

NATIONAL EDUCATION POLICY-2020

Common Minimum Syllabus for all Uttarakhand State Universities and Colleges



Syllabus Proposed
2023-24

Sri Dev Suman Uttarakhand University
Badshahithol, Tehri (Garhwal)

पाठ्यक्रम निर्माण समिति, उत्तराखण्ड
Curriculum Design Committee, Uttarakhand

क्र० सं०	नाम एवं पद	
1	प्रो० एन० के० जोशी कुलपति, श्रीदेव सुमन उत्तराखण्ड विश्वविद्यालय, टिहरी	अध्यक्ष
2	कुलपति, कुमाऊँ विश्वविद्यालय, नैनीताल	सदस्य
3	प्रो० जगत सिंह बिष्ट कुलपति, सोबन सिंह जीना विश्वविद्यालय, अल्मोड़ा	सदस्य
4	प्रो० सुरेखा डंगवाल कुलपति, दून विश्वविद्यालय, देहरादून	सदस्य
5	प्रो० ओ० पी० एस० नेगी कुलपति, उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी	सदस्य
6	प्रो. एम० एस० एम० रावत सलाहकार-रूसा, रूसा निदेशालय, देहरादून	सदस्य
7	प्रो० के० डी० पुरोहित सलाहकार-रूसा, रूसा निदेशालय, देहरादून	सदस्य

BBA Hons./BBA Hons. with Research Program, Kumaun University, Nainital
Course structure in accordance with UGC guidelines December 2022/ NEP 2020
To be implemented in the academic session 2023-24

The spirit of NEP 2020 ..

NEP 2020 envisions a holistic and multidisciplinary education with an aim to develop all capacities of human beings viz. intellectual, aesthetic, social, physical, emotional and moral.

NEP 2020 proposes that a holistic and multidisciplinary education shall be the approach of all undergraduate programmes, including those in professional, technical, and vocational disciplines.

As per the UGC draft document, FYUGP students will study a set of “common” and “introductory” courses in natural sciences, humanities and social sciences during the first three semesters.

Holders of four-year undergraduate degrees with a minimum CGPA (Cumulative Grade Point Average) of 7.5 will be eligible for admission to PhD programmes, according to revised norms proposed by the University Grants Commission (UGC).

quality improvement and equity and inclusion.

Multidisciplinary courses in the NEP to impart skill education to students must be voluntary and not compulsory

The policy advocates creative and multidisciplinary curriculum that includes humanities, languages, culture, sports and fitness, health and well-being, arts and crafts, in addition to science and mathematics.

It recognizes soft skills such as communication, adaptability, integrity, cooperation, teamwork, leadership, accountability, compassion, empathy, resilience etc. as ‘life skills’ while mastery and proficiency in a particular field of knowledge as ‘hard skills’.

The combination of the two ‘life skills’ and ‘hard skills’ creates a good balance between knowledge and interpersonal attributes. As such, this approach is conceived to help students develop academic expertise with vital leadership skills that can help them in their career path.

These life skill courses shall include courses on ‘Environment and Sustainable Development Studies’, ‘Communication Skills’, ‘Ethics and Culture’, ‘Science and Society’, ‘Computational Skills’, ‘IT & Data Analytics’, and similar such skills which shall make the students better equipped to deal with the life’s challenges.

Every student has to study “Environmental Science and Sustainable Development” courses I and II of two credits each in the first year (I/II semester) and the second year (III/IV semester), respectively. The AEC pool will also consist of credit courses in languages listed in the Eighth Schedule of the Constitution of India, as updated from time to time

Ability Enhancement course (AEC), Skill Enhancement Course (SEC) & Value Addition Course (VAC) These three courses shall be a pool of courses offered by all the Departments in groups of odd and even semesters from which students can choose. A student who desires to make Academic Project/Entrepreneurship as Minor has to pick the appropriate combination of courses of GE, SEC, VAC, & Internship/Apprenticeship/Project/Community (IAPC) which shall be offered in the form of various modules as specified in the scheme of studies

Skill Enhancement Course: SEC courses are skill-based courses in all disciplines and are aimed at providing hands-on-training, competencies, skills, etc. SEC courses may be chosen from a pool of courses designed to provide skill-based instruction. The institution may design courses as per the students’ needs and available institutional resources. (Universal Human Values, Health & Wellness, Yoga education, sports, and fitness)

Ability Enhancement Compulsory Courses (AECC): AEC courses are the courses based upon the content that leads to knowledge enhancement through various areas of study. They are Language/ MIL Communication and Literature and Environmental Science and Sustainable Development which will be mandatory for all disciplines.

VAC courses are value based courses which are meant to inculcate ethics, culture, constitutional values, soft skills, sports education and such similar values to students which will help in all round development of students.

Community outreach - This can be part of summer term activity or part of a major or minor course depending upon the major discipline.

Students in the third and fourth years of the program may choose to specialize in a functional area of business by taking a selection of prescribed courses as their upper-level electives.

Discipline Specific Core (DSC) - Major: Discipline Specific Core is a course of study, which should be pursued by a student as a mandatory requirement of his/her programme of study. DSCs shall be the core credit courses of that particular discipline which will be appropriately graded and arranged across the semesters of study, being undertaken by the student, with multiple exit options as per NEP 2020. The DSCs specified in the framework would be identified by the concerned Department as core courses to be taught in a Programme.

Discipline Specific Elective (DSE): The Discipline Specific Electives (DSEs) shall be a pool of credit courses of that particular discipline (single discipline programme of study), which a student chooses to study from his/her particular discipline(s). There shall be a pool of DSEs from which a student may choose a course of study. The DSEs specified in the framework would be identified by the Department as elective courses to be taught in a Programme.

Generic Elective /Interdisciplinary (GE): An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective. A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective. Generic Electives shall be a pool of courses which is meant to provide multidisciplinary or interdisciplinary education to students. GEs shall consist of a pool of courses offered by various disciplines of study (excluding the GEs offered by the parent discipline), in groups of odd and even semesters, from which a student can choose. The GEs specified in the framework would be identified by the concerned Department as GEs to be taught in a Programme.

BBA Hons. Program Kumaun University, Nainital

Course Structure

(NEP 2020 to be implemented in the academic session 2023-24)

Semester	Major Subjects / Discipline Specific Core (DSC) (4 Credits)	Discipline Specific Elective (DSE)/ Minor subjects 4 Credits	Generic Elective/ Interdisciplinary /Open Elective (GE) 4 Credits	Ability Enhancement Course (AEC)/ 2 Credits	Value Addition Course (VAC) / 2 Credits	Skill Enhancement Course (SEC)/ 2 Credits	Internship/ Apprenticeship/Project	Total Minimum Credits Required 22/semester
1	DSC 1		Choose 1 from a pool of courses GE 1	Choose 1 from a pool of AEC Courses	Choose 1 from a pool of VAC courses	Choose 1 from a pool of SEC courses		22
	DSC 2							
	DSC 3							
2	DSC 4		Choose 1 from a pool of courses GE 2	Choose 1 from a pool of AEC courses	Choose 1 from a pool of VAC courses	Choose 1 from a pool of SEC courses		22
	DSC 5							
	DSC 6							
Students who choose to exit shall be awarded Undergraduate Certificate provided they collect 44 credits from semester 1 & 2								44

3	DSC 7	Choose 1 from pool of courses DSE 1 OR Choose 1 from a pool of courses GE 3	Choose 1 from a pool of AEC courses	Choose 1 from a pool of VAC courses	Choose 1 SEC OR Internship/Apprenticeship/Project/Community Outreach 2 Credits	22
	DSC 8					
	DSC 9					
4	DSC 10	Choose 1 from pool of courses DSE 2 OR Choose 1 from a pool of courses GE 4	Choose 1 from a pool of AEC courses	Choose 1 from a pool of VAC courses	Choose 1 SEC OR Internship/Apprenticeship/Project/Community Outreach 2 Credits	22
	DSC 11					
	DSC 12					
Students who choose to exit shall be awarded Undergraduate Diploma provided they collect 88 credits from semester 1, 2, 3 & 4						88
5	DSC13	Choose 1 from pool of courses DSE 3	Choose 1 from a pool of courses GE 5		Choose 1 SEC OR Internship/Apprenticeship/Project/Community Outreach 2 Credits	22
	DSC 14					
	DSC15					
6	DSC 16	Choose 1 from pool of courses DSE 4	Choose 1 from a pool of courses GE 6		Choose 1 SEC OR Internship/Apprenticeship/Project/Community Outreach 2 Credits	22
	DSC 17					
	DSC18					
Students who choose to exit shall be awarded Bachelors in Business Administration provided they collect 132 credits from 6 semesters						132
7	DSC19	Choose 3 DSE Courses OR Choose 2 DSE Courses and 1 GE Course OR Choose 1 DSE and 2 GE Courses OR Choose 3 GE Courses			Dissertation on Major or Minor / Academic Project/ Entrepreneurship 6 Credits	22
8	DSC 20	Choose 3 DSE Courses OR Choose 2 DSE Courses and 1 GE Course OR Choose 1 DSE and 2 GE Courses OR Choose 3 GE Courses			Dissertation on Major or Minor / Academic Project/Entrepreneurship 6 Credits	22
Students who choose to exit shall be awarded Bachelor of Business Administration (Honours with Research) OR Bachelor of Business administration (Honours with research in Management (Major) with 'discipline' (Minor) provided they collect 176 credits from 6 semesters						176

- AEC and VAC courses shall be offered as per the course basket prepared by the University (Centrally).
- 'Research Methodology' shall be offered as one of the GE courses in 6th and 7th Semesters. Students can opt for it either in 6th semester or 7th semester. If a student wishes to pursue four years Honours Degree with research, he/she shall compulsorily opt for a Research Methodology course in either 6th Semester or 7th Semester as GE.

- A student who pursues three years undergraduate degree programme shall have to earn at least 80 credits in that discipline (from 18 DSCs and at least 2 DSEs of that discipline) and shall be awarded Honours degree in that discipline, if he/she exits after completion of 6th semester.
- Only a student who opts to write a dissertation in the Major subject in 7th and 8th semesters in the fourth year, shall be awarded 'Bachelor of Business Administration - Honours with Research'.
- A student may be awarded Minor in a discipline, on completion of 8th Semester, if he/she earns minimum 32 credits from eight GE courses of that discipline
- Dissertation/Academic Project/Entrepreneurship in the 4th year shall commence from VII semester and conclude in VIII semester. Detailed outcomes of each track chosen out of these three options shall be notified and assessment at the end of 7th and 8th semesters shall be done accordingly. Dissertation may be written in the Major or Minor or Interdisciplinary (combination of Major and Minor) discipline.
- The course code, number of credits, components of lecture, tutorial and practical, pre-requisites to be fulfilled for choosing that course and the department shall be spelt out for each course. A student should fulfil the pre-requisites of a course to be able to opt it for study.

A student pursuing four-year undergraduate programme in a specific discipline (Core course) shall be awarded appropriate Honours degree with Major in a Discipline on completion of 8th Semester, if he/she secures in that Discipline at least 50% of the total credits i.e., at least 88 credits in that Discipline out of the total of 176 credits. He/she shall study 20 DSCs and at least 2 DSEs in eight semesters.

A student may be awarded Minor in a discipline, on completion of 8th Semester, if he/she earns minimum 32 credits from eight GE courses of that discipline. For example, if a student pursuing BBA (Honours) Management chooses eight GE courses of Political Science out of a total of twelve GE courses and writes dissertation, he/she shall be awarded on successful completion of 8th Semester, Major in Management and Minor in Political Science.

Minor stream courses can be from the 3rd (300 or above level) and 50% of the total credits from minors must be secured in the relevant subject/discipline and another 50% of the total credits from a minor can be earned from any discipline as per students' choice (NOTE iii PAGE 28 UGC Guidelines December 2022).

40% of the credits in any category may be earned through online courses approved by the Department and Institution as per the existing UGC regulations

Teaching Learning Process: Lectures, problems and numerical, term paper, presentations, case studies
 Assessment Total Marks: 100 Internal Assessment: 25 Marks End Semester University Exam: 75 Marks
 The Internal Assessment of the course may include Class participation, Assignments, Class tests, Projects, Field Work, Presentations, amongst others as decided by the faculty.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) COURSE STRUCTURE

SEMESTER I

Core Course (Major) DSC 4 Credits	Generic elective Inter Disciplinary GE 4 Credits	Ability Enhancement Course AEC 2 Credits	Value Addition Course VAC 2 Credits	Skill Enhancement Course SEC 2 Credits
Compulsory	Choose any ONE	Compulsory	Choose any ONE	Choose any ONE
DSC 1 Principles of Management DSC 2 Organisational Behaviour DSC 3 Business Environment		Environmental Science I	Constitutional Values and Fundamental Duties Culture & Communication Financial Literacy	Basic finance for the layman Personality Development

Total Credits: 22 - DSC: 12 Credits, GE/Interdisciplinary: 4 Credits, AEC+VAC+SEC: 6 Credits

SEMESTER 2

Core Course (Major) DSC 4 Credits	Generic elective Inter Disciplinary GE 4 Credits	Ability Enhancement Course AEC 2 Credits	Value Addition Course VAC 2 Credits	Skill Enhancement Course SEC 2 Credits
Compulsory	Choose any ONE	Compulsory	Choose any ONE	Choose any ONE
DSC 4 Basic Accounting & Business Finance DSC 5 Fundamentals of Human Resource Management DSC 6 Fundamentals of Marketing		Language 1	Constitutional Values and Fundamental Duties Culture & Communication Financial Literacy	Basic finance for the layman Personality Development

Total Credits: 22 - DSC: 12 Credits, GE/Interdisciplinary: 4 Credits, AEC+VAC+SEC: 6 Credits

SEMESTER 3

Core Course (Major)	Generic Elective Inter Disciplinary GE	Ability Enhancement Course	Value Addition Course	Skill Enhancement Course
DSC 4 Credits	OR DSE 4 Credits	AEC 2 Credits	VAC 2 Credits	SEC 2 Credits
Compulsory	Choose any ONE	Compulsory	Choose any ONE	Choose any ONE
DSC 7	GE 3	Environmental Science 2		
DSC 8	OR			
DSC 9	DSE 1			

Total Credits: 22 - DSC: 12 Credits, GE/Interdisciplinary OR DSE 1: 4 Credits, AEC+VAC+SEC: 6 Credits

SEMESTER 4

Core Course (Major)	Generic elective Inter Disciplinary GE	Ability Enhancement Course	Value Addition Course	Skill Enhancement Course
DSC 4 Credits	OR DSE 4 Credits	AEC 2 Credits	VAC 2 Credits	SEC 2 Credits
Compulsory	Choose any ONE	Compulsory	Choose any ONE	Choose any ONE
DSC 10	GE 4	Language 2		
DSC 11	OR			
DSC 12	DSE 2			

Total Credits: 22 - DSC: 12 Credits, GE/Interdisciplinary OR DSE 2: 4 Credits, AEC+VAC+SEC: 6 Credits

Programme/Courss: BBA (Honours with Research) Degree	Year: 1	Semester: First
DSC-1		
Course Code: BBA DSC 1	Course Title: Principles of Management	
Course outcomes: On completion of the course students should be able to demonstrate the acquisition of: <ul style="list-style-type: none"> • knowledge of facts, concepts, principles, theories, and processes in Management • capacity to apply the acquired competencies to generate solutions to specific problems relating to Management • solve problems in familiar and non-familiar contexts and apply one's learning to real-life situations. • operational and theoretical knowledge, and a range of cognitive and practical skills to select and use basic methods, tools, materials, and information to generate solutions to specific problems relating to Management • cognitive and technical skills required to perform and accomplish complex tasks relating to management 		
Credits: 4		Compulsory
Max. Marks: 100 - 25(Internal) +75 (External)		
Total No. of Lectures/Tutorials/Field work - 60		
Unit	Topics	No. of Lectures/tutorials 60
I	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. Administration	12
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.	12
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.	12
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication.	12
V	Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	12
Suggested Readings: 1. Pagare Dinkar, Principles of Management, Sultan Chand and Sons 2. Prasad L.M., Principles and Practice of Management , Sultan Chand (1 January 2021); Sultan Chand 3. C.B. Gupta and S Mathur, Management Principles and Applications, Scholar Tech Press		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will induce in students a sense of decision making and practical learning.		
Suggested equivalent online courses: Principles of Management by Prof. Usha Lekha, <i>Indian Institute of Technology, Roorkee</i> via SWAYAM		
Further Suggestions:		

Programme/Class: BBA (Hons)		Year: 1	Semester: Second
DSC-2			
Course Code: BBA DSC 2		Course Title: Organisational Behaviour	
<p>Course outcomes: The aim of the course is to build knowledge and understanding of Organisational Behaviour among the student. The course seeks to give detailed knowledge about the subject matter by instilling in them basic ideas about Organisational Behaviour.</p> <p>The outcome of the course will be:</p> <p>To provide knowledge about Organisational Behaviour.</p> <p>To provide knowledge about individual and group behaviour.</p> <p>To give an overview about 'change' in organization.</p>			
Credits: 4		Compulsory	
Max. Marks: 25+75			
Total No. of Lectures/tutorials - 60			
Unit	Topics		No. of Lectures Total= 60
I	Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.		12
II	Individual Behaviour: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.		12
III	Behaviour Dynamics: Interpersonal behaviour, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations.		12
IV	Group Behaviour: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.		12
V	Management of Change: Change and Organisational development, Resistance to change, approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.		12
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1 Bennis, W.G., Organisation Development, Cengage; 9th edition (1 January 2011) 2. Breech Islwar, Oragnaistion-The Framework of Management, McGraw Hill; Eleventh edition (15 July 2020) 3. Dayal, Keith, Organisational Development, Pearson Education; Sixth edition (25 August 2017) 4. Prasad, L.M., Organisational Behavior, Sultan Chand and Sons, Since 1950 (1 January 2019) 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>			
<p>Suggested equivalent online courses: Organisational Behavior by Dr. Nilam Panchal, <i>B K School of Business Management, Gujrat University via SWAYAM.</i></p>			
<p>Further Suggestions:</p> <p>.....</p>			

Programme/Class: BBA Hons	Year: 1	Semester: First
DSC-3		
Course Code: BBA DSC 3	Business Environment	
<p>Course outcomes: The aim of the course is to build knowledge and understanding of core political, legal, social-cultural and technological environments of Business and their interrelationships.</p> <p>The outcome of the course will be To develop understanding of a range of contemporary issues in business environment such as globalization, corporate responsibility, sustainable development and entrepreneurship.</p>		
Credits: 4		Compulsory
Max. Marks: 25+75		
Total No. of Lectures/tutorials/field visits - 60		
Unit	Topics	No. of Lectures Total= 90
I	Business and its environments', What is Business?, The private sector, the public sector, the voluntary organizations, profit vs. social responsibility, environmental analysis	12
II	The economic environment: The nature of economic environment in which business operates, the determinants of demand, the determinants of supply, demand and price, supply and price	12
III	The Technological Environment: meaning of technology and its impact on business, impact of technology on business growth and development, role of technology in creating competitive advantage	12
IV	The Political Environment: Interdependence of business and government, political parties and their attitudes to business.	12
V	The Social and Cultural Environment: Nature of social and cultural environments and their importance for business, demographic trends and implications for business, impact of globalization on business	12
<p>Suggested Readings:</p> <p>Paul Wetherly and Dorrton Otter;The Business Environment Themes and Issues, South Asia Edition, The Oxford University Press</p> <p>Francis Cherunilam; Business Environment, Himalaya Publishing House</p> <p>J. Sloman; The Economic environment of Business (Harlow: Pearson)</p>		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses: Business Ethics by Prof. Archana Vechalekar, <i>Savitribai Phule Pune University</i> via SWAYAM.</p>		
<p>Further Suggestions: </p>		

Programme/Class: BBA Hons		Year: 1	Semester: Second
DSC-4			
Course Code: BBA DSC 4		Course Title: Basic Accounting & Business Finance	
Course outcomes: On completion of the course students should be able to demonstrate the acquisition of: <ul style="list-style-type: none"> • knowledge of facts, concepts, principles, theories, and processes in Accounting and Finance • capacity to apply the acquired competencies to generate solutions to specific problems relating to Financial Management • solve problems in familiar and non-familiar contexts and apply one's learning to real-life situations. • operational and theoretical knowledge, and a range of cognitive and practical skills to select and use basic methods, tools, materials, and information to generate solutions to specific problems relating to Accounting & Finance • deeper knowledge and understanding of Accounting and Finance area and its underlying principles and theories, • procedural knowledge required for performing preprofessional tasks associated with finance. 			
Credits: 4		Compulsory	
Max. Marks: 25+75			
Total No. of Lectures/ Tutorials/Practical - 60 hours			
Unit	Topics	No. of Lectures/tutorials 60	
I	Introduction to Business Finance: Concept of Business Finance and Financial management, objectives of financial management- Profitability vs. Shareholder wealth maximization.	12	
II	Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Organisation of finance function; Concept of Time Value of Money, present value, future value, and annuity (basic understanding)	12	
III	Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets	12	
IV	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.	12	
V	Nature of Accounts, Types of books (Primary and Secondary) and Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; Opening and Closing Entries; Preparation of Trial Balance.	12	
Suggested Readings: 1. Pandey, I.M., Financial Management, Pearson; Twelfth edition (24 February 2021); Pearson Education 2. Khan and Jain, Theory and Problems in Financial Management, McGraw Hill Education; 2nd edition (5 May 1999)			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			
Suggested equivalent online courses: Organisational Behavior by Dr. Nilam Panchal, <i>B K School of Business Management, Gujrat University via SWAYAM.</i>			
Further Suggestions:			

Programme/Class: BBA Hons		Year: 1	Semester: Second
DSC-5			
Course Code: BBA DSC 5		Course Title: Human Resource Management	
Course outcomes:			
On completion of the course students should be able to demonstrate the acquisition of:			
<ul style="list-style-type: none"> • knowledge of facts, concepts, principles, theories, and processes in Human Resource Management • capacity to apply the acquired competencies to generate solutions to specific problems relating to Human Resource Management • solve problems in familiar and non-familiar contexts and apply one's learning to real-life situations. • operational and theoretical knowledge, and a range of cognitive and practical skills to select and use basic methods, tools, materials, and information to generate solutions to specific problems relating to HRM • deeper knowledge and understanding of HRM area and its underlying principles and theories, • procedural knowledge required for performing preprofessional tasks associated with HRM. 			
Credits: 4		Compulsory	
Max. Marks: 25+75			
Total No. of Lectures/ Tutorials/Practical - 60 hours			
Unit	Topics	No. of Lectures/tutorials	
		60	
I	Introduction to Human Resource Management: Significance, Functions and Objectives of HRM. Evolution and Development of HRM, Human Resource Management in a changing environment	12	
II	Human Resource Planning: Process, Significance and Integration with Strategic Planning. Job Analysis: Concept and Components.	12	
III	Recruitment, Selection, Placement, Induction, Transfer, Promotion, Demotion, and Discharge. Career and Succession Planning. (Basic understanding)	12	
IV	Introduction to Development of Human Resource: Nature and objectives, Scope of Training and Development, Concept of Performance appraisal and potential evaluation.	12	
V	Introduction to Compensation Management: Job evaluation, Wage Determination, Incentive Plans,	12	
Suggested Readings:			
Dessler, G. & Varkkey, B.; Human Resource Management; New Delhi: Pearson; 14th Edition.			
Armstrong, M. & S. Taylor.); Armstrong's Handbook of Human Resource Management Practice London: Kogan Page; 14th Edition.			
Aswathappa, K.; Human Resource and Personnel Management; Tata McGraw-Hill Education			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			
Suggested equivalent online courses: Organisational Behavior by Dr. Nilam Panchal, <i>B K School of Business Management, Gujrat University via SWAYAM.</i>			

Further Suggestions:

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Programme/Class: BBA Hons		Year: 1	Semester: Second
DSC-6			
Course Code: BBA DSC 6		Course Title: Fundamentals of Marketing	
Course outcomes:			
On completion of the course students should be able to demonstrate the acquisition of:			
<ul style="list-style-type: none"> • knowledge of facts, concepts, principles, theories, and processes in Marketing Management • capacity to apply the acquired competencies to generate solutions to specific problems relating to Marketing Management • solve problems in familiar and non-familiar contexts and apply one’s learning to real-life situations. • operational and theoretical knowledge, and a range of cognitive and practical skills to select and use basic methods, tools, materials, and information to generate solutions to specific problems relating to Marketing Management • procedural knowledge required for performing preprofessional tasks associated with Marketing. 			
Credits: 4		Compulsory	
Max. Marks: 25+75			
Total No. of Lectures/ Tutorials/Practical - 60 hours			
Unit	Topics	No. of Lectures/tutorials/field study	
		60	
I	Introduction to Marketing: Nature & scope of Marketing, The Marketing concept, The changing marketing environment	12	
II	Market segmentation: Concept, benefits of market segmentation, conditions for effective segmentation, bases for segmentation consumer markets.	12	
III	Introduction to: product planning and development, pricing objectives, nature and scope of product pricing decisions, understanding channels of distribution, basic understanding of elements of promotion mix	12	
IV	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope.	12	
V	Introduction to consumer behaviour: buying motives, basic understanding of factors influencing consumer behaviour	12	
Suggested Readings:			
Kotler, P. & Keller, K. L.: Marketing Management, Pearson.			
Kotler, P., Armstrong, G., Agnihotri, P. Y., &Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.			
Ramaswamy, V.S. &Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India LimitedEtzet, Walker, Stanton, Marketing			

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.

Suggested equivalent online courses: Organisational Behavior by Dr. Nilam Panchal, *B K School of Business Management, Gujrat University via SWAYAM.*

Further Suggestions:

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