

**PUNJAB TECHNICAL UNIVERSITY
KAPURTHALA**

**Scheme and Syllabus
of
Bachelor in Service Industry
Management (SIM)
Batch 2014 onwards**

**By
Board of Studies
Management/Commerce/Business
Economics**

First Semester**Contact Hours: 28 Hrs.**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
HVPE 101	Human Values and Professional Ethics	3	-	-	40	60	100	3
BBA 101	Principles of Management	4	1	-	40	60	100	5
BBA 102	Microeconomics	4	1	-	40	60	100	5
BBA 103	Financial Accounting	4	1	-	40	60	100	5
BBA 104	Business Communication –I	4	1	-	40	60	100	5
BBA 105	Introduction to Computers	4	1	-	40	60	100	5
Total		23	5	-	240	360	600	28

Second Semester**Contact Hours: 30 Hrs.**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBA 201	Organization Behaviour	4	1	-	40	60	100	5
BBA 202	Macroeconomics	4	1	-	40	60	100	5
BBA 203	Business Mathematics	4	1	-	40	60	100	5
BBA 204	Corporate Accounting	4	1	-	40	60	100	5
BBA 205	Business Communication –II	4	1	-	40	60	100	5
BBA 206	Computer Applications	4	1	-	40	60	100	5
BBA 207	Viva Voce	-	-	-	-	50	50	1
Total		24	6	-	240	410	650	31

Third Semester**Contact Hours: 30 Hrs.**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBA 301	Human Resource Management	4	1	-	40	60	100	5
BBA 302	Marketing Management	4	1	-	40	60	100	5
BBA 303	Cost Accounting	4	1	-	40	60	100	5
BBA 304	Business Statistics	4	1	-	40	60	100	5
BBA 315	Introduction to Service Industry	4	1	-	40	60	100	5
BBA 316	Service Operations Management	4	1	-	40	60	100	5
Total		24	6	-	240	360	600	30

Fourth Semester**Contact Hours: 30 Hrs.**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBA 401	Research Methodology	4	1	-	40	60	100	5
BBA 402	Financial Management	4	1	-	40	60	100	5
BBA 403	Consumer Behaviour	4	1	-	40	60	100	5
BBA 414	Services Marketing	4	1	-	40	60	100	5
BBA 415	Customer Relationship Management	4	1	-	40	60	100	5
BBA 416	Management Information Systems for Service Industry	4	1	-	40	60	100	5
BBA 407	Viva Voce	-	-	-	-	50	50	1
Total		24	6	-	240	410	650	31

Fifth Semester**Contact Hours: 25 Hrs.**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBA 501	Business Environment	4	1	-	40	60	100	5
BBA 512	Retail Management	4	1	-	40	60	100	5
BBA 503	Advertising and Sales Management	4	1	-	40	60	100	5
BBA 504	Managing Across Cultures	4	1	-	40	60	100	5
BBA 515	Regulatory framework for service industry	4	1	-	40	60	100	5
BBA 506	Seminar on Training Report	-	-	-	100	-	100	5
Total		20	5	-	300	300	600	30

Sixth Semester**Contact Hours: 27 Hrs.**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBA 601	Corporate Strategies	4	1	-	40	60	100	5
BBA 612	Tourism and Hospitality Management	4	1	-	40	60	100	5
BBA 603	E-Commerce	4	1	-	40	60	100	5
BBA 614	Event Management	4	1	-	40	60	100	5
BBA 605	Banking and Insurance	4	1	-	40	60	100	5
BBA 606*	Project Presentation	-	-	-	40	60	100	5
EVSC 101	Environmental Science	2	-	-	20	30	50	2

Total	22	5	-	260	390	650	32
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*The project viva of BBA 606 will be conducted by the external examiner.

Instruction to the Paper Setters:

- There will be two sections of Question Paper; Section A and Section B**
- Section A (20 Marks):** It consists of 10 compulsory short notes of two marks each that covers all the units equally.
- Section B (40 Marks):** Its consists of 08 questions (ques. 2 to ques. 9) of 10 marks each (two questions from each unit as mentioned below)
 - o **Ques 2 and Question 3 from Unit I** (*Choice between 2 and 3 only*)
 - o **Ques 4 and Question 5 from Unit II** (*Choice between 4 and 5 only*)
 - o **Ques 6 and Question 7 from Unit III** (*Choice between 6 and 7 only*)
 - o **Ques 8 and Question 9 from Unit IV** (*Choice between 8 and 9 only*)
- It is compulsory to attempt one question from each unit.**
- In Numerical based papers the paper setter should set one numerical question from each unit wherever it is possible.**

First Semester

HVPE 101 Human Values & Professional Ethics

Objective/s and Expected outcome:

To help the students to discriminate between valuable and superficial in the life. To help develop the critical ability to distinguish between essence and form, or between what is of value and what is superficial, in life - this ability is to be developed not for a narrow area or field of study, but for everyday situations in life, covering the widest possible canvas. To help students develop sensitivity and awareness; leading to commitment and courage to act on their own belief. It is not sufficient to develop the discrimination ability, it is important to act on such discrimination in a given situation. Knowingly or unknowingly, our education system has focused on the skill aspects (learning and doing) - it concentrates on providing to its students the skills to do things. In other words, it concentrates on providing "How to do" things. The aspects of understanding "What to do" or "Why something should be done" is assumed. No significant cogent material on understanding is included as a part of the curriculum. A result of this is the production of graduates who tend to join into a blind race for wealth, position and jobs. Often it leads to misuse of the skills; and confusion and wealth that breeds chaos in family, problems in society, and imbalance in nature. This course is an effort to fulfill our responsibility to provide our students this significant input about understanding. This course encourages students to discover what they consider valuable. Accordingly, they should be able to discriminate between valuable and the superficial in real situations in their life. It has been experimented at IIITH, IITK and UPTU on a large scale with significant results.

PART A

1. Course Introduction - Need, Basic Guidelines, Content and Process for Value Education

- Understanding the need, basic guidelines, content and process for Value Education.
 - Self Exploration—what is it?- its content and process; „Natural Acceptance“ and Experiential Validation- as the mechanism for self exploration.
 - Continuous Happiness and Prosperity- A look at basic Human Aspirations
 - Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
 - Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
 - Method to fulfill the above human aspirations: understanding and living in **harmony** at various levels
- (6 Hrs.)**

2. Understanding Harmony in the Human Being - Harmony in Myself!

- Understanding human being as a co-existence of the sentient „I“ and the material „Body“
 - Understanding the needs of Self („I“) and „Body“ - *Sukh* and *Suvidha*
 - Understanding the Body as an instrument of „I“ (I being the doer, seer and enjoyer)
 - Understanding the characteristics and activities of „I“ and harmony in „I“
 - Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
 - Programs to ensure *Sanyam* and *Swasthya*
- (6 Hrs.)**

3. Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship

- Understanding harmony in the Family- the basic unit of human interaction.
- Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*; Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship.
- Understanding the meaning of *Vishwas*; Difference between intention and competence
- Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family!

(6 Hrs.)

PART B

4. Understanding Harmony in the Nature and Existence - Whole existence as Co-existence

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
- Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence

(4 Hrs.)

5. Implications of the above Holistic Understanding of Harmony on Professional Ethics

- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
 - Ability to utilize the professional competence for augmenting universal human order
 - Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems
 - Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
 - At the level of individual: as socially and ecologically responsible engineers, technologists and managers
 - At the level of society: as mutually enriching institutions and organizations

(6 Hrs.)

Recommended Books:

1. R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

Suggested Readings / Books:

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Publishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome’s report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

BBA101 Principles of Management

Objective/s and Expected Outcome: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

Unit I (12 Hrs.)

Introduction: Definition, nature, scope, importance, functions of management and manager, managerial roles and skills. **Evolution of management thoughts and Thinkers:** Scientific Management, General administrative theories, Quantitative approach, Behavioural approach, Systems approach, Contingency approach.

Unit II (12 Hrs.)

Planning: Nature, scope and objectives of planning, types of plans, planning process, business forecasting, concept and process of MBO. **Decision-Making:** Importance, types, process, approaches and decision making conditions.

Unit III (12 Hrs.)

Organising: Concept, nature, types, process and significance, principles of an organization, span of control. **Departmentation;** Delegation; centralization and Decentralization. **Staffing:** Concept, nature and importance of staffing.

Unit IV (12 Hrs.)

Controlling: Nature, scope, control process, tools and techniques of control. **Modern management techniques:** introduction to various latest techniques: Business process Re engineering, business outsourcing, benchmarking, kaizen, six sigma, knowledge management, just in time management, total quality management

Suggested Readings / Books:

- Harold Koontz & Heinz Wehrich, *Essentials of Management*, Tata McGraw Hill
- Stephen Robbins & Coulter Mary, *Management*, Pearsons
- V S P Rao & V H Krishna, *Management*, Excel Books
- Heinz Wehrich & Harold Koontz, *Management (A Global Perspective)*, Tata McGraw Hill
- K Ghuman & Kashwathappa, *Management*, Tata McGraw Hills
- Stoner, Freeman, Gilbert Jr., *Management*, Prentice Hall

BBA102 Micro Economics

Objective/s and Expected Outcome: This course will cover the area of economics commonly defined as microeconomics which is concerned with the individual parts of the economy such as individual businesses or industries, individual consumers, and individual products. The course aims to provide a thorough introduction to economic theory. Starting from the basic concepts of microeconomics, utility functions, production functions, demand and supply, effect of market forces. The goal is to study whether the economy uses our limited resources to obtain the maximum satisfaction possible for society.

Unit I (12 Hrs.)

Meaning, Nature and scope of micro economics, limitations of microeconomic theories. **Basic Concepts:** Marginal and incremental principle contribution, opportunity cost, equilibrium, basic problems of economy. **Utility:** Cardinal utility approach, diminishing marginal utility, law of equi-marginal utility, ordinal utility approach, indifference curve, marginal rate of substitution, budget line and consumer equilibrium

Unit II (12 Hrs.)

Determinants of demand, law of demand, exceptions to law of demand, Measurement and degrees of elasticity of demand-Price, income and cross elasticity; Relationship between average revenue, marginal revenue and total revenue

Unit III (12 Hrs.)

Short run and long run production functions, laws of returns, optimal input combination, classification of costs, short run and long run cost curves and their interrelationship, Planning curve and envelope curve, internal and external economics of scale, revenue curves, optimum size of the firm, factors affecting the optimum size

Unit IV (12 Hrs.)

Equilibrium of the firm and industry- perfect competition, monopoly, monopolistic competition, discriminating monopoly, aspects of non-price competition; group equilibrium, excess capacity, selling costs, oligopolistic behaviour, characteristics of various factors of production, marginal productivity theory and modern theory of distribution, determination of rent; quasi rent; classical and loanable funds theory, alternative theories of interest and wages.

Suggested Readings/ Books:

- D. Salvatore, *Microeconomic Theory*, Tata McGraw Hill.
- D N Dwivedi, *Managerial Economics*, Vikas Publishing
- R H Dholkia and A.N. Oza, *Microeconomics for Management Students*, Oxford University Press.
- P.L. Mehta, *Managerial Economics*, Sultan Chand.
- D Kreps, *MicroEconomics for Managers*, Viva Books Pvt. Ltd.
- L. Peterson and Jain, *Managerial Economics*, Pearson Education
- Koutsayiannis, *Modern Microeconomics*, Macmillan Publications

BBA103 Financial Accounting

Objective/s and Expected Outcome: The aim is to provide an understanding of the basic principles of accounting and their application in business. The course is designed to make the student familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

Unit I (12 Hrs.)

Introduction to Accounting: Meaning Objectives Basic Accounting Terms. **Accounting Principles:** Meaning and nature, Accounting Concepts. Bases of Accounting, Nature of Accounts, Origin of Transactions Source Documents and Vouchers Accounting Equations Rules of Debit and Credit Recording of Transactions: Book of Original Entry-Journal, Special Purpose Journal, Ledger Posting From Journal and ledger Balancing, Subsidiary Books

Unit II (12 Hrs.)

Trial Balance: Meaning, Objectives and Preparations of trial balance, Errors: Types of Errors and Rectification of errors, Bank Reconciliation Statement, Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure

Unit III (12 Hrs.)

Accounting For Depreciation, Provision and Reserves. Preparation of Manufacturing, Trading and Profit and Loss Account, Balance Sheet (With Simple Adjustment in Preparation of Financial Statements)

Unit IV (12 Hrs.)

Accounting For Non Profit Organisations: Receipts and Payment Account, Preparation of Income and Expenditure Accounts and Balance Sheet from Receipts and Payment Account with Additional Information

Suggested Readings/Books:

- S.N. Maheshwari, *An Introduction to Accountancy*, Vikas Publication
- Mukherjee & Hanif, *Fundamentals of Accounting*, Tata McGraw Hill
- Khatri, *Financial Accounting*, Tata McGraw Hill
- Libby, *Financial Accounting*, Tata McGraw Hill
- Guruprasad Murthy, *Financial Accounting*, Himalaya Publishing.

BBA104 Business Communication – I

Objective/s and Expected Outcome: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of communications. This course is designed to make student conversant with the basic forms, formats and techniques of business communications. This course will give student the exposure of all relevant communicational theories so that they become a highly confident and skilled writer.

Unit I (12 Hrs.)

Basic parts of speech: Noun, pronoun, verb, adjective, adverb, preposition, article, idioms, one word substitution. **Tenses:** introduction, uses of present, past and future tense, Use of prepositions conjunctions and interjections. Use of punctuations.

Unit II (12 Hrs.)



Sentences: simple compound and complex formation, transformation of sentence: active and passive, affirmative and negative interrogative and assertive, degree of comparison, conversation ,Direct and indirect speech. **Correct word usage** – Homonyms, antonyms and synonyms.

Unit III

(12 Hrs.)

Business Communication – its meaning & importance. Barriers to effective Communication. **Types of communication** – Verbal communication and non- verbal Communication **Basic Model of Communication:** History of communication theory, Shannon and Weaver's model of communication, encoding and decoding, feedback, noise. **Essentials of effective business communication** – 7 C's of communication.

Unit IV

(12 Hrs.)

Business letter writing: need, functions and kinds, layout of letter writing, types of letter writing: persuasive letters, request letters, sales letters, complaints and adjustments; departmental communication: meaning, need and types: interview letters, promotion. letters, resignation letters, newsletters, circulars, agenda, notice, office memorandums, office orders, press release, job application, leave application. Business etiquettes: Email and net etiquettes, etiquette of the written word, etiquettes on the telephone, handling business meetings.

Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct. Review/summarizing of newspaper articles, features etc, on the spot writing of dialogues/ conversation building.

Suggested Readings/ Books:

- Wren & Martin, *English Grammar and Composition*, Sultan Chand & Sons.
- Lesikar, *Business Communication: Making Connections in a Digital World*, McGraw Hill
- S C Sharma, Shiv N. Bhardwaj, *A Textbook of Grammar and Composition*, Jawahar Book centre
- Boove, Thill, Chaturvedi, *Business Communication Today*, Pearson Education.
- Murphy and Hildebrandt, *Effective Business Communication*, Tata McGraw Hill Education.
- Krizan, Buddy, Merrier, *Effective Business Communication*, Cengage Learning
- S. J McGraw, *Basic Managerial Skills for All*, Prentice Hall of India.

BBA105 Introduction to Computers – I

Objective/ s and Expected Outcome: This is a basic paper of IT to familiarize the students with computer and It's applications in the relevant fields and exposes them to some functions of Microsoft office and with its utility.

Unit I

(12 Hrs.)

Computer Fundamentals: Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. **Data Representation:** Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion.

Unit II

(12 Hrs.)

Computer Software: Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low and High Level Languages. **Computer Memory:** Primary Memory &

Secondary memory. Storage media. Introduction to windows operating system: All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, Renaming a File Using accessories such as calculator, paint brush, CD player, etc.

Unit III

(12 Hrs.)

Introduction to MS-Word: Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc. **Introduction to MS Powerpoint:** PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.

Unit IV

(12 Hrs.)

Introduction to MS-Excel: Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

Suggested Reading/ Books:

- P.K.Sinha, *Fundamental of Computers*, BPB
- Ron Masfield, *MS-Office*, Tech publication
- Leon & Leon, *Internet for Everyone Leon*, Tech World
- Curtin, Foley, Sen, Martin, *Information Technology*, Tata MCGraw Hill
- Sanjay Saxena, *A First Course in computers*, Vikas Publication

*Second
Semester*

BBA 201 Organization Behaviour

Objective/s and Expected Outcome: This course emphasizes the importance of human capital in the organizations of today. It gives an insight to the students regarding individual and group behaviour in any organization.

Unit I (12 Hrs.)

Introduction: Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour (OB), role of OB in management practices, challenges and opportunities for OB.

Unit II (12 Hrs.)

Individual behaviour in organization: Foundation of individual behaviour, understanding self; perception – nature, importance, perceptual selectivity, stereotyping, halo effect. Learning and its theories, behaviour modification. **Attitudes:** importance, components and major job attitude. Personality, meaning, self concept, self-esteem, major determinants of personality. Motivation, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

Unit III (12 Hrs.)

Group behaviour in organization: Group dynamics, Types of groups, Group norms and roles, Group cohesiveness, Group development and facilitation. Understanding work Teams and types of team, Creating effective team. Dynamics of managerial leadership: nature, leadership styles, trait, behavioral, contingency theories, and managerial grid.

Unit IV (12 Hrs.)

Inter- personal behaviour in organization: power and politics, Management conflict, Organisational culture, Organisational change, Stress management

Suggested Readings/ Books:

- Robbins, *Organization Behaviour*, Pearson Education Asia
- Luthans, *Organization Behaviour*, Tata McGraw Hill
- Newstrom, *Organizational Behaviour: Human Behaviour at Work*, Tata McGraw Hill
- L.M. Prasad, *Organisation Behaviour*, Sultan Chand
- Parikh, Gupta, *Organisational Behaviour*, Tata McGraw Hill
- Aswathappa, *Organization Behaviour*, Himalaya

BBA202 MACRO ECONOMICS

Objective/s and Expected Outcome: The Macroeconomics course is designed to provide students with a unified framework that can be used to analyze macroeconomic issues such as flow of income and expenditure, national income, consumption function, theory of investments, interest rates determinants, inflation, monetary and fiscal policies.

Unit-I

(12 Hrs.)

Macroeconomics: Meaning, nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis. **Circular flow of income and expenditure.** **National income:** Concepts, measurement, difficulties and importance

Unit-II

(12 Hrs.)

Theory of Income and employment: Classical theory of output and employment, Say's law of markets. Keynesian theory of income determination. **Consumption Function:** Meaning, determinants and importance. Theory of consumption: Absolute income hypothesis, Relative income hypothesis, Permanent income hypothesis, life Cycle Hypothesis.

Unit-III

(12 Hrs.)

Theory of Investment: Types of investment, determinants of investment, marginal efficiency of capital, net present value, internal rate of return, **Interest rate determination:** Classical, Neo-classical and Keynesian theories. **Theory of Multiplier:** Static and dynamic multiplier, tax multiplier, foreign trade multiplier, balanced budget multiplier, leakages from multiplier, Importance and limitations

Unit-IV

(12 Hrs.)

Inflation: Meaning, types, and theories. **Stabilization policies:** Monetary and fiscal policies. **Money:** Its function and role: Quantity theory of money, Fisher and Cambridge equations. Keynes views about money and prices.

Suggested Readings/ Books:

- Erol Soga, *Macro Economics*, Pearson Education.
- Aggarwal, *Macroeconomics Theory and Policy*, Pearson Education.
- Samuelson, Nordhaus, Chaudhri, *Macroeconomics*, Tata McGraw Hill
- D. N Dwivedi, *Macro Economics*, McGraw Hill Education.
- Mishra and Puri, *Modern Macro-Economics Theory*, Himalaya Publishing House.
- Shapiro, *Macro-Economics Analysis*, McGraw Hill Education.
- Mark Hirschey, *Fundamentals of Managerial Economics*, Cengage Learning.

BBA 203 Business Mathematics

Objective/s and Expected Outcome: This mathematics course emphasis the mathematics required in general business processes. This course is designed to prepared students for mathematical and analytical applications required in subsequent business and economic courses This course covers those topics which can be used in day to day business transactions and covers the mathematical processes and techniques currently used in the fields of business and finance

Unit I (12 Hrs.)

Logarithm and set theory- definition of set , methods of describing a set , types of set sub sets and their properties, compliment of set operations of sets , fundamental law of algebra of sets, de Morgan"s law, Venn Diagram, application of sets in problems based on number of elements of the set. **Logarithms:-**definitions fundamentals properties of logratihm with proofs, base changing formula with proof, problem solving without using log table, application of logarithm in solving problem based on compound intrest, depreciation and population growth using log tables.

Unit II (12 Hrs.)

Matrices and Determinants: definition of matrix, equality of matrices, types of matrices, scaler multiplications, operation on matrices, transpose of matrices, symmetric and skew symmetric matrices, determinants- introduction, Minors & Cofactors, adjoint of a matrix, inverse of a matrix, application of matrices in solving system of linear equations, using Cramer"s Rule and matrix inversion method .

UNIT III (12 Hrs.)

Derivatives- definition of derivatives, derivative from first principle, derivative of sum, Difference, Product and Quotient of two functions, chain rule, derivative of parametric equations, differentiation of one function w.r.t. another function , Implicit functions, logarithmic Differentiation, Derivative of second order, application of derivatives- maxima and minima.

UNIT IV (12 Hrs.)

Binomial Theorem- introduction to binomial theorem, problems based on binomial theorem, general term, particular terms, middle term, binomial theorem for any index, applications of binomial theorem. **Logarithms-** definition , fundamental properties of logarithms with proofs, base changing formula with proof, problem solving without using log table, application of logarithms in solving problem based on compound interest, depreciation and population growth using log tables.

Suggested Readings/ Books:

- Trivedi, *Business Mathematics, 1st edition*, Pearson Education.
- Sncheti and Kapoor, *Business Mathematics*, Sultan Chand and Sons.
- Raghavachari M., *Mathematics for Management*, McGraw Hill Education.
- Cleaves, Cheryl, and Hobbs, Margie, *Business Mathematics 7th Edition*, Prentice Hall.
- Khan, Shadab, *A Text Book of Business Mathematics*, Anmol Publications
- Charles D. Miller, Stanley A. Saltzman, *Business Mathematics*, Pearson Education

BBA 204 Corporate Accounting

Objective/s and Expected Outcome: To make the student familiar with corporate accounting procedures and in-depth knowledge of preparation of various accounts related to corporate field.

Unit I (12 Hrs.)

Accounting For Share Capital Transactions - Issue Of Shares at Par, at Premium and at Discount; Forfeiture and Re-Issue of Shares; Buy-Back of Shares; Redemption of Preference Shares - Statutory Requirements, Disclosure In Balance Sheet; Rights Issue. **Issue and Redemption of Debentures: Issue of Debentures** - Accounting Treatment and Procedures; Redemption of Debentures; Conversion of Debentures into Shares. Underwriting of Issues; Acquisition of Business; Profits Prior To Incorporation; Treatment of Preliminary Expenses

Unit II (12 Hrs.)

Preparation And Presentation of Final Accounts: Provisions and Reserves; Determination of Managerial Remuneration; Appropriation out of Profits; Transfer of Profits to Reserves; Payment of Dividend, Transfer of Unpaid Dividend to Investor Education and Protection Fund; Bonus Shares and Payment of Interest out of Capital.

UNIT-III (12 Hrs.)

Accounting Treatment for Amalgamation and Reconstruction of Companies: Internal Reconstruction Holding and Subsidiary Companies - Accounting Treatment and Disclosures; Consolidation of Accounts Valuation of Goodwill and Shares

Unit IV (12 Hrs.)

Overview of Financial Reporting In Respect of Various Kinds of Financial Institutions Like Mutual Funds, Non Banking Finance Companies, Merchant Bankers, Stock Brokers, etc.

Computerised Accounting : Accounting Software: Role of Computers in Accounting.

Suggested Readings / Books:

- M.C. Shukla, T. S. Grewal & S. C. Gupta, *Advanced Accounts*, Sultan Chand & Company Ltd.
- R. L. Gupta & M. Radhaswamy, *Company Accounts*, Sultan Chand & Sons,
- S.N. Maheshwari, *Corporate Accounting*, Vikas Publishing House.
- T.P Ghosh, *Accounting Standards and Corporate Accounting*, Taxman"s, New Delhi.

BBA205 BUSINESS COMMUNICATION – II

Objective/s and Expected Outcome: The main aim of this course is to develop the reading, listening, writing and presentation skills of the undergraduate students. The students should be able to act with confidence, should be clear about their own personality, character and future goals.

Unit I (12 Hrs.)

Developing Reading Skills: identify the purpose of reading, factors effecting reading, learning how to think and read, developing effective reading habits, reading tactics and strategies: training eye and training mind, Recognizing a broad range of thought patterns in reading selections, reading and interpreting visuals, making inferences, recognizing facts and opinions.

Unit II (12 Hrs.)

Developing Listening Skills: importance, purpose of listening, art of listening, factors affecting listening, components of effective listening, process of listening, principles and barriers to listening, activities to improve listening.

Unit III (12 Hrs.)

Developing Writing skills: planning, drafting, revision, editing, paragraph writing, precis making. **Letter Writing:** Inter-office memorandums, notice, advertisement, faxes, e-mails, sales letters, request letters, order letters, good news and bad news letters. **Resume Writing:** planning, organising contents, layout, guidelines for good resume **Report Writing:** structure, types, formats, drafting of various types of report.

Unit IV (12 Hrs.)

Developing speaking skills advantages and disadvantages, Conversation as communication, extempore, speaking, art of public speaking, Meetings preparations , Group communication through committees, conference and other formal communication with public at large, seminar, symposia and conferences, Ambiguity avoidance. **Group Discussion-** Nature, uses and importance, guidelines for GD. **Presentations:** Four P's of presentation, structuring, rehearsing, and delivery methods, effective Presentations. **Interviews:** Preparation techniques, frequently asked questions, projecting a positive image

Suggested Readings/ Books

- Lesikar, Petit, *Business Communication*, All India Traveler bookseller.
- Pal, Rajendra & Korlahalli, *Essentials of Business Communication*, Sultan Chand & Sons
- Bovee, Thill and Chaturvedi, *Business Communication*, Pearson Education.
- Lillian, Chaney, *Intercultural Business Communication*, Pearson Education.
- Chaturvedi, Mukesh, *Business Communication: Concepts, Cases & Applications*, Pearson Education.

BBA206 Computer Applications – II

Objective/s and Expected Outcome: This is a basic paper of IT to familiarize the students with computer and its applications in the relevant fields and exposes them with its utility.

Unit I (12 Hrs.)

Operating System Concept: Introduction to Operating System; Function of OS, Types of Operating Systems, Booting Procedure, Start-up Sequence, Details of Basic System Configuration. DOS: Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, CHKDSK. Difference between windows and DOS.

Unit II (12 Hrs.)

Introduction: definition of data, uses & need of data in organizations. Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and Storing Data in a DBMS, Queries in a DBMS, Structure of a DBMS, People who deal with Database.

Unit III (12 Hrs.)

Computer Network & Communication: Network types, Network topologies, Network Communication Devices, Physical Communication Media, Network Protocol (TCP/ IP). An Introduction to the World Wide Web: Concepts of Web Technology, Web Browsers, Internet and Intranet, Various applications of Internet such as Search Engines, email, information gathering, retailing, Telnet, ftp etc.

Unit IV (12 Hrs.)

Using Ms-Access: Getting Familiar with Access Objects: Tables, Queries, Forms, Reports, and Modules. Creating Tables, adding and deleting records, Querying: creating, saving and editing; joining tables in queries Forms: creating and using forms, Reports: creating and printing reports,

Suggested Readings / Books:

- Goyal, Anita, *Computer Fundamentals, 1st Edition*, Pearson Education.
- Leon and Leon, *Introduction to Information Technology*, Vikas Publishing House.
- Joseph A. Brady and Ellen F Monk, *Problem Solving Cases in Microsoft and Excel, 4th Annual Edition*, Thomson Learning.
- Rajaraman, V., *Introduction to Information Technology*, Prentice Hall of India.
- Deepak Bharihoke, *Fundamentals of Information Technology, 3rd E*

HUMAN RESOURCE MANAGEMENT BBA 301

Objective: To provide an in-depth overview of the field of HRM, what are the roles and responsibilities of HR professionals how the primary functions affect the broader business strategy.

Unit 1

Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements, HRM practices in India, issues and challenges

Unit II

Job analysis: steps in analysing job and introduction to methods of collecting job analysis information, Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement.

Unit III

Recruitment: sources of recruitment, policies and procedure of recruitment, selection process, testing and interviews, Placement and induction, transfer and promotion.

Unit IV

Human Resource Development: Identification of training needs and techniques of training, employee development and career planning, Wage and salary administration and incentives, Performance appraisal, methods and problems of performance appraisal.

Suggested Readings:

1. Rao V.S.P. Human Resource Management, Excel books
2. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
3. Dessler, Garg, Human Resource Management, Pearson education.
- 4 C.B. Memoria Personal Management Himalaya
- 5 K. Aswathappa Human Resource Management Tata McGrawHill
- 6 C.B. Gupta Human Resource Management Sultan Chand and Sons

MARKETING MANAGEMENT (BBA 302)

Objective: Marketing is one of the foremost functions of Management in present day corporate world, its understanding results in developing best products in terms of goods and services that brings consumer satisfaction. This course will imbibe the basic understanding among the students to become successful marketers.

Unit I

Marketing: Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro Environment

Unit II

Market segmentation: need, concept, nature, basis and strategies, mass marketing vs. Segmentation.

Marketing mix: 4Ps of products and 7Ps of services, components and factors affecting

Unit III

Product decisions: product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions

Pricing decisions: importance, objectives, designing strategies, Pricing Techniques

Unit IV

Product promotion: promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting.

Distribution: types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components

Suggested Readings:

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.
3. Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.
4. Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

COST ACCOUNTING BBA303

Objectives: To familiarize students with basic knowledge of cost and management accounting. To equip students with problem solving skills and to enable students to apply knowledge in decision making.

Unit I

Introduction: Cost and Cost Accounting, Scope, Objectives, Advantages and disadvantages, Installation of costing system. Differences Between Cost Accounting and Financial Accounting and Management Accounting, Analysis of Cost – Preparation of cost sheet, estimate, tender and quotation, Material Control: concepts and techniques, pricing of material issues, Labour control : labour turnover, idle time, methods of wage payment

Unit II

Overhead control: classification, allocation, apportionment and absorption of overheads, Marginal Costing: contribution, P/V ration; Break even analysis, margin of safety, application of marginal costing techniques.

Unit III

Standard Costing and Variance Analysis: material variances, labour variances, Reconciliation of cost and financial Accounts. Budgetary Control: Meaning, Classification, types of budget (fundamentals only).

Unit IV

Financial Statement analysis: Meaning, objectives and Techniques including Ratio Analysis. Cash Flow Statement (as per AS14),

Suggested Readings:

1. Khan & Jain, Cost Accounting, Tata McGraw Hill
2. Jawahar, Cost Accounting, Tata McGraw Hill
3. Wilson, Cost Accounting, Himalya publications
4. Gupta, Sharma, Ahuja, Cost Accounting, FK publications
5. Nigam & Jain: Principles & Practices, PHI Learning

Business Statistics BBA-304

Objective: the course will enable the students to understand statistics, how and when to apply statistical techniques to decision making situations and how to interpret the results.

Unit-I

Statistics : Definition, Importance & Limitation, Collection of data, classification and presentation of frequency distribution

Measures of Central Tendency and Dispersion : Meaning and objectives of measure of central tendency- arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; Measure of variation, range, quartile deviation, mean deviation and standard deviation, coefficient of variation.

Unit II

Correlation and Regression : Meaning of correlation , types of correlation positive and methods of studying correlation, Lines of regression, co-efficient of regression, standard error of estimate.

Unit III

Index numbers and Time series : Index number and their uses in business; construction of simple and weighed price, quantity and value index numbers, test for an ideal index number, Components of Time series - secular trend, cyclical, seasonal and irregular variations. Methods of estimating secular trend and seasonal indices : use of time series in business

Unit IV

Probability & Probability Distributions : Definition, Basic concepts, Events and experiments, random variables, expected value Types of probability: Classical approach, Relative frequency approach or empirical probability, Subjective approach to probability, Theorems of probability: Addition theorem, Multiplication theorem, Conditional probability, Bays Theorem,

Suggested Readings:

1. Sancheti and Kapoor V.K., Statistics Theory, Methods & Application, Sultan Chand & Sons,
2. R.P.Hooda, Introduction to Statistics, Macmillan,
3. S.C. Aggarwal & R.K Rana, Basic Statistics for Economists: V.K. India.
4. Lewin and Rubin, Statistics for Management, Prentice-Hall of India, New Delhi
5. S P Gupta Statistical Methods Sultan Chand
6. Beri, Business Statistics Tata Mc Graw Hill
7. Chandan J S, Statistics for Business and Economics Vikas Publications

INTRODUCTION TO SERVICE INDUSTRY BBA 315

Objective: The objective of this course is to introduce the student to the growing role of Service industry in Indian economy. Course will provide an insight to Opportunities available and Challenges faced by marketers while marketing of services. They will also be familiarized with the various types of service industries in India.

Unit 1

Introduction to Services industry: Growing Importance of Services Sector; Meaning and Nature of Services; Classification of Services and Implications of selling services.

Unit 2

Introduction to Financial Services: Scope, Opportunities, Challenges and Growth of financial services in India.

Unit 3

Introduction to Telecom & IT Services: Scope, Opportunities, Challenges and Growth of Telecom & IT Services in India.

Introduction to Health Services: Scope, Opportunities, Challenges and Growth of Health services in India.

Unit 4

Introduction to Tourism and Travel Services: Scope, Opportunities, Challenges and Growth of Tourism and Travel services in India.

Books:

1. **Bryson J. R., Daniels P. W. :** The Handbook of Service Industries; Edward Elgar Publishing,
2. **Gaurav Nayyar .;** The Service Sector in India's Development Cambridge University Press
3. **Jha S. M.,** Services Marketing: Himalaya Publication House

SERVICE OPERATIONS MANAGEMENT BBA 316

Objective: The objective of the course is to provide a broad understanding and knowledge of several operations management concepts as applicable to Service industry. The focus of the course will be on learning the tools and techniques used for designing and managing the service operations. Emphasis is also placed on the application of these concepts to improve quality of service operations.

Unit 1

Understanding Service Operations: Introduction to Production and Operations management, its functions and relationship with other functional areas. Facility location decision, process layout, Capacity planning.

Unit 2

Introduction to Service Operations: Nature of Services, Strategy and Positioning of Service operations.

Unit 3

Designing Service Operations: Technology and its Impact on Services, Design and Development of Services and Service Delivery Systems, Work Measurement, Locating Facilities, Designing their Layout.

Unit 4

Managing service operations: Capacity Planning and Waiting Line Management (Queuing), Managing Capacity and Demand, Improving Service Processes – Use of Tools for Process Improvement, Quality in service operation.

Books:

1. **Fitzsimmons, James A., and Mona J. Fitzsimmons**, Service Management: Operations, Strategy, and Information Technology, Tata McGraw Hill Publications
2. **Johnston Robert & Clark, Graham** Service Operations Management:, Prentice Hall Publications
3. **Khanna, R.B.**; Production and Operations Management; Prentice Hall of India, New Delhi
4. **Jhamb L.C.** Production & Operations Management, Everest Publishing House,
5. **K. Aswathappa & Bhat**, Production & Operations Management Himalaya Publishing.

RESEARCH METHODOLOGY BBA 401

Max. Marks: 100

External Assessment: 60

Internal Assessment: 40

Objectives: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

UNIT I

Research Methodology: definition, objectives, role, scope in management research, process of research, limitations & types

Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors

UNIT II

Sampling: Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non- probability sampling techniques, Probability sampling techniques, Sampling and non sampling errors.

Data collection: primary, secondary data collection, observation methods and survey method:

UNIT III

Measurement Concept, Levels of measurement—Nominal, Ordinal, Interval and Ratio
Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques, **Questionnaire Designing:** Types, Guidelines for developing a good questionnaire

UNIT IV

Data Preparation And Analysis :: Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts)

Report Writing: Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report.

Suggested Readings:

1. C.R. Kothari : Research Methodology, New Age International Publishers
2. K.V. Rao : Research Methodology, Sterling Publishers,
3. Srivastava and Rego : Business Research Methodology Tata McGraw Hill
4. Rajinder Nargundhkar : Marketing Research, Tata McGraw Hill
5. Cooper and Schindler, Business Research Methods, Tata McGraw Hill

FINANCIAL MANAGEMENT BBA402

Max. Marks: 100
External Assessment: 60
Internal Assessment: 40

Objectives: Students will equip themselves with topics in corporate finance, how the finances are managed and their reflections on the fundamental decisions to be taken by the corporate and finance world

Unit I

Introduction: Scope of Financial Management, Traditional Approach; Modern Approach; Objectives of Financial Management; Investment Decisions; Financing decisions; Profit Maximization vs. Wealth Maximization, Sources of Long term Financing.

Unit II

Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Pay-back period; rate of return method; Net Present value method; Internal rate of return method; Profitability index method.

Unit III

Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares; cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates (Fundamentals only).

Unit IV

Capital Structure: Introduction; capital structure decisions; NI approach; NOI approach; MM approach; Traditional approach.

Working Capital: Meaning, Factors affecting working capital management and sources of working capital.

Suggested Readings:

1. Khan, M. Y. and Jain P. K. Financial Management, Text, Problems & Cases, Tata McGraw Hill Company, New Delhi.
2. Maheshwari, S.N, Financial Management – Principles & Practice, Sultan Chand & Sons.
3. Prasanna, Chandra, Financial Management: Theory and Practice, Tata McGraw Hill.
3. Sheeba Kapil, Financial Management, Pearson Education.
4. Bhalla. V. K. Financial Management and Policy: Text and Cases, Anmol Publications Pvt. Ltd.

CONSUMER BEHAVIOUR BBA 403

Objectives: This course aims at enabling students to understand the various aspects of consumers behaviour, the external and internal factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy.

Unit 1

Consumer behaviour: nature, scope & application

Consumer buying behaviour: consumer decision making process (five step model), factors affecting buying behaviour, purchase behaviour, buyer's role.

Unit 2

Consumer as an individual:

Consumer motivation: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs

Introduction to Personality: Theories, Product Personality, Perception: Concept and Elements of Perception and Attitude with reference to consumer behavior.

Unit 3

Consumer in social & cultural setting:

Reference groups: concepts, factors affecting reference groups, Family: Functions of family, Family decision making, Family Life Cycle social class & its measurement

Culture & sub culture: definition & influence

Unit 4

Consumer Decision Making: Introduction to opinion leadership Process Diffusion of innovations: Diffusion Process, Adoption Process, Introduction to Consumer Decision Making: levels, decision making process, Various views of consumer decision making, Models of consumer decision-making.

Suggested Readings:

1. Schiffman & Kanuk: Consumer Behaviour, Pearson Education
2. Engel, Blackwell, & Miriand: Consumer Behaviour, Dryden Press
3. Majumdar, R, Consumer Behaviour: Insights from the Indian Market, PHI Learning Pvt. Ltd., New Delhi
4. Loudon, Bitta, Consumer Behaviour, Tata McGraw Hill, New Delhi.

SERVICES MARKETING BBA-414

Objective:

The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.

UNIT - I

Nature & Scope: Concept of services, importance, Goods & Services marketing, Emergence & Reasons for growth of service sector in India, Characteristics of services, and Classifications of services

Concept of 7-Ps; From 4Ps to 7Ps

UNIT -II

Product - product levels Product and Service differentiation

Pricing of services - pricing concepts, pricing strategies for services, use of differential pricing.

Place - Service distribution, components of service delivery system, potential management, and problems associated with services delivery.

Promotion - Advertising, Sales Promotion & Personal Selling in service industry.

UNIT - III

People - Importance of people in service marketing. role of various people involved.

Physical Evidence - concept of Physical Evidence, importance, types of Physical Evidence in various services

Process -concept, types of process, Role of process in various services

UNIT - IV

Service Models - Service quality Gap Model, Gronross Model of service quality (Internal marketing, external marketing and Interactive marketing).

Challenges in Marketing of services, Application of Service Marketing to Hospitals, Educational Institutions, Tourism Industry

Suggested Readings:

1. Nargundkar, Rajendra; Services Marketing; Tata McGraw Hill, New Delhi
2. Chowdhary, Nimit; Text of Marketing of Services: The Indian Experience; Macmillan, New Delhi
3. Kotler, Philip; Principles of Marketing; Pearson Education, New Delhi

CUSTOMER RELATIONSHIP MANAGEMENT BBA415

Objective:

This course is designed to impart the skill based knowledge of Customer Relationship Management. The syllabus encompasses almost the entire aspect of the subject. The purpose of the syllabus is to not just make the students aware of the concepts and practices of CRM in modern businesses but also enable them to understand and implement suitable CRM practices and programs for the company they would be working for.

Unit-1 Introduction to CRM:

Introduction, Strategic CRM, Operational CRM, Analytical CRM, Collaborative CRM, Misunderstandings about CRM, Defining CRM, CRM constituencies, Commercial and not-for-profit context of CRM, Models of CRM.

Unit-2 Managing the Customer Life Cycle:

Customer Acquisition, Understanding Customer Value, Sources of Customer Value, Customization, Value from products – services – processes – people – physical evidence – KPI of a customer acquisition programme , Operational CRM tools, Support from CRM Analytics.

Unit-3 Customer Retention & Development:

Managing Customer Retention - Economics of Customer Retention, Strategies of Customer Retention,
Positive Customer Retention Strategies, KPI for Customer Retention programme,
Strategies for Customer Development, Strategies for terminating Customer Relationships.

Unit-4 CRM in consumer markets:

Characteristics of B2C markets – Campaign management – Event based marketing
CRM and customer service: The call centre, call scripting, customer satisfaction
measurement

CRM in business (B2B) markets

Characteristics of business markets - Key account management – Concept and application
CRM in e-business: Expectations of online customers – Benefits of e-CRM

Suggested Readings:

1. Shainesh, G., and Sheth, Jagdish N; *Customer Relationship Management, A Strategic Perspective*; Mcmillan India Ltd.
2. Garikaparthi, Madhavi; *CRM – The New Face of Marketing*; ICFAI Press, Hyderabad (2002).
3. Chaturvedi, Mukesh and Chaturvedi, Abhinav; *Customer Relationship Management, An Indian Perspective*; First Edition 2005; Excel Books, New Delhi.
4. Ramana, V. Venkata, and Somayajulu, G; *Customer Relationship Management, A key to corporate success*; First Edition 2003; Excel Books, New Delhi.
5. Sheth, N. Jagdish, Parvatiyar, Atul and Shainesh, G; *Customer Relationship Management, Emerging Concepts, Tools and Applications*; Tata McGraw-Hill, New Delhi.

MANAGEMENT INFORMATION SYSTEMS FOR SERVICE INDUSTRY
BBA 416

Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of MIS. The course will explain the relationship among and between information systems and management, analyze how technology can be used to synthesize complex data to make sound business decisions.

Unit I

Introduction: Definition, characteristics & significance of MIS. Introduction to business systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems. Information Concepts: Data Vs Information, types of information, quality of information.

Unit II

Decision Making: Simon's model of decision making, structured & unstructured decisions. Database Management: Objectives, role, advantages & disadvantages of DBMS, SQL, use of databases for integration across functional areas. Introduction to Decision Support System.

Unit III

Design Methodology & Techniques: System development life cycle, software development models. System Analysis – SRS, DFD, DD & Decision tables. System Design – design methods, detailed system design, design documentation. System Implementation & testing.

Unit IV

Implementation & Evaluation: Planning, organizing, testing & changeover. Evaluation approaches. Brief introduction of emerging concepts and issues in Information Systems: Supply Chain Management, Customer Relationship Management, ERP, Data Warehousing, Data Mining.

Suggested Readings:

1. D.P. Goyal : Management Information Systems. MacMillan.
2. Davis & Olson: Management Information Systems.
3. Murdick, Ross, & Clagett: Information Systems for Management.
4. Kenneth, Laudon and Jane Laudon MIS: Managing the Digital Firm, Pearson Education.

Business Environment (BBA-501)

Max. Marks: 100

External Assessment: 60

Internal Assessment: 40

Objective: This course is intended to make students understand various social, political, legal and economic and other factors that influence business in India so as to enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

Unit- I

Business & Social Environment: Meaning, salient features, significance, internal & external environment, environment scanning: features, process & techniques, social responsibility of business, ecological environment protection Act.

Unit- II

Political & Economic Environment: Three political institutions: legislature, executive & judiciary, salient features of economic system: basic philosophies of capitalism, socialism & mixed economy, liberalization, privatization & globalization. new industrial policy & its implication in India, disinvestment of public enterprises- rationale, objectives & implications
fiscal policy: types, instruments: taxation & public expenditure & their impact on economy
monetary policy: types, instruments, EXIM policy

Unit- III

Technological, Legal and Regulatory Environment: Impact of Technology on Business, Technological Policies, Problems in Technology Transfer, Salient features of intellectual property rights and trademarks, Competition Act 2002: features, objectives, objectives, anti competitive agreement, abuses of dominance, regulations of combinations, leniency regulation, Foreign Exchange Management Act 1999 (FEMA): Features, objectives, application of the Act, FEMA Vs FERA.

Unit- IV

International Environment: Trends in global trade & investment; balance of payments/ trade, foreign direct investment and collaboration.
Economic Institutions: World Trade Organization, UNCTAD, IMF.
Trade blocks : EU, NAFTA, SAARC, Foreign Trade: SEZ (Special Economic Zones).

Suggested Readings:

1. Dr Francis Cherunilam, Business Environment Text & Cases, Himalaya Publishing House,
2. Mishra, S.K. and Puri V.K, Economic Environment of Business, Himalaya Publishing House,
3. Paul Justice, Business Environment- Text and Cases, TATA McGraw Hill Publishing
4. K Aswathappa, Essential of Business Environment, Himalaya Publishing House,
5. Economic Survey, Government of India (Latest)

BBA-512 Retail Management

COURSE OBJECTIVE:

The objective of the course is providing insights on retail operations. This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change

Unit-I

Introduction to retail: retail in India; retail models and theories of retail development; understanding the retail consumers; ethical issues in retailing

Unit-II

Retail marketing strategy; retail franchising; retail store location and site selection; retail store design and visual merchandising; customer relationship management in retailing.

Unit-III

Basics of retail merchandising; the process of retail merchandising; the method of merchandise Procurement; retail pricing and evaluating merchandise performance; retail communication mix

Unit-IV

Retail store operations; servicing the retail customers; retail human resource management; financial aspects of retail management; retail information system; supply chain management in retailing

Suggested Reading:

1. Pradhan, Swapna; **Retailing Management**; Tata McGraw Hill; New Delhi
2. Berman, Barry & Evans, Joel R.; **Retail Management – A strategic approach**; Pearson Education/Prentice Hall of India; New Delhi
3. Levy, Michael & Weitz, Barton A.; **Retailing Management**; Tata McGraw Hill; New Delhi
4. Lamba, A.J.; **The Art of Retailing**; Tata McGraw Hill; New Delhi

ADVERTISING AND SALES MANAGEMENT BBA 503

Max. Marks: 100

External Assessment: 60

Internal Assessment: 40

Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. The course will help students learn rules and techniques of effective advertising and to understand the sales management process and sales force management

Unit I

Advertising: Definition, its role and importance. Advertising as a means of Communication, Setting advertising objectives, different kinds of advertising, advertising copy Creative copy strategies, message structures, Advertising art & layout,

Unit II

Media planning & scheduling, Advertising Budget, Advertising agencies: Role, Types and Functions.

Measuring advertising effectiveness: pre and post testing, Social, Ethical and Legal Aspect of Advertising,

Unit III

Sales Management: Definition, Nature, Scope and Importance of Sales Management, difference between selling and marketing and sales management and marketing, Evolution of Sales Management, Emerging Trends in Sales Management.

Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Sales Objectives, Sales Strategies.

Personal Selling Process.

Unit IV

Sales Force : Recruitment and Selection Process, Training, Motivation and Compensation of Sales Personnel, Sales Territories and Quotas, Sales Budgets, Sales Audits, Role of information technology in Sales Management.

Suggested Readings:

1. **Aaker, David A and Myera John G.** : Advertising Management (Prentice Hall of India)
2. **Border, W.H,** Advertising, John Wiley N.Y.
3. **Ogilvy D.** Ogilvy on Advertising, Longman publication
4. **Chunnawala** : Advertising Management, Himalya Publishing

Managing across culture (BBA 504)

Max. Marks: 100

External Assessment: 60

Internal Assessment: 40

Objectives: World is now global village. In this globalised world managers of international organizations have to travel across the world. They had to interact, manage people from various cultures. So they need to understand different cultures and respect cross culture differences. This course will help them to understand various cultures and they will learn to manage cross cultural differences.

UNIT- I

Introduction to cross cultural management: Understanding Culture, Culture dimensions,

Significance and impact of cross culture on organizations, role of culture in Strategic Decision-Making . Influence of National Culture on Organizational Culture. Shift in Culture: significance of

shift in Culture, Influence of economic factors and foreign intervention on shifts in local cultures

UNIT-II

Comparing Culture : Cultural and behavioral differences in different countries, various models for comparing cultural- Hofstede , Edward T Hall Study, GLOBE, Kluchohm & Stoodbeck ,Cultural Adaptation through Sensitivity Training, Political, Legal, Economic, Ecological and Technological Facing Business and their Management.

UNIT- III

Cross Cultural Human Resources Management – Staffing and Training for Global Operations
Global Staffing Choices – Expatriates or Local Managers, Dynamics of Cross-Cultural leadership, managing and motivating multi culture Teams. Cross –cultural Negotiation & Decision making : Culture and Dispute, Resolution of Conflicts and Disputes in cross culture context,

UNIT- IV

Emerging Models of Strategic Management in International Context, Achieving and Sustaining International Competitive Advantage; International Strategic Alliances, Cross-culture ethics: Ethics values across cultures and Ethics dilemma

Suggested Readings:

- 1, International management: Managing Across Borders And Cultural,4th Ed, Pearson,
2. Thakur, M., Burton & Gene, E (2002). International Management. Tata McGraw Hill.
3. Hodgetts, R. and Luthens, F. (2003). International Management. McGraw Hill Inc.
4. Esen Drlarry, Rchildress John, The Secret Of A Winning Culture: Building High- Performance Teams, Prentice Hall

BBA-515 Regulatory Frame Work for Service Marketing

Objectives of the Course: Knowledge of service industry laws is necessary for students as they have to work in environments having diverse legal aspects. This course enables the students to know the regulations of government, to setup a hotel and tourism industry. This course creates awareness among students about service industry related laws like contract act, industrial legislation, food adulteration act and tourism related laws.

Unit -1

Indian Contract Act – definition, proposal, agreement, consideration, essentials of valid contract, competent parties, types of contractors – valid, void and voidable.

Performance of contract – discharge of contract – remedies of breach of contract, indemnity and guarantee.

Unit - 2

Consumer Protection Act – definition, consumer, complaint, defect in goods, deficiency in service, unfair trade practice, restricted trade practice, procedure for redressal of grievances before district forum, State commission and national commission.

Sale of Good Act – essentials of valid sales, condition and warranties, unpaid seller and his rights. Rights and duties of seller and buyer. Industrial legislations – Factories Act – definition of factory, worker, health, safety and welfare provisions. Industrial dispute act – definition of industry, manufacturing process, industrial dispute, provision relating to strike, lockout, retrenchment, lay off and authorities of settlement of industrial disputes.

Unit -3

Payment of Wages Act – definition of wages, authorized deduction, workmen's compensation act, definition of dependent, disablement, occupational diseases, liability of employer to pay compensation and amount of compensation. Minimum Wages Act, Environmental Protection Act – water act (prevention and control of pollution), the Air Act (prevention and control of pollution)

Unit - 4

Food Adulteration Act – principles of food laws regulating prevention of food adulteration, definition, authorities under the Act, Essential commodities Act and AGMARK.

Licenses and permits for hotel and catering establishments, procedure for procurement, bye laws of hotels and restaurant under municipal corporation – renewal, suspension and termination of licenses.

Tourism related laws – VISA, Passport, and Foreign registrations, Customs, Citizenship and FERA Act. Reserve Bank of India – guidelines, government procedures. Sustainable and preservation act – wild life protection act – Labor's law. Tourism regulations of Government.

Reference Books

Mercantile law: M.C Kunhal,

Mercantile law: Gary and Chawla,

Business Law : Tulsian

Business Law: Gary and Chawla

SEMINAR ON TRAINING REPORT BBA506

Max. Marks: 100

Internal Assessment: 100

Between the fourth and the fifth semester the students are required to undergo summer training in any organization. The training is aimed at exposing the students to the practical aspects of management and the application of theories of management. They are required to carry out a project and submit a report to the institution at the end of training. This training report is required to be presented to the class and evaluated by a teacher/teachers of the college.

BBA 601 Corporate Strategies

Objectives: The course aims at providing fundamental knowledge and exposure to the strategies at corporate level. It will help student understand the relationship amongst goals, objectives, strategies, tactics, plans, programs, procedures, rules etc.

UNIT I

Strategic Management: Introduction, Nature & Scope, Need, Level at which Strategy Operates, Strategic Decision Making, Process of Strategic Management.

Strategic Intent: Vision, Mission, Business Definition, Business Model Goals & Objectives.

Strategy Formulation & process:

Unit II

Environment Appraisal and Scanning: External & Internal Environment including PEST, Techniques for Environmental Scanning (SWOT, ETOP, Quest).

Organizational Appraisal: Dynamics of Internal Environment, Organizational Capability Factors, Methods and Technique Used for Organizational Appraisal.

Unit III

Corporate Level Strategy: Concept, Stability, Expansion, Retrenchment, Combination, Strategy.

Business Level Strategy: Concept, Porter's Generic Business Strategy Strategic Choice: Concept, Process of Strategic Choice, BCG Matrix, GE Nine Cell Matrix, Hofer's Product-Market Evolution Matrix, Directional Policy Matrix, Industry Analysis, Porter's Approach.

UNIT IV

Strategic Implementation: Concept, Interrelationship between Formulation and Implementation, Aspects of Strategy Implementation (Behavioural Implementation, Resource Allocation) Strategic

Evolution and Control: An Overview, Technique of Strategic Evolution and Control

Suggested Readings:

1. Azhar Kazmi: Business Policy, Tata Mcgraw Hill
2. Jouch & Gluick: Strategic Management & Business Policy, Tata Mcgraw Hill
3. Wheelen & Hunger: Strategic management & Business Policy, Pearson Education
4. Pearce & Robinson: Strategic Management AITBS
5. Hill & Manikutty, Strategic Management, Cengage Learning

BBA-612 Tourism and Hospitality Management

Objectives of the Course: The aim of the course is to provide elementary knowledge of tourism industry including transportation, hotel, and destination and future scopes. Course helps to understand the functions of Travel Agencies and tour Operators and familiarizes with National and international tourism organizations.

Unit -I

Introduction: Overview of tourism industry. Concept of tourism- Why it is important to study tourism? Scope of tourism and its economic importance. Impact of Tourism.

Unit -II

Elements of Tourism: (attraction, accessibility, accommodation), tourism product, characteristics of tourism products, types of products and tourism. Hotel Industry, Hotel Chains, Departments of Hotel. Tourist Guide and Escort.

Unit - III

Travel Agency and Tour Operator, Travel related documents, Passport, Visa, currency regulations, custom, health regulations, baggage regulations etc.

Unit -IV

Role of transportation industry in tourism, Indian railways and its special trains (Palace on Wheels, Royal orient), airlines operating in India and international. Kind of Taxi and bus/coach services available.

Travel circuits: some popular and important tourism circuits in India (golden triangle, desert circuit, Buddhist circuit, sun and sand, back waters etc) and International circuits.

Suggested Readings:

Seth, P.N. Successful Tourism Management, Sterling Publication, New Delhi

Bhatia, A.K. Tourism developments.

Negi, Jagmohan, Travel and Tourism, Anmol Publication

Dixit, M. Profiles of Indian Tourism, Royal Book House, Lukhnow

E-commerce BBA 603

Max. Marks: 100

External Assessment: 60

Internal Assessment: 40

Objective: The objective of the course is to acquaint the students with E-Business in competing International markets.

Unit I

Introduction to E-Commerce and E- Business : Definition and competing in the digital economy – Forces Fueling E-commerce and E- Business Models - Environment of E- Business, Economics and social impact of E- Business, opportunities and Challenges.

Unit II

Industry framework and types, Structure and organization of E-Business, Communications – Internet Service Providers, Internet access provider, Internet Vs. Online Services, WWW: Concepts, Technology, Applications and services offered in the Internet. EDI, EFT, Electronic Payment Systems, Industry applications like online banking and other business applications. Electronic Payment Technology, Digital Cash, Electronic check, On-line Credit Card; Electronic Commerce and Banking; Changing dynamics in the banking Industry, Home banking Implementation approaches, Open Vs. Closed models, Management issues in online banking

Unit III

Supply chain management: Supply chain Integration and coordination, importance of supply chain management, objective and methodology of supply chain management, CRM - online sales force, online customer service and support, Technology and Marketing Strategy: Intranets and manufacturing Integrated logistics, agile manufacturing, Internet Marketing. Manufacturing Information Systems, Intranet based manufacturing logistics Management

Unit IV

Security Issues in e-business: Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Securing E-commerce Networks: Security Protocols such as HTTP, SSL, Firewalls, Personal Firewalls, IDS, VPNs, Public Key Infrastructure(PKI) for Security

Suggested Readings

1. Cady, G H and Part McGreger, The Internet, BPB Pub.
2. Carpenter Phil e Brands, HBS Press, Boston, 2000
3. Keen, Peter and Mark McDonald The e-Process Edge, Delhi, Tata McGraw-Hill ,
4. Mann, Catherine, L Global Electronic Commerce, Institute for International Economics,
5. Oberoi, Sundeep e-Security and You, Delhi, Tata McGraw-Hill,
6. Rich, Jason R. Starting an E-Commerce Business, IDG Books, Delhi,
7. Samantha Shurety, ìE-business with Net Commerceî Addison Wesley,

BBA-614 Event Management

Objectives of the Course: Knowledge of Media is important for Public relations and Event Management. This course enables the students to know the importance of Events as a marketing tool. This course creates awareness among students about various types of media and growing importance of Social media.

UNIT-1

The Media Management: Nature, types and purpose, Role of media, Print and Radio as a Media, A realistic approach of Electronic media, growing importance of Social media

Events and Event Management: What are events, Types of event & Event Management, Understanding Events a Events as a communication tools. Events as a marketing tool
The Need: Why do we need events; Growing importance of events like, exhibitions, seminars and conventions worldwide

Unit -2

Event management planning: Principles of event planning, Creativity, Event feasibility, setting realistic objectives, Time lines and Budgeting.

Unit-3

Marketing Event Management: Marketing strategies, targeting and segmentation, and Sales Promotion

Sponsorship: Core principles of sponsorship, Elements of good sponsorship, Identifying appropriate sponsors and sponsorships managing sponsorship relationships

Unit-4

PR in Event Management, Creating a PR plan for your event, Press and broadcast media relations, Getting material onto TV and radio, Briefing journalists, Preparing press releases and press packs, Commissioning and briefing photographers, maximizing publicity opportunities for your event

Suggested Readings:

Wagen, LVD, Event Management, Pearson

Goyal, Swarup K. Event Management, Adhyayan Publishers & Distributors

Sita Ram Singh Event Management, Har Anand Publications

Sharma Diwakar, Event Planning & Management, Jain Books

Gaur Sanjay S & Saggere Sanjay V. Event Marketing and Management Har Anand Publications

BANKING AND INSURANCE SERVICES BBA-605

Max. Marks: 100

External Assessment: 60

Internal Assessment: 40

Objectives: Service sector is contributing maximum in India's GDP. Banking and insurance sector constitute important part of service sector. The course has been designed to give students insight into the operations of banking and insurance.

Unit I

Evolution of Banking-Banking in India, Types of Banks, Roles of Banks (viz. Intermediation, Payment system, Financial services), Banking Regulations, BASEL Norms, Banking Products – Fee based and fund based, Bank Management : Liquidity Management, Investment Management , Loan Management, Liability Management, Credit Management, Risk Management

UNIT-II

Emerging Trends in Banking- Financial sector reforms, Universal Banking, Micro Financing, Consolidation of Indian banks: Bancassurance in India, Basel II norms and its impact on Indian banking Sector. Monetary Policy: Objectives, Monetary supply and control of inflation, Interest Rate Policy and its implication, Branch licensing Policy.

UNIT-III

Basics of Insurance -Indemnity, Insurable interest, Materiality of facts, Uberimmae Fidae and implications, Duty of disclosure, Types of Insurance: Life Insurance, General Insurance, Health & Medical Insurance, Property related Insurance, Liability Insurance, Reinsurance. Principles governing marketing of insurance products. Insurance Regulation and Role of IRDA

UNIT-IV

Management Techniques & Process : Definition of Risk, Classification of Pure Risks: Personal Risks, Property Risks, Liability Risks, Failure of Others, Overlapping Risks; Rules of Risk Management, Risk Management Technique, Risk Management Process: under writing TPA basic assessment, claim management of claim settlement.

Suggested Readings:

1. Mishra M.N., Insurance Principle & Practice, Sultan Chand & Company Ltd.,

2. Ganguly Anand, Insurance Management, New Age International Publishers,
3. Vaughan & Vaughan, Fundamentals of risk & Insurance, John Wiley & Sons,
4. Srivastava D.C., Srivastava Shashank, Indian Insurance Industry Transition & Prospects, New Century Publications,
- 5 Kakkar, Bisen, Insurance & Risk Management, New Age Publication,

PROJECT PRESENTATION BBA 606

Max. Marks: 100

External Assessment: 60

Internal Assessment: 40

The students are required to carry out a project on any management subject and submit a report to be evaluated by the teachers of the institute and a presentation made to the entire group.

□ The project viva of BBA 606 will be conducted by external examiner.

EVSC 101 ENVIRONMENTAL SCIENCE

Max. Marks: 50

External Assessment: 30

Internal Assessment: 20

Unit 1 : The Multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness.

Unit 2 : Natural Resources :

Renewable and non-renewable resources :

Natural resources and associated problems.

- a) Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources : Use and over-Utilization of surface and ground water, floods, drought, conflicts and water, dams-benefits and problems.
- c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- f) Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- x Role of an individual in conservation of natural resources.
- x Equitable use of resources for sustainable lifestyles.

Unit 3 : Ecosystems

- x Concept of an ecosystem.
 - x Structure and function of an ecosystem.
 - x Producers, consumers and decomposers.
 - x Energy flow in the ecosystem.
 - x Ecological succession.
 - x Food chains, food webs and ecological pyramids.
 - x Introduction, types, characteristic features, structure and function of the following ecosystem :-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)
- (6 lectures)

Unit 4 : Biodiversity and its conservation

- x Introduction – Definition : genetic, species and ecosystem diversity.
- x Biogeographical classification of India
- x Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- x Biodiversity at global, National and local levels.
- x India as a mega-diversity nation
- x Hot-spots of biodiversity.
- x Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- x Endangered and endemic species of India
- x Conservation of biodiversity : In-situ conservation of biodiversity.

Unit 5 : Environmental Pollution

Definition

- x Causes, effects and control measures of :-
 - a. Air pollution
 - b. Water pollution
 - c. Soil pollution
 - d. Marine pollution
 - e. Noise pollution
 - f. Thermal pollution
 - g. Nuclear hazards
- x Solid waste Management : Causes, effects and control measures of urban and industrial wastes.
- x Role of an individual in prevention of pollution.
- x Pollution case studies.
- x Disaster management : floods, earthquake, cyclone and landslides.

Unit 6 : Social Issues and the Environment

- x From Unsustainable to Sustainable development
- x Urban problems related to energy

- x Water conservation, rain water harvesting, watershed management
- x Resettlement and rehabilitation of people ; its problems and concerns. Case studies.
- x Environmental ethics : Issues and possible solutions.
- x Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- x Wasteland reclamation.
- x Consumerism and waste products.
- x Environment Protection Act.
- x Air (Prevention and Control of Pollution) Act.
- x Water (Prevention and control of Pollution) Act
- x Wildlife Protection Act
- x Forest Conservation Act
- x Issues involved in enforcement of environmental legislation.
- x Public awareness.

Unit 7 : Human Population and the Environment

- x Population growth, variation among nations.
- x Population explosion – Family Welfare Programme.
- x Environment and human health.
- x Human Rights.
- x Value Education.
- x HIV / AIDS
- x Women and Child Welfare.
- x Role of Information Technology in Environment and human health.
- x Case Studies.

Unit 8 : Field work

- x Visit to a local area to document environmental and river forest grassland hill mountain.
- x Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- x Study of common plants, insects, birds.
- x Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)