

**PUNJAB TECHNICAL UNIVERSITY  
KAPURTHALA**

**Scheme and Syllabus  
of  
B.Sc Business Economics (BBE)**

---

**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
BBE 101	Principles of Management -I	4	1	-	40	60	100	5
BBE 102	Microeconomics -I	4	1	-	40	60	100	5
BBE 103	Quantitative Techniques for Economics - I	4	1	-	40	60	100	5
BBE 104	Business Communication –I	4	1	-	40	60	100	5
BBE 105	Introduction to Computers	4	1	-	40	60	100	5
<b>Total</b>		<b>23</b>	<b>5</b>	<b>-</b>	<b>240</b>	<b>360</b>	<b>600</b>	<b>28</b>

**Second Semester****Contact Hours: 31 Hrs.**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBE 201	Principles of Management –II	4	1	-	40	60	100	5
BBE 202	Macroeconomics- I	4	1	-	40	60	100	5
BBE 203	Quantitative Techniques for Economics - II	4	1	-	40	60	100	5
BBE 204	Financial Accounting	4	1	-	40	60	100	5
BBE 205	Business Communication –II	4	1	-	40	60	100	5
BBE 206	Computer Applications	4	1	-	40	60	100	5
BBE 207	Viva Voce	-	-	-	-	50	50	1
<b>Total</b>		<b>24</b>	<b>6</b>	<b>-</b>	<b>240</b>	<b>410</b>	<b>650</b>	<b>31</b>

**Third Semester****Contact Hours: 29 Hrs.**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBE 301	Microeconomics-II	4	1	-	40	60	100	5
BBE 302/BBA 302	Marketing Management	4	1	-	40	60	100	5
BBE 303/BBA 303	Cost Accounting	4	1	-	40	60	100	5
BBE 304	Money and Banking	4	1	-	40	60	100	5
BBE 305	Basic econometrics	4	1	-	40	60	100	5
BBE 306	Seminar on Banking	4			100		100	4
<b>Total</b>		<b>24</b>	<b>5</b>	<b>-</b>	<b>300</b>	<b>300</b>	<b>600</b>	<b>29</b>

**Fourth Semester****Contact Hours: 31 Hrs.**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBE 401/BBA 401	Research Methodology	4	1	-	40	60	100	5
BBE 402/BBA 402	Financial Management	4	1	-	40	60	100	5
BBE 403	Macroeconomics-II	4	1	-	40	60	100	5
BBE 404	Indian Economy	4	1	-	40	60	100	5
BBE 405/BBA 405	Income Tax Act	4	1	-	40	60	100	5
BBE 406	Principles and practices of insurance	4	1		40	60	100	5
BBE 407	Viva Voce	-	-	-	-	50	50	1
<b>Total</b>		<b>24</b>	<b>6</b>	<b>-</b>	<b>240</b>	<b>410</b>	<b>650</b>	<b>31</b>

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

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBE 501	Labour economics	4	1	-	40	60	100	5
BBE 502	Industrial Economics	4	1	-	40	60	100	5
BBE 503	Project management	4	1	-	40	60	100	5
BBE 504	International Economics	4	1	-	40	60	100	5
BBE 505/BBA 505	Indirect Taxes	4	1	-	40	60	100	5
BBE 506/BBA 506	Seminar on Training Report				100		100	5
<b>Total</b>		<b>20</b>	<b>5</b>	<b>-</b>	<b>300</b>	<b>300</b>	<b>600</b>	<b>30</b>

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

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBE 601/BBA 601	Corporate Strategies	4	1	-	40	60	100	5
BBE 602/BBA 602	Small Business and Entrepreneurship	4	1	-	40	60	100	5
BBE 603	Environmental Economics	4	1	-	40	60	100	5
BBE 604	Public Finance	4	1	-	40	60	100	5
BBE 605	Corporate and Legal environment	4	1	-	40	60	100	5
BBE 606/BBA 606	Project presentation	-	-	-	40	60	100	5
EVSC 101	Environmental science	2	-	-	20	30		2
<b>Total</b>		<b>22</b>	<b>5</b>	<b>-</b>	<b>260</b>	<b>390</b>	<b>650</b>	<b>32</b>

\*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)
  - **Ques 2 and Question 3 from Unit I** (*Choice between 2 and 3 only*)
  - **Ques 4 and Question 5 from Unit II** (*Choice between 4 and 5 only*)
  - **Ques 6 and Question 7 from Unit III** (*Choice between 6 and 7 only*)
  - **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.**

## **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 IITH, 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 Purblishers.
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.

## BBE101 Principles of Management- 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 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 Weihrich, *Essentials of Management*, Tata McGraw Hill
  - Stephen Robbins & Coulter Mary, *Management*, Pearsons
  - V S P Rao & V H Krishna, *Management*, Excel Books
  - Heinz Weihrich & Harold Koontz, *Management (A Global Perspective)*, Tata McGraw Hill
  - K Ghuman & Kashwathappa, *Manangement*, Tata McGraw Hills
  - Stoner, Freeman, Gilbert Jr., *Management* , Prentice Hall
  - Richy W.Griffin, *Management*, AITBS
  - Robins, *Principles of Management*, AITBS
-



## BBE102 Microeconomics- I

**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

---

---

## **BBE103 Quantitative Techniques for Economics- I**

**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-** 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.

### **Unit II**

**(12 Hrs.)**

**Matrices and Determinants:** definition of matrix, equality of matrices, types of matrices, scalar 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**

**Progressions:** Application of Arithmetic Progression and Geometric Progression. Arithmetic progressions finding the 'n'<sup>th</sup> term of an AP and also sum to 'n' terms of an AP. Insertion of Arithmetic means in given terms of AP and representation of AP. Geometric progression: finding nth term of GP.

### **Unit IV**

**Interest Applications:** Simple interest, compound interest including half yearly and quarterly calculation, Instalment Purchases (Cost of Instalment, Effective rates, amortization of a loan). **Percentage and Ratios' Applications:** Percents, Commissions, Discounts, e.g., bill discounting, mark up and concepts of Ratios.

### **Suggested Readings/ Books:**

- Trivedi, *Business Mathematics, 1st edition*, Pearson Education.
  - Sancheti and Kapoor, *Business Mathematics*, Sultan Chand and Sons.
  - Raghavachari M., *Mathematics for Management*, McGraw Hill Education.
  - Business Mathematics and Statistics (Quantitative Techniques for Business): T R Jain, S C Aggarwal, N Ranade and S K Khurana, (V K (India) Enterprises, New Delhi)
  - A textbook of Business Mathematics: Dr. A. K Arte & R.V. Prabhakar
  - Business Mathematics: Sanchethi and Kapoor
  - Mathematics for Cost Accountants: Saha
- 

### **BBE104 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.
- 

**BBE105 Introduction to Computers**

**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

## BBE201 Principles of Management-II

**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

## BBE 202 Macroeconomics-I

**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.

## BBE203 Quantitative Techniques for Economics-II

**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



## BBE204 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.

### **UnitI (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

### **UnitII (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

### **UnitIII (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)

### **UnitIV (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.

## BBE205 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.

### **UnitI (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.

### **UnitII (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.

### **UnitIII (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.

### **UnitIV (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.

## **BBE206 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 Edition*, Excel Books

## **BBE 301 Microeconomics-II**

**Course Objective:** This course is a sequel to Microeconomics I. The emphasis will be on giving conceptual clarity to the student coupled with the use of mathematical tools and reasoning. It covers general equilibrium and welfare, imperfect markets and topics under information economics.

### **Unit I**

Scarce Economic Resources Market: Definition of a Resource Market, Market forces that influence supply and demand

Market and Consumer Surplus, Producer Surplus, Social Welfare and Dead Weight Loss ,Impact of Government Inference on Social Welfare ,Occupational Restrictions

### **Unit II**

Game Theory an Introduction, The effect of game theory on the entrepreneur, Application of game theory, Game theory and competitive strategy.

### **Unit III**

Trade Barriers, Anti Trust Regulations, Government Regulation related to trade barriers.

### **Unit IV**

Market Failure Externalities; public goods and markets with asymmetric information.

### **Suggested Readings:**

1. Hal R. Varian, Intermediate Microeconomics: A Modern Approach, 8th edition, W.W. Norton and Company/Affiliated East-West Press (India), 2015. The workbook by Varian and Bergstrom could be used for problems.
2. C. Snyder and W. Nicholson, Fundamentals of Microeconomics, Cengage Learning (India), 2015.
3. D. Salvatore, Microeconomic Theory, Tata McGraw Hill.
4. D N Dwivedi, Managerial Economics, Vikas Publishing
5. R H Dholkia and A.N. Oza, Microeconomics for Management Students, Oxford University Press.
6. P.L. Mehta, Managerial Economics, Sultan Chand.
7. D Kreps, MicroEconomics for Managers, Viva Books Pvt. Ltd.
8. L. Peterson and Jain, Managerial Economics, Pearson Education
9. Koutsayiannis, Modern Microeconomics, Macmillan Publications

## **BBE 302/BBA 302 Marketing Management**

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 labelling 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.

## **BBE 303/BBA 303 Cost /Management Accounting**

**Objective:** To familiarize the students with basic knowledge of cost and management accounting.

### **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 Reading**

∴

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

## **BBE 304 Money and Banking**

**UNIT I Money:** Meaning and definition, features, functions and kinds/forms of money; Supply of money: mechanics of money supply, Measures of money supply in India. Demand For Money: Factors determining demand for money, Fisher, Cambridge, Keynesian and Freidman theories of money. Rate of Interest: Meaning and Definition, Determination, Factors affecting the level and structure of Interest Rates. An overview of interest rate structure in India. Introduction to Money Markets, Type of money market securities traded in India, Characteristics of Indian Money Market, its strengths and weaknesses.

**UNIT II Banking:** Introduction, Types of banks, Functions, safety-liquidity-profitability trade off; Central Banking: Functions and techniques of credit control. Monetary policy: Objectives, Targets and indicators. Reserve Bank of India: Role and Functions. Commercial Banking in India; structure and functioning; Role of Commercial Banks in Economic Development. Banking Sector Reforms in India and Latest Developments in Banking Sector in India. Prudential Norms for Income Recognition, Provisioning for Bad and Doubtful Debts, Capital Adequacy and concentration of credit/Investments.

**UNIT III Innovations in Banking:** Internet Banking, E-Banking, Mobile banking, Wholesale and Retail Banking, Universal and Narrow Banking, Off-shore Banking. Asset. Classification, Non-Performing Assets. International Trade: Meaning, features, importance and implications for the developing countries. India's foreign trade policy during the post reforms. Composition and recent trends in foreign trade with special reference to India. Balance of payments situation during the post reform period. Recent changes in India's export and import policies. Organizations and institutions involved in export and import management.

### **UNIT IV . Financial Institutions, Markets, Instruments and Financial Innovations**

Introduction to Financial System , Role of financial markets and institutions; problem of asymmetric information – adverse selection and moral hazard; financial crises. , Money and capital markets: organization, structure and reforms in India; role of financial derivatives and other innovations

### **SUGGESTED READINGS/BOOKS:**

1. Vaish, M. C. "Money, Banking and International Trade" New Age International Pvt. Ltd.
2. Hajela, T. N. "Money, Banking and International Trade" Ane Books Pvt. Ltd.
3. Seth, M. L. "Money, Banking and International Trade" Lakshmi Narayan Agarwal.
4. Mishra, Jagannath "Money, Banking and International Trade" Thacker, Spink and Company.
5. Jain T. R. "Banking and Foreign Trade" V. K. Publications



## **BBE 305 Basic Econometrics**

**Objective:** This paper accordingly is devoted to equip the students with basic theory of econometrics and relevant applications of the methods

### **Unit I**

Nature, meaning and scope of Econometrics, Statistical Concepts, Normal distribution; chi-square, t- and f-distributions; estimation of parameters; properties of estimators; testing of hypotheses.

### **Unit II**

Simple and linear regression model - Estimation through OLS approach - Estimation of non linear equations - parabolic and exponential. - Gauss Markov theorem. Hypothesis testing-The Confidence interval approach. Problems in Regression analysis - Nature, test consequences and remedial steps of problems of heteroscedasticity. Concept of derivation of  $R^2$  and adjusted  $R^2$ .

### **Unit III**

Regressions with Quantitative Independent Variables - Dummy variables - regression with dummy variables. Multicollinearity and auto-correlation.

Time series analysis. - Basic Concepts, Economic Applications,

### **Unit IV**

Introduction to Auto Regressive Integrated Moving Average (ARIMA) methodology. Estimations and forecasting using ARIMA model.

1. D. N. Gujarati and D.C. Porter, Essentials of Econometrics, McGraw Hill
2. Christopher Dougherty, Introduction to Econometrics, Oxford University Press
3. Jan Kmenta, Elements of Econometrics, Indian Reprint, Khosla Publishing House

## **Seminar on Banking BBE 306**

**Max. Marks: 100**

**Internal Assessment: 100**

### Instructions for the Teachers

- To cover this course teacher can make it compulsory for the students to read newspaper and prepare news files.
- Group discussions in the class on various issues of business and economy
- Presentations on various topics by each Student.
- At the end teacher can evaluate the student through news file viva, presentation and GDs conducted throughout the semester.

**RESEARCH METHODOLOGY BBE 401/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

**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.

## MACROECONOMICS II BBE 403

**Course Objective:** This course is a sequel to Macroeconomics I. The course is intended to prepare the student for higher studies in economics.

### Unit I

Review of Aggregate Supply-Aggregate Demand Model Aggregate labour market, adaptive expectations, nominal wage rigidities; aggregate demand: review of IS-LM model, effectiveness of fiscal and monetary policy; adaptive expectations hypothesis and stability in the AS-AD model.

### Unit II

Rational Expectations and Implications for Economic Policy, Rational expectations hypothesis, policy ineffectiveness proposition; overlapping wage contracts.

### Unit III

Introduction to Dynamic Models: Dynamic investment theory, investment subsidy, dynamic IS-LM model; open economy and international financial markets, Dornbusch overshooting model.

### Unit IV

Economic Growth Stylized facts; Solow-Swan model; Ramsey model: phase diagram, efficiency properties of the Ramsey model, fiscal policy in the Ramsey model; Ricardian equivalence.

### Suggested Readings:

1. Heijdra, Ben J., The Foundations of Modern Macroeconomics, Oxford University Press
2. Blanchard, Olivier Jean and Fischer, Stanley. Lectures on Macroeconomics, Prentice Hall of India Private Limited
3. Barro, Robert J. and Sala-i-Martin, Xavier. Economic Growth, Prentice Hall of India Private Limited, 2015
4. Romer, David, Advanced Macroeconomics, McGraw-Hill
5. Hoy, Michael et al., Mathematics for Economics, The MIT Press

## Indian Economy BBE 404

**OBJECTIVE AND EXPECTED OUTCOME OF THE COURSE:** The objective of this paper is to acquaint the students with the ability to understand the features and issues of Indian Economy.

### UNIT I

**Structure of Indian Economy:** Features & evaluation of capitalism and socialism. Nature of Indian Economy, occupational distribution of labour force; Poverty and Income distribution in India, Problems of unemployment and Rising prices. Parallel economy in India. **Human Resources:** Demographic features of Indian population, size and growth of population and economic development. Problem of over population, Population policy in India.

### UNIT II

**Economic Planning:** Importance of planning for Economic development. Salient features of India's five years plans priorities-target achievements, failure, factors affecting successful implementations of plans. **Industries:** Growth and problems of major industries-Iron and Steel, Cotton Textiles, Cement, Sugar and Petroleum. Industrial policy. Cottage and small scale industries; Public sector in India. Disinvestment and Divestment of public sector undertakings in India. Current Industrial Policy.

### UNIT III

**Basic Issues in Agriculture:** Role, nature and cropping pattern; Trends in agricultural production and productivity; Factors determining productivity; Agricultural finance and Agricultural price policy. Rural indebtedness. Techniques and Methods of irrigation in India. Role of NABARD in rural development in India. **Indian Public Finance:** Indian Finance System. Taxation structure, mobilization of resources for development, Taxation and fiscal policy.

### UNIT IV

**External Sector:** India's foreign trade- features, composition and direction; India's balance of payments problem; Indian trade policy; foreign capital, foreign aid, multinational corporations (MNCs); FERA and FEMA. **Forex Market:** Methods of measuring exchange rate. Determinants of exchange rate. Currency depreciation and devaluation. Nature of Indian forex market.

### Suggested Readings:

- Mishra, S. K. and Puri, "Indian Economy" Himalaya Publishers.
- Panagariya Arvind, "India: The Emerging Giant" Oxford University Press
- Datt, Ruddar and Sundharam, K. P. M. "Indian Economy", S. Chand & Company Ltd.
- Kapila Uma, "Indian Economy: Performance and Policies", Academic Foundation
- Anne O. Krueger, "Economic Policy Reforms and the Indian Economy", The University of Chicago Press.
- Jain T. R. " Indian Economy" V. K. Publications

## **Income Tax Act BBE 405/BBA 405**

**Objectives:** The objective of Income Tax Act as a subject will be to make students comfortable with the basic provisions of income tax so that they should have understanding of some of the practical aspects of taxation.

### **UNIT-I**

Basic concepts, Agricultural income and its Assessment, Basis of charge, Exempted income.

### **UNIT-II**

*Heads of Income* : Income from salaries: calculation of gross and net salary, income from House property,

### **UNIT-III**

Income from Business and profession, Capital gains, Other sources,  
Set off of losses, Set off and carry forward of losses, Aggregation of income,

**UNIT-IV** Deductions to be made in computing the total income, Assessment of individuals, Income tax authorities, procedure of assessment, (practical aspect of filing of return to be stressed), collection of tax.

### **Suggested Readings:**

- 1 Lal, Income tax, Pearson Education
2. Hariharan, Income tax, Tata McGraw Hill Education

## **Principles and Practices of Insurance BBE 406/BBA 406**

**OBJECTIVE AND EXPECTED OUTCOME OF THE COURSE:** To acquaint the students about basic fundamentals as well as the changing scenario in Insurance.

### **UNIT-I** Life Insurance –

Principles and practice of life assurance. Life assurance contracts, their nature and characteristics, Parties to the contract and their rights and duties. Conditions and terms of policy and effects of non-compliance thereof. Nominations and Assignment Practice in connection with collection of premium, revivals, loans, surrenders, claims, bonuses and annuity payments. Mortality Table. Computation of Life Insurance premium, Net Single Premium, Net Level Premium, reserves on Life Insurance policies. Taxation and Life Insurance, Shopping for Life Insurance. Present structure & growth of Life insurance in India. (including private & foreign players)

### **UNIT-II** General Insurance

Principles of Indemnity, Insurable Interest, Subrogation and Utmost Good Faith, Proximate Cause Requisites of Insurance Risks, Insurance and Law of Contracts, Distinguishing Legal Characteristics of Insurance Contracts. Insurance Policy Provisions, Definitions, Declarations, Insuring Agreement, Exclusions, Conditions, Miscellaneous Provisions, Endorsements, Cover Note, Warranties, Interpretation of Insurance Policy. General Insurance Policies - Types of Coverage. Commercial Property Loss Exposures, Personal Property Loss Exposure, fire And Allied perils, Declaration and Floating Policy, Business Interruption Insurance, House Owners policy, Boiler and Machinery Insurance, Marine Cargo Insurance: Law and practice.

**UNIT-III** Individual Health and Disability Income Insurance, Types of Individual Health Insurance Coverage: Hospital - Surgical Insurance, Major Medical Insurance, Long Term Care Insurance, Disability Income Insurance, Need for Disability Income Insurance: Short Term Versus Long term Disability Coverage Health Insurance for the Elderly, Long Term Care Insurance , Shopping for Health Insurance. Employee Benefits: Group Life and Health Insurance, Group Insurance, Group life Insurance Plans, Group Health Insurance Plans, Group Disability - Income Insurance.

**UNIT-IV** Insurance Company Operations: Rate Making, Underwriting, Production, Claim Settlement, Reinsurance, Life Insurance Industry in India. Government Insurance Units, Public Sector Players, Private Sector Players, Channels of Distribution Of Insurance, relative Merits and Drawbacks of Different Channels, changes in the Distribution System in India, Co-insurance and Reinsurance, Essential Principles of Reinsurance, Reinsurance in India. Emerging Scenario, Marketing Systems, Distribution Channels - Agents and Brokers, Changes in Distribution System, Government regulation of Insurance, Rationale of Regulation, Function of IRDA, IITDA Regulations, Issues in Insurance Regulation.



## **SUGGESTED READINGS/ BOOKS :**

1. Dheeraj Razdan: Insurance Principles, Application and Practices, Cyber Tech Publication.
2. Neelam Gulati: Principles of Insurance Management, Excel Books
3. Mark S. Dorfman: Introduction to Risk Management & Insurance, Pearson Education.
4. Rao M Gangadhara Sivaramakrishna Sheela (Ed.): New Deal in Insurance, Excel Books.
5. Dhiraj Razdan: Modern Insurance regulations and its supervision, Cyber Tech Publication.
6. Emmett J. Vaughan & Theresa Vaughan: Fundamentals of Risk and Insurance, Wiley India.

## **Labour Economics BBE 501**

### **Objectives:**

This course is designed to help the students to understand the nature of Labour market, issues related to employment, wage determination, Industrial relations, role of trade unions and the role of the state Government in improving the standards of Labour.

### **UNIT I**

Meaning- Concept, Significance and Peculiarities of Labour. Nature, Scope and Importance of Labour Economics. Nature and characteristics of labour markets in Developing countries like India. Paradigms of Labour Market: Classical, Neo- classical and dualistic model. Analysis of demand supply forces- Demand for Labour market relating to size and pattern of investment, choice of technology. Supply of Labour in relation to growth of Labour force - Labour Market process

### **UNIT II**

Wage Determination. Marginal Productivity Theory, Theory of Collective Bargaining, Modern Theory of Wages. Wage Determination in Organised and Unorganised Sector. Salient Features of Wage Policy in India. Approaches to Labour Migration trends and effects of Migration. Absenteeism to Industrial Labour in India, causes, effects and remedies. Labour turnover - Trends in Labour Turnover in India.

### **UNIT III**

Labour Unions in India- Growth, Pattern, Structure and Achievements of Labour Union in India. Causes of Industrial Disputes and their settlement and preventive mechanism. Current trends in Collective Bargaining. Social Security Measures. Labour Market reforms. Problems and Policy of Female Workers in India. Contract Labour.

### **UNIT-IV**

Increasing role of state in determination of Labour matters - Government Labour policies and their orientation. Various social security and labour welfare measures adopted by Government -

Comparative account of social security measures adopted in U.K., U.S.A. and EU. Impact of ILO – Government policy towards Labour and trade unions Agricultural Labour – Child Labour – Labour in Unorganised sectors.

**Suggested Readings /Books:**

1. Hajela, P.D., Labour Restructuring in India : A Critique of the New Economic Policies, Commonwealth Publishers, New Delhi.
2. Jhabvala, R.and R.K. Subrahmanya (Eds), The Unorganised Sector : Work Security and Social Protection : Sage Publications, New Delhi.
3. Lester, R.A., Economics of Labour , Macmillan, New York.
4. McConnell, C.R. And S.L. Brue , Contemporary Labour Economics, McGraw-Hill, New York.
5. Papola, T.S.P.P. Ghosh and A.N.Sharma . Labour, Employment and Industrial Relations in India, B.R.Publishing Corporation, New Delhi.
6. T.N.Srinivasan (Eds) The Handbook of Development Economics North Holland, New York.
7. Venkata Ratnam, C.S., Globalization and Labour- Management Relations : Dynamics of Changes, Sage Publications/Response Books, New Delhi.

## **Industrial Economics BBE 502**

**Objective:** The objective of this paper is to impart knowledge to the students on the basic issues such as productivity, efficiency, capacity utilization and debates involved in industrial development; and to give thorough knowledge about the economics of industry.

### **UNIT-I:**

Concept and organization of a firm - Ownership control and objectives of a firm - Passive and active behaviour of firm - Size, Growth, Profitability, Productivity, Efficiency and Capacity Utilization. Role of Industrialization in Economic Development - Factors for and against industrial development.

### **UNIT-II:**

Determinants of Industrial Location - Technical, economic, infrastructural and other factors - Theories of industrial location - Weber, August Losch, Sargant Florence - Development of Backward Regions - Government Policy and approach for the development of backward regions - Recent Programs for Development of Backward Regions.

### **UNIT-III:**

Alternative Patterns of Industrialization - Hoffman's hypothesis of capitalistic economies - Simon Kuznet's interpretation - Industrialization and planned economies - Cheney's Patterns of industrial changes - Industrial Productivity in India.

### **UNIT-IV:**

Classification of Industries - Industrial Policies and Industrial Legislations in India - Role of Public and Private Sectors - Recent Trends in MNC and LPG, FDI, and Joint ventures - Issues in Industrial Proliferation and Environmental Preservation - Pollution Control Policies Role, nature, volumes.

### **Suggested Readings /Books:**

1. Industrial Economics: Indian Perspective,(Revised Edition) by F.Churunilam,Himalaya Publishing House, Mumbai

2. Industrial Economy in India(Revised Edition) by B.Desai,Himalaya Publishing House, Mumbai)

3. Industrial and Labour Economics by Dr.Mukund Mahajan and S D Geet,1<sup>st</sup> Edition 2008,Nirali Parkashan.

4. Industrial Economy of India (Revised Edition)by S.C. Kuchhal, Chaitanya Publishing House, Allahabad

### **Project Management BBE 503**

**Objective:** To acquaint the students with the steps involved in the planning, implementation and control of projects.

#### **UNIT- I**

**Project Management Concepts** Attributes of a Project, Project Life Cycle, The Project management Process, Global Project Management, Benefits of Project Management, Needs Identification,

#### **UNIT - II**

Project Selection, Preparing a Request for Proposal, Soliciting Proposals, Project organization, the project as part of the functional organization, pure project organization, the matrix organization, mixed organizational systems

#### **UNIT - III**

**Project Planning and Scheduling:** Design of project management system; project work system; work breakdown structure, project execution plan, work packaging plan, project procedure manual; project scheduling; bar charts, line of balance (LOB) and Network Techniques (PERT / CPM)/ GERT, Resource allocation, Crashing and Resource Sharing

#### **UNIT - IV**

**Project Monitoring and Control and Project Performance:** Planning, Monitoring and Control; Design of monitoring system; Computerized PMIS (Project Management Information System). Coordination; Procedures, Meetings, Control; Scope/Progress control, Performance control, Schedule control, Cost control, Performance Indicators; Project Audit; Project Audit Life Cycle, Responsibilities of Evaluator/ Auditor, Responsibilities of the Project Manager.

#### **Suggested Readings:**

1. Kanda 'Project Management – A Life Cycle Approach' PHI
2. Gido 'Project Management' Cengage Learnings

3. Vasant Desai 'Project Management' Himalaya Publications.
4. Maylor 'Project Management' Pearson Education
5. Prasanna Chandra 'Projects, Preparation, Appraisal Budgeting & Implementation' Tata McGraw Hills.

### **International Economics BBE 503**

#### **Objectives:**

The course aims at providing fundamental knowledge and exposure of the concepts, theories and practices of international economics.

#### **UNIT I**

ORGANISATIONS FOR TRADE AND DEVELOPMENT: GATT, UNIDO, World Bank, Asian Development Bank and BRICS bank; Emerging International Monetary System with special reference to Post-Maastricht developments and developing countries.

#### **UNIT II**

Investment pattern and motives, MNCs and international trade, MNCs in India; International capital flows: classifications, foreign private investment, FDI, FII; Foreign investment in India: Government policy.

#### **UNIT III**

Balance of payments: Components of balance of payments; equilibrium and disequilibrium in the balance of payments; Critical review of the monetary approach to the theory of balance of payments adjustment; Foreign trade multiplier with and without foreign repercussions.

#### **UNIT IV**

International debt problems- magnitude, problems and relief measures. Globalization, rationale and impact of trade reforms since 1991 on balance of payments, employment and growth; Problems of India's international debt.

#### **Suggested Readings /Books:**

1. International Economics by Francis Cherunilam, Tata McGraw-Hill Publishing Company Limited, New Delhi.
2. International Economics by Dr.D.M.Mithani,7<sup>th</sup> Edition 2015,Himalya Publishing House Pvt.Ltd.
3. International Economics : Theory And Policy by [D N Dwivedi](#),1<sup>st</sup> Edition 2013,S.Chand Publishing,N.Delhi.
4. International Economics by S.S.M. Desai Dr. Mrs. Nirmal Bhalerao - 1stEdition,2011,Himalya Publishing House Pvt.Ltd.

### **Indirect Taxes BBE 505/BBA 505**

**Objectives:** the aim is to provide an understanding regarding the existence of various indirect tax laws in India. The course will make student understand correct, complete and timely reporting of Indirect Tax returns.

#### **UNIT-I**

Central Sales Tax Act—Its features, terms, definitions, registration of dealer, procedure of assessment, filing of returns, Sales Tax Authorities—its powers and functions, penalty and appeal.

#### **UNIT-II**

Customs Act, 1962—An overview, Levy, Collection & Exemptions from custom duty, date of determination of duties & tariff valuation. Prohibitions/restrictions of export & import, determination of duty where Goods consist of articles of different rate of duties, warehousing, duty drawbacks u/s 74 & 75, special provisions regarding baggage, postal goods.

#### **UNIT-III**

Central Excise Act, 1944—Its meaning, definitions, levy and collection, classification of goods, valuations, assessment, payment of duty and removal of goods, refund of duties,

Appeals and  
Penalties and CENVAT,

#### **UNIT 1V**

Value Added Tax

Service Tax

*Note :* The paper setter will consider the changes upto 30th September of relevant year.

#### **Suggested Readings:**

- 1 Indirect Taxes- Law & Practices- V.S. Datey, Taxmann
2. Indirect Taxes-Snowwhite Publications.
- 3.VAT Ready Reacnor- Saxena
4. elements of Indirect Taxes- Law & Practices- V.S. Datey, Taxmann

#### **Seminar on Training Report BBE 506/BBA 506**

Between the fourth and the fifth semester the students of BBA 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.



## Corporate Strategies BBE 601/BBA 601

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.

### Unit II

**Strategy Formulation & process:**

**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 (Behavioral 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

## Small Business and Entrepreneurship BBE 602/BBA 602

**Objectives:** This course has been designed for the students who intent to start their own enterprise. All such students start as entrepreneurs. So they need to understand intricacies of business. This course will guide them right from the idea generation to implementation of the idea

### UNIT-I

**Understanding Ownership Structure:** Definition of small scale, medium scale and large scale enterprises, role of small enterprises in economic development, policies governing SMEs, Steps in setting up a small unit, Sources of finance for SME's,

**Setting up of a small Business Enterprise-;** Rationale for Small & medium enterprise; Objective; Scope; Role of SME in Economic Development of India, Identifying business opportunity in various sectors, SME Registration; NOC from Pollution Board; machinery and equipment selection; project report preparation; project planning and scheduling using networking techniques of PERT / CPM; Methods of Project Appraisal.

### UNIT-II

**Institutional Supporting Small Business-Central / State level Institution,** Preparation of a Business Plan – Elements of a Business Plan, Kinds of Business plans and overview of different aspects

**Social Entrepreneurship-Definition,** importance and social responsibilities-NGOs

Problems of SMEs and prospects, Causes and Symptoms of sickness – cures of sickness, Govt. policies on revival of sickness and remedial measures, Turnaround strategies for SMEs,

### Unit III

**Understanding Entrepreneurship:** concept and definitions, entrepreneurial characteristics and skills, importance and significance of growth of entrepreneurial activity, classification and types of entrepreneurs; entrepreneurial competencies, theories of entrepreneurship, factor affecting entrepreneurial growth – economic, non-economic factors; entrepreneurial training; entrepreneurial success and failures, Ethics and Social Responsibility of an Entrepreneur.

### UNIT-II

**Entrepreneurial Process:** search for best opportunity, Steps of entrepreneurial process: Deciding – Developing – Moving – Managing – Recognizing.

**Feasibility Analysis:** Economic, Managerial competency. Marketing, Financial & Technical, Environmental Scanning and SWOT analysis.

### Suggested Readings:

1. Vasant, Desai; Entrepreneurship, Himalaya Publishing House
2. Taneja & S.L. Gupta.; Entrepreneurship Development,
3. I.M.Pandey, Venture Capital –The Indian Experience, Prentice Hall of India,
4. B.C.Tandon, Environment and Entrepreneur; Chug Publications, Allahabad
5. Siner A david: Entrepreneurial Megabuks; John Wiley and Sons, New York
6. S.B. Srivastava A practical guide to industrial entrepreneurs, Sultan Chand & Sons,
7. C.B. Gupta & N.P. Srinivasan: Entrepreneurial Development, Sultan chand

8. Vasant Desai: Management of A Small Scale Industry, Himalya Publishing House
9. Hisrich, Robert D and Peters, Michael P, Entrepreneurship, Tata McGraw Hill,
10. Holt, David H, Entrepreneurship: New Venture Creation, Delhi, Prentice Hall

### **Environmental Economics BBE 603/BBA 603**

#### **Objectives:**

This paper aims at enabling the students to know about the theories of welfare economics, environment and economy. Issues relating to environmental problems, policies and protection and pollution control also find a special place in the syllabus.

#### **UNIT I**

Pareto optimality and competitive equilibrium; fundamental theories of welfare economics; externalities and market inefficiency, property rights and externalities.

#### **UNIT II**

Pigouvian taxes and subsidies, marketable pollution permits and mixed instruments (the charges and fees), Coase's bargaining solution and collective action, Environmental institutions and gross root movements, Global environmental externalities and climatic change - Tradable pollution permits and international carbon tax, Trade and environment in WTO regime.

#### **UNIT III**

Mechanism for environment regulation and protection of forest resources in India; Environmental laws and their implementation, Forest policy; People's participation in the management of common and forest lands; Social forestry - rationale and benefits.

#### **UNIT IV**

Definition - types of pollution - air, water and noise. Causes and effects - Methods of pollution Control - Industrial pollution and measures to control. National and International policies on environmental protection, CSR, Environmental ethics.

1. Environment Economics by Karpagam, M. A Text Book(Revised Edition), Sterling, Chennai.

2. *Environmental Economics: Theory, Management And Policy*(2<sup>nd</sup> Edition)-Reprint 2016 by M.L. Jhingan and C.K. Sharma, Vrinda Publications, Delhi.

3. *Environmental Economics* by T. Eugene, (1<sup>st</sup> Edition)-Reprint 2014, Vrinda Publications, Delhi.

### **Public Finance BBE 604/BBA 604**

Objective: The course aims at providing fundamental knowledge and exposure of the concepts and fundamentals of public finance. The emphasis will be on microeconomic analysis of public expenditure and tax policies.

#### **UNIT I**

Nature and Scope of Public Finance: Nature, Definition, Scope of Public Finance. Role of Public Finance in Economic Development. Public Revenue and its sources. Significance, merits and demerits of direct and indirect taxes. Public Expenditure .Effects of Public expenditure on – Production, Distribution and Economic Growth .Public Debt : Need, Sources and repayment . Effects of Public debt on – Money Supply, Economic Growth and Economic Stability.

#### **UNIT II**

Federal Finance : a) Financial Issues in a Federal set up b) Principles of efficient division of financial resources between Central and States c) Problems of financial imbalances and measures for adjustments

#### **UNIT III**

Local Finance: a) Local bodies and their Financial responsibilities b) Sources of Local Finance c) Local Taxation .Budgets : a) Classification of Budgets b) Budgets and Planning c) Budget and National Accounts

#### **UNIT IV**

Fiscal Policy: a) Objectives of Fiscal Policy b) Deficit Financing – need , significance and Limitations Federal Finance : a) Constitutional Provisions b) Role of Finance Commission in

federal set up. Problem of Centre – State Financial Relations. Budget Procedures and budgetary control. Deficit concepts – Revenue, Budgetary, Primary and Fiscal.

Suggested Readings /Books:

1. Public Finance And International Trade by M.L. Jhingan, 2nd Edition, Reprint 2016, Vrinda Publications, Delhi.

2. Public Finance Theory and Approach by N. Radhakrishnan, 2nd Edition Reprint 2015, Vrinda Publications, Delhi. 2. Buchanan J.M. – The Public Finance

3. *Modern Public Finance : Theory and Policy* by Dr.D.M.Mithani, 1<sup>ST</sup> Edition 2015, Himalya Publishing House Pvt.Ltd.

## **Corporate Legal Environment BBE 605**

**Objective:** The objective of this paper is to acquaint the students with the corporate legal framework prevalent in the country.

### **Unit I**

**Law of Contract:** Definition, offer and Acceptance, Consideration, Capacity of parties, Free Consent, Legality of Object, Performance and Discharge of Contract and Remedies for Breach of Contract. Introduction to the concept of agent and different types of mercantile agents  
Bailment and Pledge, Indemnity and Guarantee.

### **Unit II**

**Sale of Goods Act:** Meaning, Formation of contract, Meaning of condition and warranties. Difference between Transfer of Property and Possession, Right of an Unpaid Seller.  
**Negotiable Instrument:** Bills of Exchange, Promissory Note, Cheque and Rules Regarding the Crossing of Cheques. Dishonour of cheques and liability of banker and drawer.

### **Unit III**

**Company Law:** Definition, Characteristics, kinds and Formation of Company,  
Documents: Memorandum, Articles and Prospectus

### **Unit IV**

Shares And Share Capital, Provision With respect To Appointment and Removal of Director, Meeting: types of meeting, quorum, notice, agenda.  
Winding up of companies and its methods

### **Suggested text Books:**

1. Majumdar A. K. and Kapoor G. K. ‘Company Law’ Taxmann Publishers

2. Bansal C. L. 'Business Laws' Taxmann Publishers
3. Singhanian V. K. and Singhanian K. 'Direct Tax Laws and Practice' Taxmann Publishers.
4. Chawla, Garg and Sarin 'Mercantile Law' Kalyani Publishers.
5. K. R. Bulchandani 'Law and corporate law' Himalya Publishing

### **PROJECT PRESENTATION BBE 606/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 BBE 606/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)