

Curriculum and Credit Framework for Undergraduate Programme (Multi-Disciplinary) as per NEP-2020

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Four Year Under-Graduate Programme

1st & 2nd Semesters

For Batch w.e.f. Session: 2023-24



Department of Business Administration
Chaudhary Devi Lal University
Sirsa-125055
2023

Exit options and Credit requirements

MULTI-DISCIPLINARY

Exit with	Credit requirement
Certificate in Commerce: After successful completion of First year (Two semesters) of the Four-Year Undergraduate Degree Programme.	48 (Including Internship of 4 Credits)
Diploma in Commerce: After successful completion of Two years (Four semesters) of the Four-Year Undergraduate Degree Programme.	92 (Including Internship of 4 Credits)
Bachelor of Commerce: After successful completion of Three years (Six semesters) of the Four-Year Undergraduate Degree Programme.	132
Bachelor of Commerce (Honours/Honours with Research) After successful completion of Four Years (Eight semesters) of the Undergraduate Degree Programme.	180

Table 1: Course and Credit Scheme of BBA**BBA w.e.f. 2023-24**

Semester	Discipline Specific Courses (4Credit)	Minor/ Vocational	Multi Disciplinary Courses (MDC)	Ability Enhancement Courses (AEC)	Skill Enhancement Courses (SEC) **	Value Added Courses (VAC) **	Total Credits
I	Principle and Practices of Management	Business Communication (2Credit)	1.Essentials of Public Relations (3 Credits)	1.English-I (2 Credits)	1.Computer Applications in Business (3 Credits)	1.Leadership and Management Skills (2 Credits)	24
	Business Economics						
	Business Environment						
II	Organizational Behaviour	Legal Aspects for Business (2Credit)	2.Business Ambience and Etiquettes (3 Credits)	2.Hindi-I (2 Credits)	2.Cyber Space (3 Credits)	2. EVS-I (2 Credits)	24
	Fundamentals of Accounting						
	Understanding Human Behaviour						

List of Courses

Course Code	Nomenclature	Credits				Level
Discipline Specific Courses (DSC)						
		L	T	P	Total	
BBA/MD/1/DSC/101	Principles and Practices of Management	4	-	-	4	100
BBA/MD/1/DSC/102	Business Economics	4	-	-	4	100
BBA/MD/1/DSC/103	Business Environment	4	-	-	4	100
BBA/MD/2/DSC/104	Organizational Behaviour	4	-	-	4	100
BBA/MD/2/DSC/105	Fundamentals of Accounting	4	-	-	4	100
BBA/MD/2/DSC/106	Understanding Human Behaviour	4	-	-	4	100
Minor Courses (MIC)						
BBA/MD/1/MIC/101	Business Communication	2	-	-	2	100
BBA/MD/2/MIC/102	Legal Aspects For Business	2	-	-	2	100
Multidisciplinary Courses (MDC)						
BBA/MD/1/MDC/101	Essentials of Public Relations	3	-	-	3	100
BBA/MD/2/MDC/102	Business Ambience and Etiquettes	3	-	-	3	100
Ability Enhancement Course (AEC)						
ENG/AEC/101	English-I	2	-	-	2	100
HINDI/AEC/101	Hindi-I	2	-	-	2	100
Skill Enhancement Course (SEC)						
BBA/MD/1/SEC/101	1.Computer Applications in Business	2	-	1	3	100
BBA/MD/2/SEC/102	2.Cyber Space	3	-	-	3	100
Value Added Course (VAC)						
CDLU/VAC/103	2.Leadership and Management Skills	2	-	-	2	100
EVS/VAC/101	1. EVS-I	2	-	-	2	100

FIRST SEMESTER

**PRINCIPLES AND PRACTICES OF MANAGEMENT
(BBA/MD/1/DSC/101)**

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To facilitate an understanding of concepts, principles and functions of management.

Course Outcomes:

After completing the course students would be able to:

CO1: Evaluate the global context for taking managerial actions of planning, organizing and controlling to develop the skills and helps to build entrepreneurs.

CO2: Assess global situation, including opportunities and threats that will impact management of an organization.

CO3: Integrate management principles into management practices to enhance employability.

CO4: Assess managerial practices and choices relative to ethical principles and standards.

Course Contents:

Unit 1 Management: Nature, Scope, Process and Significance; Management as an Art, Science and Profession; Management and Administration.

Unit 2 Role and Skills of Managers; Principles of Management; Levels of Management; Contribution of F. W. Taylor and Henry Fayol.

Unit 3 Planning: Meaning and Importance, Types of Plans, Planning Process; Decision Making: Concept, Nature, Types of Decision, Process and Techniques.

Unit 4 Organizing: Nature, Process, Importance and Principles; Organizational Structure: Centralization and Decentralization, Delegation of Authority, Span of Control.

Suggested Readings:

- Gupta C. B., *Management –Theory and Practice*, Sultan Chand & Sons, New Delhi.
- Koontz, H. and Wehrich, H., *Management*, McGraw Hill, New York.
- Prasad, L.M., *Principles of Management*, S. Chand & Sons, New Delhi.
- Rao, V. S. P., *Management*, Excel Books, New Delhi.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit.

BUSINESS ECONOMICS
(BBA/MD/1/DSC/102)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To introduce basic concepts, analytical tools and theories of business economics.

Course Outcomes:

After completing the course students would be able to:

CO1: Discuss various economic models of managerial decision making.

CO2: Analyze the demand and supply conditions and assess the position of a company.

CO3: Acquire the ability to design competitive strategies including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.

CO4: Develop the understanding of the different costs of production and how they affect short and long run decisions.

Course Contents:

Unit 1 Economics: Meaning, Nature and Scope; Micro and Macro Economics; Introduction to Business Economics: Nature and Scope of Business Economics; Functions and Objectives of a Firm.

Unit 2 Theory of Demand: Meaning, Law of Demand, Types of Demand, Factors Affecting Demand; Elasticity of Demand; Types and Measurement of Elasticity of Demand.

Unit 3 Consumer Behavior: Cardinal and Ordinal Utility Approach, Indifference Curve: Meaning, Assumptions, Properties, Consumer Equilibrium; Concepts of Revenue, Break-Even Analysis.

Unit 4 Production and Cost Analysis; Meaning of Production; Production Function, Returns to Scale; Cost Concepts: Traditional and Modern Theory of Cost in Short and Long Run; Economies of Scale.

Suggested Readings:

- Dean, Jod, *Managerial Economics*, Prentice Hall, New Delhi,
- Dwivedi, D. N., *Managerial Economics*, Vikas Publication, New Delhi,
- Jhingan, M.L., *Managerial Economics*, Vrinda Publication, New Delhi.
- Koutsoyiannis, A., *Modern Micro Economics*, McMillan, New Delhi.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit.

BUSINESS ENVIRONMENT
(BBA/MD/1/DSC/103)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: The main objective of this course is to apprise the students of Economic Policies of Government and parameters of Indian Macro Economic Environment.

Course Outcomes:

After completing the course students would be able to:

CO1: Understand relationship between environment and business and applying the environmental analysis techniques in practice

CO2: Understand Economic, Socio-Cultural and Technological Environment

CO3: Evaluate state policies, Economic legislations and Economic reforms laid by the government.

CO4: Examine the Influence of WTO on India's Economic.

Course Contents:

Unit 1 Business Environment: Nature, Components; Dynamics of Business Environment; Key Indicators; Environment Scanning; Consumer Protection Act and Role of Voluntary Organizations in Protecting Consumer Rights.

Unit 2 Economic Reforms; Impact of Privatization, Liberalization, Globalization; Industrial Policy; Environment Protection Act - An Overview; Competition Bill 2001; Impact of Entry of MNC's.

Unit 3 Indian Planning System; Micro, Small and Medium Enterprises; Problems of Sick Industries and Remedies.

Unit 4 Intellectual Property Regime - An Overview; Influence of WTO on India's Economic Growth; Role of IMF and World Bank.

Suggested Readings:

- Cherunilam, Francis, *Business Environment*, Himalaya Publishing House, New Delhi.
- Joshi, Rosy & Kapoor Sangam, *Business Environment*, Kalyani Publishers, Ludhiana.
- Aswathappa, K., *Essentials of Business Environment*, Himalaya Publishing House, New Delhi.
- Mishra, S. K. & Puri, V. K., *Economic Environment of business*, Himalaya Publishing House, New Delhi.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit.

BUSINESS COMMUNICATION
(BBA/MD/1/MIC/101)

Course Credits: 2

External: 35

Internal: 15

Total Marks: 50

Time Allowed: 2 Hours

Course Objective: The course is aimed at equipping the students with the necessary skills to help them in communicating effectively for handling inter as well as intra organizational issues.

Course Outcomes:

After completing the course students would be able to:

CO1: Develop competence in oral, written, and visual communication.

CO2: Capable to develop communication theories.

CO3: Proficient in understanding of opportunities in the field of communication.

CO4: Capable to respond effectively to cultural communication differences.

Course Contents:

Unit 1 Communication: Meaning, Process, Need, Objectives and Importance; Types of Communication; Barriers in Communication; Guidelines for Effective Communication; Modern forms of Communication, Ethics in Communication.

Unit 2 Non-verbal Aspect of Communication: Kinesics, Proxemics and Para-Language; Writing Skills; Listening Skills; Presentation Skills; Audience Analysis; Communication within the Organization: Preparation of Memo, Notice, Circular and Order; Agenda and Minutes of the Meeting; Report-Writing.

Suggested Readings:

- Bhatia, R. C., *Business Communication*, Ane Books India, New Delhi.
- Chaturvedi, P. D and Chaturvedi, Mukesh, *Business Communication*, Pearson Education, New Delhi.
- Kapoor, A. N., *Business Correspondence and Communication Skills*, S. Chand & Company, New Delhi
- Pal, Rajender and Korahalli, J.S., *Essentials of Business Communication*, Sultan Chand and Sons, New Delhi.

Note for the Paper Setter: The question paper will consist of **five** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **1** mark each covering the whole syllabus. In addition, **four** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one** compulsory question and **two** more questions selecting at least **one** question from each unit.

ESSENTIALS OF PUBLIC RELATIONS
(BBA/MD/1/MDC/101)

Course Credits: 3

External: 50

Internal: 25

Total Marks: 75

Time Allowed: 3 Hours

Course Objective: To develop basic skills among students to independently handle the Public Relationship.

Course Outcomes:

After completing the course students would be able to:

CO1: Understand the historical background and role Public Relations in various areas

CO2: Have insight into the use of the technological advancements in Public Relations

CO3: Comprehend tools of Public Relations in order to develop the required skills.

CO4: Understand the ethical aspects and future of Public Relations in India

Course Contents:

Unit 1 Public Relations-Meaning, Definition, Nature and Scope, Historical Background, Technological Revolution and Role in Business, Politics and NGOs.

Unit 2 Concepts of Public Relations-Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services, Tools of Public Relations, Press Conferences, Meets, Press Releases, Announcements, Webcasts.

Unit 3 Verbal Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations and Social Responsibility.

Suggested Readings:

- Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.
- Cutlipscottetal, Effective Public Relations, London, 1995.
- Black Sam, Practical Public Relations, Universal Publishers, 1994.
- S.M.Sardana, Public Relations: Theory and Practice.

Note for the Paper Setter: The question paper will consist of **seven** questions in all. The **first** question will be compulsory and will consist of **four** short questions of **2** marks each covering the whole syllabus. In addition, **six** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one** compulsory question and **three** more questions selecting at least **one** question from each unit.

English-I
Communicative English-I

ENG/AEC/101

Credits: 2

Duration of Examination: - 2 Hrs

Internal Assessment: 15

Semester End Examination: 35

Total Marks: 50

Course Objective: The course aims to introduce students to the theory, fundamentals and tools of communication and to develop effective communication skills for personal, social and professional interactions. Besides, the students shall learn the basics of English grammar and language.

Course Learning Outcomes:

- i) They will learn the importance and basics of communication
- ii) They will learn to receive, comment and respond to correspondences in English language.
- iii) They will learn to use English in their life practically.

Unit - I: Listening, Reading and Speaking Skills: Definition, The Listening Process; Importance of Listening; Basic Types of Listening; Barriers to Effective Listening, Reading Comprehension, Intonation, Group Discussion, Interview

Unit II: Writing Skills: Report Writing, Paragraph Writing, Letter Writing, E-Mail, Resume, Blogs and Comments on Social Media

Suggested Reading:

- I) Kumar, Sanjay and Pushp Lata. 2015. *Communication Skills*. Second Edition, New Delhi: Oxford University Press (OUP).
- II) Sethi, J. and P.V. Dhamija. 2006. *A Course in Phonetics and Spoken English*. Second Edition. New Delhi: Prentice-Hall of India.
- III) Balasubramanian. T. *A Text Book of English Phonetics for Indian Students*. Chennai: Macmillan Publishers India Ltd., 1981.
- IV) *On Track: English Skills For Success* by Orient Blackswan (Board of Editors, Solapur University).

Note for the Paper Setter: The question paper will consist of **five** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **1** mark each covering the whole syllabus. In addition, **four** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt

one compulsory question and **two** more questions selecting at least **one** question from each unit.

BBA/MD/1/SEC/101: COMPUTER APPLICATIONS IN BUSINESS

DURATION: 3 HOURS

Credits: 3

External Theory: 50

Internal (Practical): 25

Total Marks: 75

Course Objective: This paper aims to impart computer knowledge that will enable them with the ability to handle and analyze data for decision making and presenting it to the person concerned in the form of presentations and/or reports in the fast-moving business world.

Course Learning Outcomes: After completion of the course, learners will be able to:

CO1: describe the various concepts and terminologies used in computing, computer networks.

CO2: examine document creation for report making and communication.

CO3: identify and make good presentations.

CO4: identify the spreadsheet knowledge acquired through this paper in solving real life problems that help in decision making.

Unit I

Computing: Concept of computing, Data and information; Computing Interfaces: Graphical User Interface (GUI), Command Line Interface (CLI), Touch Interface, Natural Language Interface (NLI); data processing; applications of computers in business. Computer Networks: Meaning of computer network; objectives/ needs for networking; Applications of networking; Basic Network Terminology; Types of Networks; Network Topologies; Distributed Computing: Client Server Computing, Peer- to- peer Computing; Wireless Networking; Securing Networks: firewall.

Unit II

Introduction to word Processing, Word processing concepts, Use of Templates and styles, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto-text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, page break, table of contents, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge (including linking with spreadsheet files as data source); Printing documents; Citations, references and Footnotes.

Unit III

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, hyperlinking, Media; Design; Transition; Animation; and Slideshow, exporting presentations as pdf handouts and videos.

Suggestive Readings:

- Jain, H. C. & Tiwari, H. N. —Computer Applications in Business. Taxmann, Delhi.

- Joseph, P.T., S.J. E-Commerce: An Indian Perspective, 6th ed. PHI Learning
- Mathur, S. & Jain, P. —Computer Applications in Business. Galgotia Publishing Company ● Madan, S. —Computer Applications in Business. Scholar Tech Press, Delhi.
- Sharma, S.K. & Bansal, M. —Computer Applications in Business. Taxmann, Delhi. ● Thareja R (2019). Fundamentals of Computers. Oxford University Press.
- Thareja R (2018). IT & Its Business Application. Oxford University Press

Note for the Paper Setter: The question paper will consist of *seven* questions in all. The first question will be compulsory and will consist of four short questions of 1 marks each covering the whole syllabus. In addition, six more questions of 14 marks each will be set unit-wise comprising of two questions from each of the three units. The candidates are required to attempt one compulsory question and three more questions selecting at least one question from each unit.

CDLU/VAC/103

Leadership and Management Skills

Credits: 2 (Theory)

Lectures: 30

Duration of Exam: 2 Hrs.

Max. Marks: 50

Final Term Exam: 35

Internal Assessment: 15

COURSE OBJECTIVES

- Develop essential skills to influence and motivate others.
- Inculcate emotional and social intelligence and integrative thinking for effective leadership.
- Create and maintain an effective and motivated team to work for society.

LEARNING OUTCOMES

- Understand the basics of entrepreneurship and develop business plans.
- Apply the design thinking approach for leadership.
- Appreciate the importance of ethics and moral values for the making of a balanced personality.

Unit-1

Leadership Skills: Understanding Leadership and Its Importance, Models of Leadership, Basic Leadership Skills.

Managerial Skills: Basic Managerial Skills, Self-management Skills, Emotional Quotient, Developing Self-Awareness with JOHARI Window.

Entrepreneurial Skills: Basics of entrepreneurship, Creating a Business Plan.

Unit-2

Innovative Leadership and Design Thinking: Innovative Leadership and Design Thinking, Innovative leadership, Design thinking.

Ethics and Integrity: Ethics and Integrity, Learning through biographies, Ethics and Conduct.

Managing Personal Finance: Budgeting, Saving and investing.

Suggested Readings: Follow Curriculum and Guidelines for Life Skills (Jeevan Kaushal) 2.0 at UGC website:

[https://www.cdlu.ac.in/assets/admin/miscellaneous/Implementation%20of%20Curriculum%20and%20Guidelines%20on%20Life%20Skills%20\(Jeevan%20Kaushal\)%202.0.pdf](https://www.cdlu.ac.in/assets/admin/miscellaneous/Implementation%20of%20Curriculum%20and%20Guidelines%20on%20Life%20Skills%20(Jeevan%20Kaushal)%202.0.pdf)

Note for the Paper Setter: The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question** and **two more questions** selecting at least one question from each unit.

SECOND SEMESTER

ORGANIZATIONAL BEHAVIOUR
(BBA/MD/2/DSC/104)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To facilitate an understanding of human behaviour and its varied determinants.

Course Outcomes:

After completing the course students would be able to:

CO1: Acquire the knowledge of organization in students helpful to them to make their careers in business firms

CO2: Develop the learning skills and different learning theories in business organizations

CO3: Capable to give the emotional intelligence to build the strong entrepreneurs

CO4: Develop the personality skills in students and enhance the spirit of team work to boost the employability.

Course Contents:

Unit 1 Organizational Behaviour: Concept and Significance, Understanding Individual and Group Behaviour, Perception - Meaning and Significance; Factors and Process of Perception, Errors in Perception.

Unit 2 Learning – Meaning, Process and Types; Learning Theories - Classical Conditioning, Operant Conditioning, Social Learning Theories; Interpersonal and group dynamics.

Unit 3 Emotions: Meaning and Theories, Management of Emotions; Emotional Intelligence – Meaning and Significance; Attitude and Value: Meaning, Components and Theories.

Unit 4 Personality – Meaning, Types and Determinants; Theories of Personality: Psychoanalytic Theory, Trait Theory and Self Theory; Managing Change and Conflicts.

Suggested Readings:

- Luthans, Fred, *Organizational Behaviour*, McGraw Hill, New Delhi.
- Morgan, C. T. and King, *Introduction to Psychology*, McGraw Hill, New Delhi.
- Parsad L. M., *Organizational Behaviour*, Sultan Chand and Sons, New Delhi.
- Robert, A. Baron, *Psychology*, Pearson, New Delhi.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit.

FUNDAMENTALS OF ACCOUNTING
(BBA/MD/2/DSC/105)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To develop conceptual understanding of the fundamentals of financial accounting system.

Course Outcomes:

After completing the course students would be able to:

CO1: Ability to prepare financial statements in accordance with Generally Accepted Accounting Principles

CO2: Develop the skills to track record and report financial information.

CO3: Apply cost accounting methods to evaluate and project business performance.

CO4: Recognize circumstances providing for increased exposure to fraud and define preventive internal control measures.

Course Contents:

Unit 1 Accounting: Nature, Scope, Functions and Limitations, Types of Accounting and Accounting System, Accounting Concepts and Conventions, Accounting Equation.

Unit 2 Accounting Process: Journal and Ledger, Trial Balance, Subsidiary Books Rectification of Errors; Capital and Revenue: Classification of Income, Receipts and Expenditure.

Unit 3 Depreciation: Concept, Features, Causes, Objectives and Methods; Bank Reconciliation Statement; Role of Computer in Accounting.

Unit 4 Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet (with adjustments).

Suggested Readings:

- Bhattacharya's. K. and Dearden J., *Accounting for Management - Text and Cases*, Vikas Publishing House, New Delhi.
- Goyal, V. K., *Financial Accounting*, Excel Books, New Delhi.
- Gupta, R. L. and Ramaswamy, *Advanced Accounting, Vol.1*, Sultan Chand & Sons, New Delhi.
- Hingorani, N. L. and Ramanathan, A. R., *Management Accounting*, Sultan Chand & Sons, New Delhi.

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UNDERSTANDING HUMAN BEHAVIOUR
(BBA/MD/2/DSC/106)

Course Credits: 4

External: 70

Internal: 30

Total Marks: 100

Time Allowed: 3 Hours

Course Objective: To facilitate an understanding of human behaviour and its varied determinants.

Course Outcomes:

After completing the course students would be able to:

CO1: Acquire the knowledge of human behaviour in students helpful to them to make their careers in business firms

CO2: Develop the learning skills in business organizations

CO3: Capable to give the Group intelligence to build the strong entrepreneurs

CO4: Develop the personality skills in students and enhance the spirit of team work to boost the employability.

Course Contents:

Unit 1 Understanding Human Behaviour: Nature, Meaning; Approaches for studying Human Behaviour: Behavioural Approach, Cognitive Approach, Psychoanalytic Approach.

Unit 2 Behaviour at Workplace: Nature, Meaning. Group as a medium of learning: Group Development Process; Group Dynamics in Workplaces: Group Cohesiveness.

Unit 3 Social Loafing, Social Facilitation, Interpersonal Communication; Interpersonal awareness and feedback process; Interpersonal trust;

Unit 4 Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace.

Suggested Readings:

- Davis, K., Human Behaviour at Work, Organizational Behaviour, Tata McGraw Hill Publishing Co., New Delhi.
- Morgan, C. T. and King, *Introduction to Psychology*, McGraw Hill, New Delhi.
- Parsad L. M., *Organizational Behaviour*, Sultan Chand and Sons, New Delhi.
- Dwivedi, R.S. : Human Relations and Organizational Behaviour, Oxford & IBH Publishing Co., New Delhi.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit

LEGAL ASPECTS FOR BUSINESS
(BBA/MD/2/MIC/102)

Course Credits: 2

External: 35

Internal: 15

Total Marks: 50

Time Allowed: 2 Hours

Course Objective: To give an exposure to the students of some of the major commercial laws affecting business.

Course Outcomes:

After completing the course students would be able to:

CO1: Define laws applicable to a business.

CO2: Classify different laws and explain their specific purpose.

CO3: Illustrate cases of law and interpret own manner to solve the problems of business class.

CO4: Evaluate the existing business laws in India and analyse their importance.

Course Contents:

Unit 1 Indian Contract Act: Meaning and Essentials of a Valid Contract, Void Agreements, Capacity to Contract, Free Consent; Performance of Contract, Breach of Contract and its Remedies.

Unit 2 Quasi Contracts; Contracts of Indemnity and Guarantee. Bailment and Pledge; Law of Agency; Contract of Sale, Conditions and Warranties, Transfer of Property, Unpaid Seller and his Rights.

Suggested Readings:

- Gulshan, S. S., *Business Law*, New Age International Publication, New Delhi.
- Kapoor, N. D., *Elements of Mercantile Law*, Sultan Chand & Sons, New Delhi.
- Kuchhal and Prakash, *Business Legislation for Management*, Vikas Publishing, New Delhi.
- Tulsian P. C., *Business Law*, McGraw Hill, New Delhi.

Note for the Paper Setter: The question paper will consist of **five** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **1** mark each covering the whole syllabus. In addition, **four** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one** compulsory question and **two** more questions selecting at least **one** question from each unit.

BUSINESS AMBIENCE AND ETIQUETTE
(BBA/MD/3/MDC/102)

Course Credits: 3

External: 50

Internal: 25

Total Marks: 75

Time Allowed: 3 Hours

Course Objective: To give an exposure to the students about business etiquette and event management.

Course Outcomes:

After completing the course students would be able to:

CO1: Demonstrate an understanding of professionalism in terms of workplace behaviors and workplace relationships.

CO2: Adopt attitudes and behaviors consistent with standard workplace expectations.

CO3: To make the students familiar with techniques and skills required for successful organization of special events.

CO4: To make students acquire leadership traits.

Course Contents:

Unit 1 Meaning of Business Etiquette, understanding business etiquette, the importance of behaving in a professional manner, Knowledge and appreciation of courtesy and good manners at work. Need and Importance of Professionalism, Email and Telephone Etiquette

Unit 2 Workplace Etiquette - Personal Appearance - Formal Dressing, Casual Dressing, Using the Right Tone of Voice, managing your volume in Business Settings.

Unit 3 Sounding Confident, Etiquette for Personal Contact- Introductions, Getting the names right, Handshakes, Facial Expressions, Eye Contact, Hand gestures & Posture.

Suggested Readings:

- SarveshGulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
- Thomas Means (2009), Business Communication
- Lynn Van DerWagen& Brenda R Carlos, Event Management, Pearson, New Delhi.

Note for the Paper Setter: The question paper will consist of **seven** questions in all. The **first** question will be compulsory and will consist of **four** short questions of 1 marks each covering the whole syllabus. In addition, **six** more questions of 14 marks each will be set unit-wise comprising of **two** questions from each of the three units. The candidates are required to attempt **one** compulsory question and three more questions selecting at least **one** question from each unit.

Hindi -I
हिंदी भाषा परिचय सामान्य :
HINDI/AEC/101

Credit – 2

Duration: 2 Hours per week

परीक्षा समयघंटे 2 :

कुल अंक50 :

लिखित परीक्षा :35 अंक

:मूल्यांकन आंतरिक 15 अंक

पाठ्यक्रम के उद्देश्य:

हिंदी भाषा की विकास.करवाना परिचय से यात्रा-

पाठ्यक्रम के अपेक्षित परिणाम

1. हिंदी भाषा के विकास व उसकी बोलियों का ज्ञान होगा
2. हिंदी भाषा के विविध रूप व प्रयोजनमूलकता से परिचित होंगे

खंडएक—

हिंदी भाषाविकास एवं उद्भव :

हिंदी की उपभाषाएं एवं बोलियों का वर्गीकरण

ब्रजप्रवृत्तियाँ एवं परिचय सामान्य का बोली खड़ी और अवधि ,

खंड दो-

कंप्यूटर-परिभाषा, स्वरूप एवं महत्व

पारिभाषिक शब्दावली – बैंकिंग, वाणिज्य, मंत्रालय, उपक्रम, निगम, औद्योगिक क्षेत्र व मीडिया क्षेत्र

अनुवाद लेखन- अर्थ परिभाषा, स्वरूप, महत्व, प्रक्रिया प्रकार

टिप्पणी लेखनउदाहरण ,विधि लेखन ,नियम ,परिभाषा अर्थ -

संदर्भ सूची:

1. हिंदी भाषा का उद्भव एवं विकास तिवारी उदयनारायण ,
2. भाषा विज्ञान तिवारी भोलानाथ .डॉ ,
3. हिंदी भाषा का इतिहास वर्मा धीरेन्द्र लेखक ,
4. समसामयिक भाषा विज्ञाननारंग वैष्णा लेखक ,
5. हिंदी1965 इलाहबाद ,महल किताब ,बाहरी हरदेव ,विकास और उद्भव :

Note for the Paper Setter: The question paper will consist of *five* questions in all. The first question will be compulsory and will consist of *seven* short questions of 1 marks each covering the whole syllabus. In addition, *four* more questions of 14 marks each will be set unit-wise comprising of *two* questions from each of the two units. The candidates are required to attempt *one* compulsory question and *two* more questions selecting *one* question from each unit.

Skill Enhancement Course- <u>BBA/MD/2/SEC/102: Cyber Space</u>								
Course Type	Course Component	Course Credit	Contact Hours/ Week	Delivery Mode	Maximum Marks		Exam Duration	Assessment Methods
					External	Internal		

SEC	Theory	03	03	Lecture	50	25	3 Hours	TEE/MTE/ Assignment/ Attendance
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Note for the Paper Setter: The question paper will consist of *seven* questions in all. The first question will be compulsory and will consist of four short questions of 1 marks each covering the whole syllabus. In addition, six more questions of 14 marks each will be set unit-wise comprising of two questions from each of the three units. The candidates are required to attempt one compulsory question and three more questions selecting at least one question from each unit.

Course Objectives: Objective of this course is to make the students familiar with the functioning of the Internet, email, web-browsers, and e-commerce; surfing the Internet and downloading contents therefrom; legal and payment issues in e-commerce.

Course Outcomes	At the end of this course, the student will be able to:
CO1	define: Internet and its applications, ISP, HTML, Email, Web Browsers, Social Media and E-commerce.
CO2	explain: internet, intranet, internet service provider, HTML, structure and working of email, configuration of mail client like Outlook Express with mail server, functionality of web browsers, social media and concept of E-commerce.
CO-3	illustrate: internet and its applications, evolution of internet, structure of HTML, various tags with their uses in HTML, structure and working of email, concept and use of different type of web browser, searching and downloading from websites, use of social media and introduction to E-commerce
CO4	categorize: applications of internet, ISP, HTML elements, email messaging, function of web browsers, searching software's, various social media networks, their impact and issues and concept of e-commerce with payment issues.
CO5	compare: internet and intranet, different internet service providers on the basis of their service, email advantages and disadvantages, working of various web browsers and social media types.
CO6	design: various types of HTML application with the help of different elements along with their attributes and development of webpages.

Course Content: Cyber Space	
Unit - I	Basics of internet and Intranet, Applications of Internet, Evolution of Internet, Internet Service Provider (ISP).
Unit - II	Email: Basic Introduction, Advantages and Disadvantage, Structure of an E-Mail Message, Working of E-Mail (sending & receiving messages), Managing Email (creating new folders, deleting messages, forwarding messages, filtering messages).
Unit - III	Introduction to social media: Twitter, Facebook, YouTube, WhatsApp, LinkedIn, their advantages/disadvantages and issues. Introduction to E-commerce, its history, advantages, challenges, payment issues, legal issues.
Text/Reference Books	
Text Books	<ol style="list-style-type: none"> 1. Ritendra Goel, "e-commerce", New Age International Publisher, 2008 2. Dougals E. Comer, "Computer Network and Internet", Pearson, 2008
Reference Books	<ol style="list-style-type: none"> 1. Oliver Heathcote, "Internet Right From The Start" BPB Publications

EVS/VAC/101

Credits: 2

Duration of Examination:-2 Hrs

Internal Assessment: 15

Semester End Examination: 35

Total Marks: 50

Objective: The objective of this paper is to create the awareness among the students towards Environmental concepts and issues for smooth life of species and human at earth.

UNIT I

Introduction to Environment: The multidisciplinary nature of environmental studies: Definition, scope and importance, need for public awareness. Environmental Ethics: anthropocentric and eco-centric perspective.

Natural resources: Renewable and non-renewable resources: Natural resources and associated problems. Forest resources: use and over-exploitation, Deforestation, Timber extraction, mining, dams and their effects on forests and tribal people. Water resources: Use and over-utilization of surface and ground water, floods, drought, dams- conflicts over water and problems. Minerals resources: Use and exploitation, environmental effects of extracting and using minerals resources. Food resources: World food issues, changes caused by agriculture and overgrazing, effects of modern agriculture on agro ecosystem, agrochemical issues, water logging, salinity, Energy resources; Growing energy needs, renewable and non-renewable energy resources. Land resources: Land as resource: land degradation man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable life style. Sustainable development: concept, initiatives for sustainable development: regional, state and global, Sustainable Development Goals.

UNIT II

Ecosystem: Concept, Structure and Function. Producers, Consumers and Decomposers, Energy flow in the ecosystem, Concept and type of ecological succession, Food chains, food webs and Ecological pyramids, Introduction, types, characteristics features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, desert ecosystem, Aquatic ecosystem(Ponds, streams, lakes, rivers, oceans, estuaries).

Biodiversity and its conservation: Introduction-Definition: Genetic, species and Ecosystem diversity, Bio-geographical classification of India. Value of Biodiversity: consumptive use, productive use, social, ethical; aesthetic and optional. Biodiversity at local, National and Local levels. India as Mega-diverse a Nation. Hot spots of Biodiversity. Threats to biodiversity, Habitat loss, poaching of wildlife, man-wildlife conflicts. Endemic species, conservation of biodiversity:

In situ and Ex-situ, conservation of biodiversity. Convention on biological diversity, Aichi targets.

Water pollution: Natural and anthropogenic sources of water pollution and their effects. Marine pollution, Thermal pollution, Eutrophication, Ground water pollution.

Air pollution: Sources, Classification and properties of air pollutants (Particulate matter, Inorganic gaseous pollutants, Organic gaseous pollutants), Smog, Acid rain, Ozone layer depletion, Green house effects, Global warming, Effects of air pollution on Human health

Soil pollution: Soil pollution from the use of agrochemicals (viz. Fertilizers and Pesticides), Heavy metals, Industrial effluents and Detrimental effects of soil pollutant, Remedial measures for soil pollution. Types and sources Solid waste, Electronic waste

Radioactive and Noise pollution: Definition Sources of radioactive pollution, Radioactivity, effects of radioactive pollution, Sound pressure level, Frequency, noise monitoring and sound level meter, Sources and effects of noise pollution, Effects of noise pollution on human health. Role of individual in prevention of pollution.

Suggested Readings:

1. Agarwal, K.C. 2001 *Environmental Biology*, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, *The Biodiversity of India*, Mapin Publishing Pvt. Ltd., Ahmedabad- 380013, India.
3. Clerk R.S., *Marine Pollution*; Clarendon Press Oxford.
4. Down to Earth, Centre for Science and Environment.
5. Hawkins R.E., *Encyclopedia of Indian Natural History*, Bombay Natural History Society, Bombay.
6. Mhaskar A.K, *Matter Hazardous*, Techno-Science Publications.
7. Townsend C., Harper J, and Michael Begon, *Essentials ecology*, Blackwell Science.

Note for the Paper Setter: *The question paper will consist of five questions in all. The first question will be compulsory and will consist of seven short questions of 1 marks each covering the whole syllabus. In addition, four more questions of 14 marks each will be set unit-wise comprising of two questions from each of the two units. The candidates are required to attempt one compulsory question and two more questions selecting at least one question from each unit.*