# FACULTY OF COMMERCE & MANAGEMENT

## SRIDEV SUMAN UTTARAKHAND VISHWAVIDHYALAYA BADSHAHITHAUL, (TEHRI GARHWAL), UTTARAKHAND



**Syllabus**

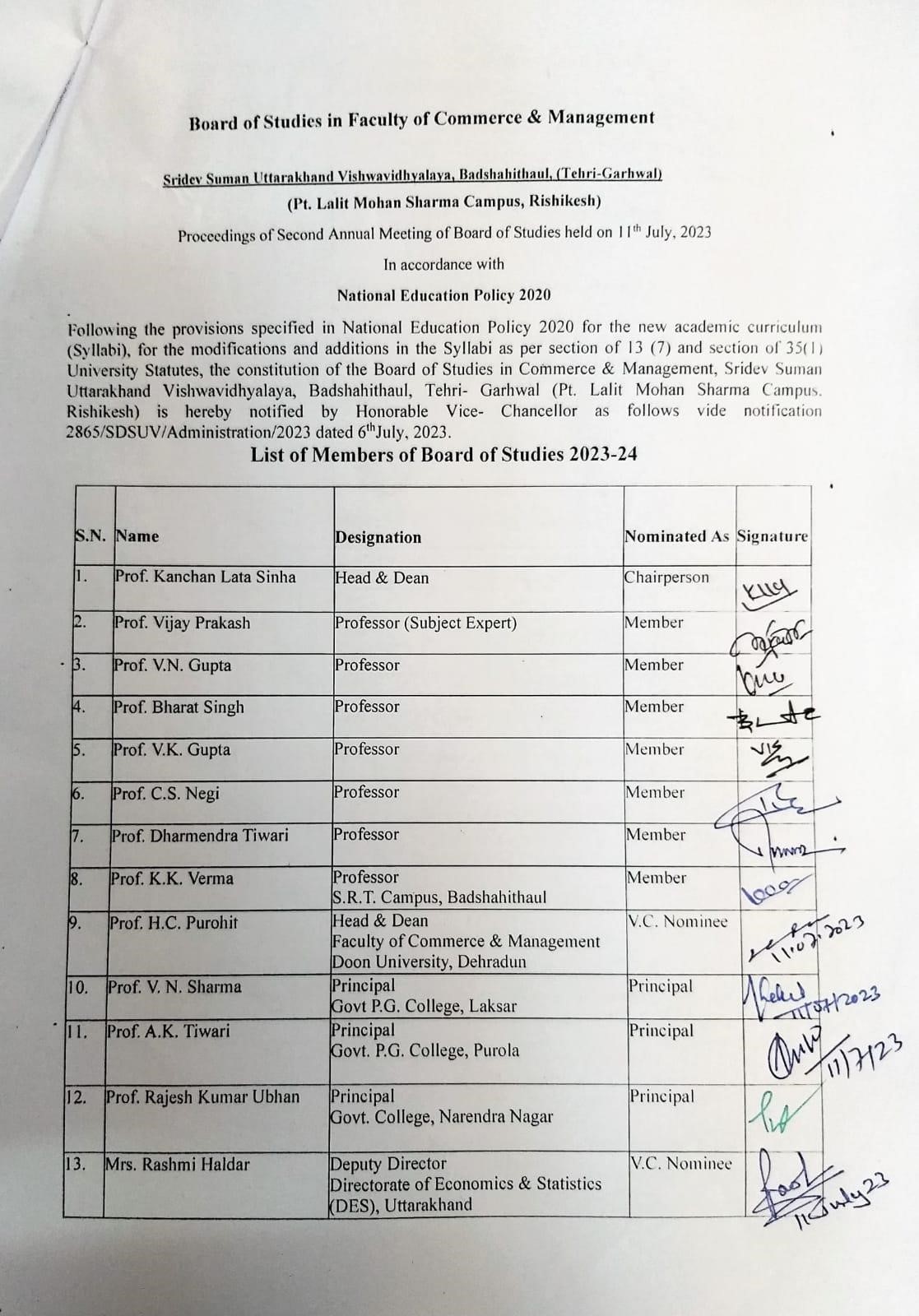
**For**

**Bachelor of Business Administration /BBA (Honours with Research)**

in accordance with

**National Education Policy-2020**

# (Effective From 2023-24 & onwards)



**Question Paper Pattern**

**Time: 3 hrs (Marks: 100; End Semester: 75 & Sessional: 25)**

## End Semester

This question paper consists of two sections, ‘A’ & ‘B’. Section ‘A’ consists of eight short-answer type questions, out of which students have to attempt **any five** questions. Each question of section ‘A’ is of 6 marks. Section ‘B’ consists of six long answer type questions, students have to attempt **any three** questions. Each question of section ‘B’ is of 15 marks.

## Sessional

The Board of Studies held on 11th July, 2023 in Faculty of Commerce & Management, Sri Dev Suman Uttarakhand University provided all the rights regarding Internal Assessment (Sessional) of all the classes to Head & Dean of the faculty.

## SRI DEV SUMAN UTTTARAKHAND UNIVERSITY BADSHAHITHAUL (TEHRI GARHWAL)

**BBA Hons. / BBA Hons. With Research**

**Course structure in accordance with UGC guidelines December 2022/ NEP 2020**

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.

The aim is to integrate Arts stream with STEM (Science, Technology, Engineering, and Mathematics).

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 filed 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): 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 (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 Sri Dev Suman Uttarakhand University**

**Course Structure**

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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Seme**  **ster** | **Major**  **Subjects**  **/**  **Disciplin e**  **Specific**  **Core**  **(DSC)**  **(4**  **Credits)** | **Disciplin e Specific Elective**  **(DSE)/ Minor subjects**    **4 Credits** | **Generic**  **Elective**  **/**  **Interdis ciplinar y /Open Elective**  **(GE)**  **4**  **Credits** | **Ability**  **Enhance ment Course**  **(AEC)/**  **2 Credits** | **Value**  **Addition**  **Course**  **(VAC) )/**  **2**  **Credits** | **Skill**  **Enhancem**  **ent**  **Course**  **(SEC)/**  **2 Credits** | | **Internship/ Apprentices hip/Project** | **Total**  **Minimum**  **Credits**  **Required**    **22/semeste**  **r** |
| 1 | DSC 1 | ---------- | GE 1 | AEC-1 | VAC -1 | SEC -1 | |  | 22 |
| DSC 2 |
| DSC 3 |
| 2 | DSC 4 | ----------- | GE 2 | AEC-2 | VAC -2 | SEC -2 | |  | 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 | -------- | | ------- | ------- | ---------- | | | 22 |
| DSC 8 |
| DSC 9 |
| 4 | DSC 10 | ------- | | ------ | -------- | ----------- | | | 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 | ------ | ------ | ------- | ----- | ------ | | | 22 |
| DSC14 |
| DSC15 |
| 6 | DSC16 | ------ | ------ | ------ | ----- | ---- | | | 22 |
| DSC17 |
| DSC18 |
| Students who choose to exit shall be awarded Bachelors in Business Administration provided they collect 132 credits from 6 semesters | | | | | | | | | 132 |
| 7 | DSC19 |  | |  |  |  |  | | 22 |
| 8 | DSC20 |  | |  |  |  |  | | 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 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 8 th 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 28 credits from seven 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.**

## Major discipline

**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 28 credits from seven GE courses of that discipline. For example, if a student pursuing BBA (Honours) Management chooses seven 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.**

**SAMPLE VALUE ADDITION COURSES:**

**CREDITS: 2**

1. Communication skills
2. Environmental studies and value Education
3. Management Paradigms from Bhagavad Gita
4. Vedic Studies
5. Vedic Mathematics
6. Meditation
7. Personality Development Through Applied Philosophy Of Ramayana And Ramcharitra Manas 8 Indian Traditional Knowledge System

**SAMPLE ABILITY ENHANCEMENT COURSE (AECs) UNDER UGCF-2022**

**CREDITS: 2**

Environmental Science: Theory to Practical (Course 1) and any chosen Indian Language (Course 1) from AEC Pool shall be studied in flip mode in Semester 1 and Semester II. Similarly, Environmental Science: Theory to Practical (Course 2) and Course 2 of the Same Language as chosen in First Year shall be studied in flip mode in Semester III and Semester IV

**SAMPLE SKILL ENHANCEMENT COURSES (SEC) under UGCF-2023**

**CREDITS: 2**

Business Communication

E.Commerce

Digital marketing

E-Tourism

Basic finance planning for the layman

Introduction to Blockchain

Personality Development

Public speaking

Python

Sustainable ecotourism

Entrepreneurship

Creative writing

Digital film production

## LIST OF DISCIPLINE SPECIFIC CORE

**DSC 1 Principles of Management**

**DSC 2 Organisational Behaviour**

**DSC 3 Business Environment**

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| --- | --- |
| **DSC 4** | **Human Resource Management** |
| **DSC 5** | **Fundamentals of Marketing** |
| **DSC 6** | **Basic Accounting** |
| **DSC 8** | **Fundamentals of Business Finance** |
| **DSC 9** | **Human Resource Development** |
| **DSC 10** | **Production and Operations Management** |
| **DSC 11** | **Retail Management** |
| **DSC 12** | **Working Capital Management** |
| **DSC 13** | **Business Ethics and Governance** |
| **DSC 14** | **Supply Chain Management** |
| **DSC 15** | **Management & Cost Accounting** |
| **DSC 16** | **Business Mathematics** |
| **DSC 17** | **Business Law** |
| **DSC 18** | **Strategic Management** | |
| **DSC 19** | **International Business** | |
| **DSC 20** | **Global Human Resource Management** | |
| **DSC 21** | **Merchant Banking and Investment Banking** | |
| **DSC 22** | **Business Statistics** | |

## LIST OF DISCIPLINE SPECIFIC ELECTIVE

**DSE 1 Advertising Management**

**DSE 2 Performance Management and Compensation Management**

**DSE 3 Investment Analysis & Portfolio Management**

**DSE 4 Marketing of Services**

**DSE 5 Investment Decision Making**

**DSE 6 Legal Framework for Governing Human Relations**

**DSE 7 Sales and Distribution Management**

**DSE 8 Financial Derivatives**

**DSE 9 Global Human Resource Management**

**DSE 10 Advertising Management**

**DSE 11 Training and Development**

**DSE 12 International Financial Management**

**DSE 13 Merchant Banking and Investment Banking**

**DSE 14 Brand Management**

**DSE 15 Introduction to Business Analytics**

**DSE 16 Small business management**

**DSE 17 Project Management**

**DSE 18 Entrepreneurship Development**

**DSE 19 Business Communication**

**DSE 20 Agricultural and Rural Marketing**

**DSE 21 Consumer Behaviour**

**DSE 22 International Marketing**

**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** |  |  |  |  |
| **DSC 1**  **Principles of**  **Management**    **DSC 2 Organisation al Behaviour**    **DSC 3**  **Business**  **Environment** | **Business Economics**  **(GE-1)** | **LANGUAGE-**  **English**  **AEC-1** | **Communication**  **Skills**  **VAC-1** | **Business**  **Communication** |

**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** |  |  |  |  |
| **DSC 4**  **Human Resource**  **Management**    **DSC 5**  **Fundamentals of**  **Marketing**    **DSC 6**  **Basic Accounting** | **Computer**  **Fundamental**  **(GE-2)** | **LANGUAGE-**  **Hindi**  **AEC-2** | **Environmental**  **Studies And Value**  **Education**  **(VAC -2)** | **E-Commerce** |

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

## SEMESTER 3

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| **Core Course**  **(Major)**  **DSC**  **4 Credits** | **Generic Elective**  **Inter**  **Disciplinary**  **GE**  **OR**  **DSE**  **4 Credits** | **Ability Enhancement**  **Course**  **AEC**  **2 Credits** | **Value**  **Addition**  **Course**  **VAC**  **2 Credits** | **Skill**  **Enhancement**  **Course**  **SEC**  **2 Credits** |
| **Compulsory** |  |  |  |  |
| **DSC 7**    **DSC 8**    **DSC 9** |  |  |  |  |

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

## SEMESTER 4

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

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

## BBA FIRST SEMESTER

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| **Programme/Course: BBA (Honours with Research )** | | **Year: First** | | **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:   * 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 basi   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 Total =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. | | | | |

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| **Programme/Course: BBA (Honours with Research )** | | | **Year: First** | | **Semester: First** |
| **DSC-2** | | | | | |
| **Course Code: BBA DSC2** | | **Course Title: Organisational Behaviour** | | | |
| **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.  The outcome of the course will be:  To provide knowledge about Organisational Behaviour.  To provide knowledge about individual and group behaviour.  To give an overview about ‘change’ in organization. | | | | | |
| **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 | |
| **Suggested Readings:**  1 Bennis, W.G., Organisation Development, Cengage; 9th edition (1 January 2011)   1. Breech Islwar, Oragnaistion-The Framework of Management, McGraw Hill; Eleventh edition (15 July 2020) 2. Dayal, Keith, Organisational Development, Pearson Education; Sixth edition (25 August 2017) 3. Prasad, L.M., Organisational Behavior, Sultan Chand and Sons,Since 1950 (1 January 2019) | | | | | |
| 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. | | | | | |
| **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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| **Programme/Course: BBA (Honours with Research )** | | | **Year: First** | | **Semester: First** |
| **DSC-3** | | | | | |
| **Course Code: BBA DSC 3** | | | **Course Title: Business Environment** | | |
| **Course outcomes**:  The aim of the course is to build knowledge and understanding of core political, legal, social-cultural an technological environments of Business and their interrelationships.    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. | | | | | |
| **Credits: 4** | | **Compulsory** | | | |
| **Max. Marks: 25+75** | |  | | | |
| **Total No. of Lectures/tutorials/field visits - 60** | | | | | |
| **Unit** | **Topics** | | | **No. of Lectures Total =60** | |
| **I** | Business and it’s 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 od demand, the determinants of supply, demand and price, supply and price | | | 12 | |
| **III** | The Technological Environment: meaning of technology and it’s 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 | |
| **Suggested Readings:**    Paul Wetherly and Dorron Otter;The Business Environment Themes and Issues, South Asia Edition, The  Oxford University Press    Francis Cherunilam; Business Environment, Himalaya Publishing House    J. Sloman; The Economic environment of Business (Harlow: Pearson) | | | | | |
| 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. | | | | | |
| **Suggested equivalent online courses:**  Business Ethics by Prof. Archana Vechalekar, *Savitribai Phule Pune University via* SWAYAM. | | | | | |
| Further Suggestions:  ……………………………………………………………………………………………….. | | | | | |

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| **Programme/Course: BBA (Honours with Research )** | | | | **Year: First** | | **Semester: First** |
| **GE-1** | | | | | | |
| **Course Code: BBA GE-1** | | **Course Title: Business Economics** | | | | |
| **Course outcomes**:  The aim of the course is to build knowledge and understanding business economics among the student. Th course seeks to give detailed knowledge about the subject matter by instilling them basic ideas abou business economics. The outcome of the course will be as follows –  To provide knowledge about business economics. To provide knowledge about Demand Analysis. To Determine Production and cost analysis. To Make aware with pricing and profit management. | | | | | | |
| **Credits: 4** | | | **Compulsory** | | | |
| **Max. Marks: 25+75** | | |  | | | |
| **Total No. of Lectures- 90 hours** | | | | | | |
| **Unit** | **Topics** | | | | **No. of Lectures Total=60** | |
| **I** | Introduction to Business Economics: Nature and Scope of Business  Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equimarginal principle. | | | | 12 | |
| **II** | Demand Analysis: Concept of Demand &amp; its determinants. Price, Income &amp; Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts,  Concept of demand forecasting and methods of demand forecasting. | | | | 12 | |
| **III** | Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale. | | | | 12 | |
| **IV** | Pricing: Nature of market, Types of markets and their characteristics,  Pricing under different market structures–Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. | | | | 12 | |
| **V** | Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation | | | | 12 | |
| **Suggested Readings:**   1. Varsney&Maheshwari, Managerial Economics, Sultan Chand & Sons; Twenty Second edition (1 January 2014) 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases, McGraw Hill Education; New edition (1 July 2017) 3. D.N.Dwivedi, Managerial Economics, S.Chand (G/L) & Company Ltd; Seventh edition (1 January 2010) | | | | | | |

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| 4. Peterson & Lewis, Managerial Economics, Pearson Education India; 4th edition (1 January 2005) |
| 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:** Introduction to Managerial Economics, *Indian Institute of Banglore via* SWAYAM |
| Further Suggestions: ………………………………………………………………………….. |

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| **Programme/Course: BBA (Honours with Research )** | | | | **Year: First** | | **Semester: First** |
| **SEC** | | | | | | |
| **Course Code: BBA (SEC)** | | **Course Title: - Business Communication (SEC)** | | | | |
| **Course outcomes**: The aim of the course is to build knowledge, understanding Business Comunication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Comunication. | | | | | | |
| **Credits: 2** | | | **Compulsory** | | | |
| **Max. Marks: 25+75** | | | **Min. Passing Marks:** | | | |
| **Total No. of Lectures-60 LH** | | | | | | |
| **Unit** | **Topics** | | | | **No. of Lectures**  **Total=60** | |
| **I** | Nature of Communication , Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers | | | | 12 | |
| **II** | Business Correspondence, Letter Writing, presentation, Inviting quotations, Sending quotations, placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume. | | | | 12 | |
| **III** | Report Writing, Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. | | | | 12 | |
| **IV** | Vocabulary, Words often confused, Words often misspelt, common errors in English. | | | | 12 | |
| **V** | Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. | | | | 12 | |
| **Suggested Readings:**   1. *Bovee, and Thill, Business Communication Today, Pearson Education* 2. *Lesikar, R.V. &Flatley, M.E. Kathryn Rentz; Business Communication Making Connections in*   *Digital World, 11th*   1. *ed., McGraw Hill Education.* 2. *Shirley Taylor, Communication for Business, Pearson Education* 3. *Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH 6. Leena Sen, Communication Skills, PHI Learning*   1. | | | | | | |
| 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. | | | | | | |
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| Further Suggestions:  ……………………………………………………………………………………………….. | | | | | | |

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| **COMMUNICATION SKILLS** | | | | | | |
| **Programme/Course: BBA (Honours with Research )** | | | **Year- first** | | **Semester- first** | |
| **Course Code: BBA (VAC)** | | **Course Title: Communication Skills** | | | | |
| **Course outcomes:**   * To understand the concept of Personality. * To learn what personal grooming pertains. * To learn to make good resume and prepare effectively for interview. * To learn to perform effectively in group discussions. * To explore communication beyond language. * To learn to manage oneself while communicating. * To acquire good communication skills and develop confidence. | | | | | | |
| **Credits: 2** | | | | **SEC** | | |
| **Max. Marks: 100** | | | |  | | |
| **Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0** | | | | | | |
| **Unit** | **Topic** | | | | | **No. of**  **Lectures** |
| **Unit I** | **PERSONALITY AND PERSONAL GROOMING**  Understanding Personality, Definition and Meaning of Personality, Types of  Personality, Components of Personality, Determinants of Personality,  Assessment of Personality | | | | | 7 |
| **Unit II** | **INTERVIEW PREPARATION AND GROUP DISCUSSION**  Meaning and Types of Interviews [ Face to Face, Telephonic,Video] Interview procedure [ Opening, Listening, Closure], Preparation for Interview Resume Writing LinkedIn Etiquette Meaning and methods of Group Discussion, Procedure of Group Discussion.  Group Discussion simulation Group discussion common error | | | | | 8 |

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| **Unit III** | **BODY LANGUAGE AND BEHAVIOUR**  Concept of human behavior Individual and group behavior Developing Self-Awareness Behavior and body language  Dimensions of body language: Proxemics Haptics Oculesics Paralanguage Kinesics Sign  Language Chromatics  Chronemics Olfactics  Cultural differences in Body Language Business Etiquette & Body language Body Language in the Post Corona Era Virtual Meeting Etiquette Social Media Etiquette | 07 |
| **Unit IV** | **ART OF GOOD COMMUNICATION**  Communication Process  Verbal and Non-verbal communication 7 Cs of effective communication Barriers to communication Paralinguistics Pitch  Tone Volume Vocabulary Word stress Pause Types of communication Assertive Aggressive Passive  Listening Skills Questioning Skills Art of Small Talk Email Writing | **08** |

**Suggested Reading:**

1. Cloninger, S.C., “Theories of Personality: Understanding Person”, Pearson, New York, 2008, 5th edition.
2. Luthans F, “Organizational Behaviour”, McGraw Hill, New York, 2005, 12thedition.
3. Barron, R.A. & Brian D, “Social Psychology”, Prentice Hall of India, 1998, 8thedition.
4. Adler R.B., Rodman G. & Hutchinson C.C., “Understanding Human Communication”,Oxford University Press : New York,2011.

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| **LANGUAGE- English** | |  |
| **Programme/Course: BBA (Honours with Research )** | **Year- first** | **Semester- first** |

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| **Course Code: BBA (AEC-1)** | | **Course Title: LANGUAGE- English** | | |
| **Course outcomes:**   * The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. * Language of communication, various speaking skills such as personal communication, social Interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc. | | | | |
| **Credits: 2** | | | **AEC** | |
| **Max. Marks: 100** | | |  | |
| **Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0** | | | | |
| **Unit** | **Topic** | | | **No. of**  **Lectures** |
| **I** | **Theory of communication, types and modes of communication**  Introduction, Definitions and function of communication, Need for effective communication, Process of communication, Barrier to communication, Kinds of communication: intrapersonal, personal, group and mass verbal and non-verbal communication. | | | 7 |
| **II** | **Listening and speaking skills**  Types of listening, Developing effective listening skills, Academic listening (Lectures),  Listening to talks and presentation, Monologue, dialogue, group discussion,  miscommunication, interview, public speech, Pronunciation, accent, and intonation and rhythm, | | | 8 |
| **III** | **Introductory English Grammar**  Parts of Speech, Tenses, punctuation, Common errors in English | | | 8 |
| **IV** | **Career skills**  Job application, Cover letters, Bio-data, CV and Resume and effective profiling, Mock interviews, Group discussions**.** | | | **7** |
|  | **Suggested Readings:**   1. Prasad, P. *The Functional Aspects of Communication Skills*, Delhi. 2. Sen, Leena. *Commincation Skills*, Prentice Hall of India, New Delhi. 3. McCarthy, Michael. *English Vocabulary in Use*, Cambridge University Press. 4. Rajinder Pal and Prem Lata. *English Grammar and Composition*, Sultan Chand Publication. | | |  |

## BBA - SECOND SEMESTER

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| **Programme/Course: BBA (Honours with Research )** | | **Year: First** | | **Semester: Second** | |
| **DSC-4** | | | | | |
| **Course Code: DSC IV** | | **Course Title: Human Resource Management** | | | |
| **Course outcomes**:  On completion of the course students should be able to demonstrate the acquisition of:   * 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** | | |  | | |
| **Max. Marks: 25+75** | | |  | | |
| **Total No. of Lectures/ Tutorials/Practical - 60 hours** | | | | | |
| **Unit** | **Topics** | | | | **No. of Lectures**  **Total = 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 Practic;e 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, *B K School of Business Management, Gujrat University via* SWAYAM. | | | | | |
| Further Suggestions: | | | | | |

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| **Programme/Course: BBA (Honours with Research )** | | **Year: Second** | | **Semester: Second** | |
| **DSC-5** | | | | | |
| **Course Code: DSC V** | | **Course Title: Fundamentals of Marketing** | | | |
| **Course outcomes**:  On completion of the course students should be able to demonstrate the acquisition of:   * 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 | | | | | |
| **Credits: 4** | | | **Compulsory** | | |
| Max. Marks: 25+75 | | |  | | |
| Total No. of Lectures/ Tutorials/Practical - 60 hours | | | | | |
| **Unit** | **Topics** | | | | **No. of Lectures**  **Total = 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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| **Programme/Course: BBA (Honours with Research )** | | | **Year: First** | **Semester: Second** |
| **DSC-6** | | | | |
| **Course Code: DSC VI** | | | **Course Title: Basic Accounting** | |
| **Course outcomes**:  The aim of the course is to build knowledge and understanding principles of accounting among the students.  The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows –   * To Introduce about Accounting Principles and other aspects of accounting. * To provide knowledge about rectification of errors. To make able about valuation of stocks. To make aware with share and Debenture. | | | | |
| **Credits: 4** | | **Compulsory** | | |
| **Max. Marks: 25+75** | | **Min. Passing Marks:** | | |
| **Total No. of Lectures- (60 Lectures)** | | | | |
| **Unit** | **Topics** | | | **No. of Lectures**  **Total = 60** |
| **I** | 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 |
| **II** | Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. | | | 12 |
| **III** | Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes. | | | 12 |
| **IV** | Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries. | | | 12 |
| **V** | Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures. | | | 12 |
| **Suggested Readings:**   1. Maheshwali S.N. and Meshwari, S, Financial Accounting, Vikas Publishing House; Sixth edition (1 January 018) 2. Narayanasway, R. Financial Accounting: A Managerial Perspective, PHI Learning; 6th edition (30 December 2017)   4.Gupta R.L; Radhaswamy, Fundamentals of Accounting, Sultan Chand Publishing | | | | |
| 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. | | | | |
| **Suggested equivalent online courses:**   1. Financial Accounting, Prof. CA. VaradrajBapat, *Indian Institute of Techonology (IIT), Bombay,*   *via* SWAYAM   1. Financial Accounting, Dr. CS. Manish Sitlani, *Devi AhilyaVishwavidyalaya, Indore*  *via* SWAYAM | | | | |
| Further Suggestions: …………………………………………………………………….. | | | | |

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| **Programme/Course: BBA (Honours with Research )** | | **Year: First** | | **Semester: Second** | |  |
| **GE-2** | | | | | |
| **Course Code: BBA (GE-2)** | | **Course Title: Computer Fundamentals** | | | |
| **Course outcomes**: The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows –   * To provide knowledge about computer and its application. * To provide knowledge about components and working on computer. * To give an overview about software system and Data base management. | | | | | |
| **Credits: 4** | | | **Compulsory** | | |
| **Max. Marks: 25+75** | | | **Min. Passing Marks:** | | |
| **Total No. of Lectures-60 LH** | | | | | |
| **Unit** | **Topics** | | | | **No. of**  **Lectures**  **Total =**  **60** | |
| **I** | Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis  Programming Concept, Software Development process. | | | | 12 | |
| **II** | Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows, GUI, Other system softwares. | | | | 12 | |
| **III** | Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation. | | | | 12 | |
| **IV** | Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy &amp; data file structure, Use of files in Programming.  Relevance of Data base management system, data base manager, data communication, networking, LAN &amp; WAN, Real Time Sharing, On line & | | | | 12 | |
|  | off line processing. | | | |  | |
| **Suggested Readings:**   1. P. K. Sinha &amp; P.Sinha, Computer Fundamentals, BPB Publication 2. V. Rajaraman, Computer Fundamentals, PHI Publishing 3. Tannenbaum, Computer Applications and Networks, PHI Publishing 4. ‘O’ Brien, Management Information Systems, McGraw-Hill Inc.,US; 4th edition (1 September 1998) | | | | | | |
| 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. | | | | | | |
| **Suggested equivalent online courses:** Computer Application in Business by Dr. SubodhKesharwani, *Indira Gandhi National Open University (IGNOU) via* SWAYAM | | | | | | |
| Further Suggestions:  ……………………………………………………………………………………………….. | | | | | | |

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| **Programme/Course: BBA (Honours with Research )** | | | **Year: First** | **Semester: Second** | |
| **SEC** | | | | | |
| **Course Code: BBA (SEC)** | | | **Course Title: E Commerce** | | |
| Course outcomes: To enable the student to become familiar with the mechanism for conducting busines transactions through electronic means | | | | | |
| **Credits: 2** | | **Compulsory** | | | |
| **Max. Marks: 25+75** | | **Min. Passing Marks:** | | | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0 | | | | | |
| **Unit** | **Topics** | | | | **No. of Lectures Total=60** |
| **I** | **Introduction:**  Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-commerce, e-commerce business models (introduction key elements of a business model and categorizing major E-commerce business model), forces behind e-commerce.  Technology used in E-commerce: The dynamics of world wide web and interest (meaning, evolution and features); Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. inhouse development of a website) | | | | 12 |
| **II** | **Security and Encryption:**  Need and concepts, the e-commerce security environment: (dimension, definition and scope of e-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions  (Encryption, security channels of communication, protecting networks and protecting servers and clients), | | | | 12 |
| **III** | **Website designing**  Introduction to MTML; tags and attributes: Text Formatting, Fonts,  Hypertext Links, Tables, Images, Lists, Forms, Frames, cascading Style Sheets | | | | 12 |
| **IV** | **E-payment System:**  Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments | | | | 12 |
| **V** | **On-line Business Transactions:**  Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like (banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment, | | | | 12 |

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|  | Online shopping (amazon, snapdeal, alibaba, flipkart, etc.) |  |
| **Suggested Readings:**   1. Greenstein, M. and T.M. Feinman. *Electronic Commerce: Security, Risk Management and control.* Tata McGraw Hill. 2. Kosiur, David, *Understanding Electronic Commerce.* Prentice Hall of India Pvt. Ltd., New Delhi. 3. 3. Whiteley, David. E-commerce. McGraw Hill, New York. Agarwala, Kamlesh n., Lal, Amit., and Agarwala, Deeksha. *Business on the Net: An Introduction to the Whats and Hows of E-commerce,* Macmillan India Ltd. 4. Bajaj, Deobyani Nag. *E-commerce.* Tata McGraw Hill Company, New Delhi 5. Turban, e., al. *Electronic Commerce: A Managerial Perspective.* Pearson Education Asia. 6. Diwan, Prag., and Sharma, Sunil. *Electronic Commerce – A Manager’s Guide to E-Business.* Vanity Books International, Delhi. 7. Dietel , Harvey M., Dietel, Paul J., and Kate Steinbuhler. *E-business and E-commerce for managers.* Pearson Education.   **Suggestive digital platforms web links-** nptel, Swayam**,** Coursera,[www.bigcommerce.com,](http://www.bigcommerce.com/) [www.vssut.ac.in,](http://www.vssut.ac.in/) | | |
| **Suggested Continuous Evaluation Methods**: Assignments, Practicals, Presentations and MCQs  based learning.………………………………………………………………………………………… | | |
| **Suggested equivalent online courses**:  ……………………………………………………………………………………………….. | | |
| **Further Suggestions**:  Latest edition of text book may be used  **.**…………………………………………………………………………….. | | |

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| **ENVIRONMENT STUDIES AND VALUE EDUCATION** | | | | | | |
| **Programme/Course: BBA (Honours with Research )** | | | **Year: First** | | **Semester: Second** | |
| **Course Code: BBA ( VAC-2)** | | **Course Title: ‘Environment studies and Value Education** | | | | |
| **Course outcomes:**  The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity. The course seeks to establish continuous interest in the learners to improve their thought process with intent to develop a new generatio of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values. This course works towards  Building fundamental knowledge of the interplay of markets, ethics, and law, Look at various challenges faced by individual to counter unethical issues Look at core concepts for business ethics Look at core concepts of anti-corruption  Look at core concepts for a morally articulate solution evolver to management issues in general, Issues of sustainable development for a better environment.  To know how environmental degradation has taken place.  Be aware of negotiations and international efforts to save environment. How to develop sustainably?  Efforts taken up by UN in Sustainable Development. Efforts taken by India in Sustainable Development. The course intends to create a sense of how to be more responsible towards the environment. Upon finishing of the course students will be able to come up with using ethical reasoning for decision making and frame ethical issues as well as operationalise ethical choices.  The course integrates various facets of human values and environment. | | | | | | |
| **Credits: 2** | | | |  | | |
| **Max. Marks: 100** | | | |  | | |
| **Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0** | | | | | | |
| **Unit** | **Topic** | | | | | **No. of**  **Lectures** |
| **Unit I** | Renewable and Nonrenewable Natural resources. Ecosystem: Concept, structure & functions of ecosystem: producer, consumer,  decomposer, food web, food chain, energy flow, Ecological pyramids Conservation of Biodiversity- In-situ & Ex- situ conservation of biodiversity. | | | | | **07** |
| **Unit II** | Environmental pollution, Role of individual in Pollution control, Social Issues and  Environment, Human Population & Environment Sustainable Development, Natural Hazards, India and UN Sustainable Development Goals Concept of circular economy and entrepreneurship Environment Protection Act 1986 | | | | | **08** |

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| **Unit III** | International Advancements in Environmental Conservation Role of National Green  Tribunal  Air Quality Index  Importance of Indian Traditional knowledge on environment Bio assessment of Environmental Quality  Environmental Management System  Environmental Impact Assessment and Environmental Audit | **07** |
| **Unit IV** | **Human Values**- Introduction- Values, Characteristics, Types, Developing Value system in Indian Organization, Values in Business Management, value based Organization, Trans –cultural Human values in Management.  Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers.  **Human Values and Present Practices–** Issues: Corruption and Bribe , Privacy Policy in Web and social media, Cyber threats, Online Shopping etc. Remedies **Corporate Social Responsibility-** Nature, Levels, Phases and Models of CSR, Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, Azim Premji and Bill Gates.  **Holistic Approach in Decision making-** Decision making**,** the decision making process, The Bhagavad Gita: Techniques in Management, Dharma and Holistic Management.  **Case Studies** | **08** |

**Suggested Reading:**

1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R.

Sangalet.al

1. JUSTICE: What's the Right Thing to Do? Michael J.Sandel.
2. Human Values by A. N. Tripathi New AgeInternational
3. Environmental Management by N.K.Oberoi
4. https://[www.un.org/sustainabledevelopment/sustainable-development-goals/](http://www.un.org/sustainabledevelopment/sustainable-development-goals/)
5. https://[www.india.gov.in/my-government/schemes](http://www.india.gov.in/my-government/schemes)
6. https://[www.legislation.gov.uk/ukpga/2010/23/contents](http://www.legislation.gov.uk/ukpga/2010/23/contents)
7. Daniel Kahneman, Thinking, Fast and Slow; Allen Lane
8. Environment Protection Act 1986; Universal Publications
9. Agarwal, K.C.2001 Environmental Biology, Nidi Pub!. Ltd. Bikaner.
10. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd. Ahmedabad- 380013, India

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| **LANGUAGE - Hindi** | | | | | | |
| **Programme/Course: BBA (Honours with Research )** | | | **Year: First** | | **Semester: Second** | |
| **Course Code: BBA ( AEC-2)** | | **Course Title: LANGUAGE - Hindi** | | | | |
| **Credits: 2** | | | |  | | |
| **Max. Marks: 100** | | | |  | | |
| **Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0** | | | | | | |
| **Unit** | **Topic** | | | | | **No. of**  **Lectures** |
| bdkbZ & 1 | Hkk"kk vkSj O;kdj.k  fgUnh dk O;kogkfjd O;kdj.k 'kkL=     * Hkk’kk dh ifjHkk’kk vkSj fo'ks’krk,a * O;kdj.k vkSj Hkk"kk dk vUr% lEcU/k * /ofu] o.kZ ,o ek=k,a | | | | | 7 |
| bdkbZ & 2 | 'kCn ifjp;   * Jksr ds vk/kkj ij 'kCnks ds Hksn& rRle] rn~Hko] ns'kt ,oa fons'kh * 'kCnks dh O;kdjf.kd dksfV;ka & laKk] loZuke] fdz;k * 'kCnxr v'kqf);ka rFkk milxZ ,oa izR;; | | | | | 8 |
| bdkbZ & 3 | O;kdj.k & O;ogkj   * fyax] opu] dkjd] laf/k r/kk lekl * vifBr x|ka'k * eqgkojs ,oa yksdksfDr;k¡ | | | | | 8 |
| bdkbZ &4 | okD; ifjp;  lgk;d xzUFk%&   * okD; ds jax * okD; ds Hksn * okD; v'kqf);ka ,oa fojke fpUg   1& O;kogkfjd fgUnh lajpuk vkSj vH;kl & ckyxksfoUn feJ  2& vk/kqfud fgUnh O;kdj.k% Lo:i ,oa iz;ks x & Hkkjrh [kqckydj  3& fgUnh O;kdj.k ds uohu f{kfrt & johUnz dqekj ikBd  4& fgUnh Hkk"kk dk mn~xe vkSj fodkl & mn; ukjk;.k frokjh  5& fgUnh Hkk"kk% lajpuk ds fofo/k vk;ke & johUnz ukFk JhokLro  6& fgUnh O;kdj.k & dkerk izlkn xqIr  7& fgUnh Hkk"kk dh lapjuk & HkksykukFk frokjh  8& fgUnh 'kCnkuq'kklu & fd'kksjhyky oktis;h  7& fgUnh O;kdj.k & dkerk izlkn xqIr | | | | | 7 |