikram Singh, Glimpses of Indian Culture.
4. Kosambi D. D., The culture and civilization of ancient India.