

For Batches 2021 & Onwards  
SBSSU, Gurdaspur, Recognized under Section 2(f) of UGC Act, 1956

---

## **Syllabus Scheme BBA (Marketing) Course**

**For Batches 2021 & Onwards**  
**SBSSU, Gurdaspur, Recognized under Section 2(f) of UGC Act, 1956**

**Semester 1**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA - 21101	Core Theory 1	Principles and Practices of Management	5	1	0	40	60	100	6
BBA - 21102	Core Theory 2	Basic Accounting	5	1	0	40	60	100	6
BBAGE - 21101	General Elective 1	Managerial Economics I	5	1	0	40	60	100	6
BTHU- 21103	Ability Enhancement Compulsory Course (AECC)	English	1	0	0	40	60	100	1
BTHU - 21104	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
HVPE - 21101	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE - 21102	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--**	25	1
BMPD - 21102		Mentoring and Professional Development	0	0	2	25	--**	25	1
	<b>TOTAL</b>		<b>19</b>	<b>3</b>	<b>6</b>	<b>280</b>	<b>320</b>	<b>600</b>	<b>25</b>

\*\*The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.

**Note:** One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the seminar at least once during the semester. It will be binding for all students to attend the seminar.

**For Batches 2021 & Onwards**  
**SBSSU, Gurdaspur, Recognized under Section 2(f) of UGC Act, 1956**

**Semester 2**

Course Code	Course Type	Course Title	Load Allocations			MarksDistribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA - 21201	Core Theory 3	Business Statistics	5	1	0	40	60	100	6
BBA - 21202	Core Theory 4	Business Environment	5	1	0	40	60	100	6
BBAGE - 21201	General Elective 2	Managerial Economics II	5	1	0	40	60	100	6
EVS - 21102	Ability Enhancement Compulsory Course (AECC) - III	Environmental Studies	2	0	0	40	60	100	2
BMPD - 21202		Mentoring and Professional Development	0	0	2	25	--**	25	1
<b>TOTAL</b>			<b>17</b>	<b>3</b>	<b>2</b>	<b>195</b>	<b>240</b>	<b>425</b>	<b>21</b>

**Semester 3**

Course Code	Course Type	Course Title	Load Allocations			MarksDistribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA - 21301	Core Theory 5	Organizational Behaviour	5	1	0	40	60	100	6
BBA - 21302	Core Theory 6	Marketing Management	5	1	0	40	60	100	6
BBA - 21303	Core Theory 7	Cost & Management Accounting	5	1	0	40	60	100	6
BBAGE - 21301	General Elective 3	Production and Operation Management	5	1	0	40	60	100	6
BBASEC - 21301	Skill Enhancement Course-1	IT tools for Business	2	0	0	40	60	100	2
BMPD - 21302		Mentoring and Professional Development	0	0	2	25	--**	25	1
<b>TOTAL</b>			<b>22</b>	<b>4</b>	<b>2</b>	<b>225</b>	<b>300</b>	<b>525</b>	<b>27</b>

**For Batches 2021 & Onwards**  
**SBSU, Gurdaspur, Recognized under Section 2(f) of UGC Act, 1956**

**Semester 4**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA - 21401	Core Theory 8	Business Research Methods	5	1	0	40	60	100	6
BBA - 21402	Core Theory 9	Human Resource Management	5	1	0	40	60	100	6
BBA - 21403	Core Theory 10	Financial Management	5	1	0	40	60	100	6
BBAGE - 21401	General Elective 4	Entrepreneurship Development	5	1	0	40	60	100	6
BBASEC - 21401	Skill Enhancement Course-2	Business Ethics and Corporate Social Responsibility	2	0	0	40	60	100	2
BMPD - 21402		Mentoring and Professional Development	0	0	2	25	--**	25	1
<b>TOTAL</b>			<b>22</b>	<b>4</b>	<b>2</b>	<b>425</b>	<b>300</b>	<b>525</b>	<b>27</b>

**Semester 5**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA - 21501	Core Theory 11	Operation Research	5	1	0	40	60	100	6
BBA - 21502	Core Theory 12	Mercantile Law	5	1	0	40	60	100	6
BBA - 21503	Discipline Specific	Consumer Behaviour	5	1	0	40	60	100	6
BBA - 21504	Discipline Specific	Advertising and Sales Management	5	1	0	40	60	100	6
BMPD - 21502		Mentoring and Professional Development	0	0	2	25	--**	25	1
<b>TOTAL</b>			<b>20</b>	<b>4</b>	<b>2</b>	<b>225</b>	<b>240</b>	<b>425</b>	<b>25</b>

**For Batches 2021 & Onwards**  
**SBSSU, Gurdaspur, Recognized under Section 2(f) of UGC Act, 1956**

**Semester 6**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BBA - 21601	Core Theory 13	Strategy Management	5	1	0	40	60	100	6
BBA - 21602	Core Theory 14	Company Law	5	1	0	40	60	100	6
BBA - 21603	Discipline Specific	Services Marketing	5	1	0	40	60	100	6
BBA - 21604	Discipline Specific	Retailing and Logistics Management	5	1	0	40	60	100	6
BMPD - 21602		Mentoring and Professional Development	0	0	2	25	--**	25	1
<b>TOTAL</b>			<b>20</b>	<b>4</b>	<b>2</b>	<b>185</b>	<b>240</b>	<b>425</b>	<b>25</b>

### **Program Educational Objectives (PEOs)**

**PEO1:** Graduates will develop expertise in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship.

**PEO2:** Graduates will develop competencies in qualitative and quantitative techniques to analyse the business data.

**PEO3:** Graduates will develop an understanding of economic, legal and social environment of Indian business.

**PEO4:** Graduates will develop responsiveness to social issues and will be able to identify business solutions to address the same. They will also be able to understand the issues of business ethics.

### **Program Outcomes (POs)**

At the end of the program the student will be able to:

**PO1:** Evaluate and describe contextual forces (macro and micro both) in business environment and identify their impact on business operations.

**PO2:** Recognise and apply various qualitative, technical and analytical methods in solving business problems.

**PO3:** Communicate effectively in various business settings both in written and oral formats.

**PO4:** Explain the responsibility of business towards development of society. Students will also be able to distinguish between ethical and unethical behaviours.

**PO5:** Develop strategies for effective functioning of functional areas such as marketing, strategy, finance and operations.

**PO6:** Apply the entrepreneurial and managerial skills for effective business management.

**BBA - 21101 Principles and Practices of Management**

**Internal Marks: 40**  
**External Marks: 60**  
**Total Marks: 100**

**L T P**  
**5 1 0**

**Course objective:** the course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. And to facilitate the students in appreciating need/significance and applications of various managerial functions.

**1. Management:** Meaning, definitions, nature and scope, functions of management. Managerial roles and skills. Forms of different organizations: sole proprietorship, partnership and Joint Stock Company.

**Evolution of management thoughts:** classical and new classical systems, contingency approaches, Scientific management.

**2. Planning:** nature, purpose and functions, types of plan, Management by Objective (MBO), steps in planning.

**Decision Making:** Meaning, Steps in Decision Making, Techniques of Decision Making.

**Strategic planning** – concepts, process, importance and limitations; Growth strategies- Internal and external.

**3. Organizing:** Concept, formal and informal organizations, task force, bases of departmentation, different forms of organizational structures, avoiding organizational inflexibility. Teamwork – meaning, types and stages of team building.

**Concept of staffing-** Recruitment and Selection.

**Motivation** – concept, importance and theories.

**4. Authority:** definition, types, responsibility and accountability, delegation, decentralization v/s centralization, determinants of effective decentralization. Line and staff authority.

**Control:** function, process and types of control, nature, process, significance and span of control. Direct control v/s preventive control.

Trends and challenges of management in global scenario, emerging issues in management: Introduction to Total Quality Management (TQM), Just in Time (JIT).

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Describe fundamental concepts, nature and principles of Management.

**CO2:** Explain the role and responsibilities of managers and adapt to the various styles of management across organizations.

**CO3:** Develop analytical abilities to face the business situations.

**CO4:** Apply various tools that would facilitate the decision making process in the business.

**CO5:** Develop peer based learning and working in groups and teams.

**Suggested Textbooks:**

- Principles and practices of management: L. M. PRASAD ( S. Chandpublishers)
- EssentialsofManagement:KoontzH.&WeihrichH.(TataMcGrawHillPublishers)

**Suggested Reference books**

- Management: Stephen Robbins (Pearsonpublishers)
- VSP Rao & V H Krishna, Management, Excelbooks

**BBA- 21102 Basic Accounting**

**Internal Marks: 40**  
**External Marks: 60**  
**Total Marks: 100**

**L T P**  
**5 1 0**

**Course Objective:** This course aims to acquaint students with foundation of financial accountancy and its application in business. It also aims to familiarize students with regulatory framework of accounting in India.

**1. Introduction to Accounting-** Meaning, objectives and Scope of **Financial Accounting**, Concept of Book Keeping, Basic Accounting terms, users of accounting information, limitations of Financial Accounting. **Accounting Concepts and Conventions.**

**Accounting Standards-** Concept, objectives, benefits, brief review of Accounting Standards in India.

**2. The Accounting Equation;** Types and Nature of Accounts, Rules of Debit and Credit; **Accounting process** :Recording Transactions in Journal; Preparation of Ledger Accounts, Subsidiary Books; Preparation of Trial Balance.

**3. Bank Reconciliation Statement, Depreciation:** Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM). **Preparation of Final Accounts:** Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business

**4. Introduction to Company Final Accounts:** Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.

**Computerised Accounting:** Computers and its application in accounting. Accounting software packages

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** To understand the basic underlying concepts, principles and conventions of accounting.

**CO2:** To identify the rules of debit and credit in accounting.

**CO3:** To get an overview of the regulatory framework of accounting in India.

**CO4:** To prepare trading, profit & loss and balance sheet of a firm.

**CO5:** To comprehend the concept of depreciation and different methods to treat depreciation in accounting.

**Suggested Readings:**

1. Maheshwari, S.N. and Maheshwari, S.K., "Financial Accounting", 2009, Vikas Publishing House, New Delhi.
2. Mukherjee, A. and Hanif, M., "Financial Accounting", 1st Edition, 2003, Tata McGraw Hill.
3. Ramchandran, N. and Kakani, R.K., "Financial Accounting for Management", 2nd Edition, 2007, Tata McGraw Hill.
4. Tulsian, P.C., Financial Accounting,
5. Horngren, Charles T., Sundem, Gart I, Elliot, John A. Philbrick, Donna R.,
6. "Introduction to Financial Accounting", Prentice Hall, New Delhi.
7. Gupta, Ambrish, "Financial Accounting for Management: An Analytical Perspective", Pearson Education, New Delhi.
8. Khatri, Dhanesh, "Financial Accounting" Tata McGraw-Hill, New Delhi.

**BBAGE - 21101 Managerial Economics- I**

**Internal Marks: 40**

**L T P**

**External Marks: 60**

**5 1 0**

**Total Marks: 100**

**Course Objective:** The primary objective of this course is to equip students with the necessary economic concepts, principles, theory and techniques and enhance their managerial decision making to address business problems in a globalized economic environment

**Unit-I**

**1. Introduction to Managerial Economics: Managerial Economics:** Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

**Demand and the Firm:** Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Use of elasticity for analyzing demand, Demand estimation, Demand forecasting, Demand forecasting of new product. **Indifference Curve Analysis:** Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory

**2. Production Function :** Production function Meaning, Concept of productivity and technology, Short Run and long run production function Isoquants; Least cost combination of inputs, Producer's equilibrium; Return to scale; Estimation of production function.

**Theory of Cost:** Cost Concepts and Determinants of cost, short run and long run cost theory, **Modern Theory of Cost, Relationship between cost and production function**

**3. Revenue Curve:** Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

**Market Structure:** Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model.

**4. Pricing:** Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices

**Factor Pricing:** Demand and supply of factor of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory—Interest rate and return on capital. Measurement of profit.

**Note:** Relevant Case Studies will be discussed in class.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.

**CO2:** Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.

**CO3:** Understand and estimate production function and Law of Diminishing Marginal Utility.

**CO4:** Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each

model.

**CO5:** Understand the different costs of production and how they affect short and long run decisions.

**Suggested Readings/ Books:**

- K.K .Dewett, *Modern Economic Theory*, S. ChandPublication
- D.M.Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall ofIndia
- Gupta, *Managerial Economics*, TataMcGrawHills
- Geetika, *Managerial Economics*, Tata McGrawHills
- D.N.Dwivedi, *Managerial Economic*, Vikas Publications
- Froeb, *Managerial Economics*, CengageLearning
- Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi.
- Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8thEdition,
- Mehta, P. L, *Managerial Economics – Analysis, Problems and Cases*, Sultan Chand & Sons,Delhi.
- Peterson and Lewis, *Managerial Economics*, 4th Edition, Prentice Hall of IndiaPvt. Ltd., NewDelhi.
- Shapiro, *Macro Economics*, GalgotiaPublications.
- H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi.7.
- G.S Gupta, *Managerial Economics*, Tata McGrawHill.

**AECC**  
**BTHU- 21103 English**

**L T P**  
**1 0 0**

**Internal Marks:40**  
**External Marks:60**  
**Total Marks : 100**

**Course Objectives:**The objective of this course is to introduce students to the theory, fundamentals and tools of communication.

**Detailed Contents:**

**1 (Introduction)**

- Theory of Communication
- Types and modes of Communication

**2 (Language of Communication)**

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

**3 (Reading and Understanding)**

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation(from Hindi/Punjabi to English and vice-versa)

**OR**

- Precis writing /Paraphrasing (**for International Students**)
- Literary/KnowledgeTexts

**4 (Writing Skills)**

- Documenting
- Report Writing
- Making notes
- Letter writing

**Course Outcome:**

- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

**Recommended Readings:**

1. *Fluency in English - Part II*, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.

**AECC**

**BTHU- 21104 English Practical/Laboratory**

**Internal Marks: 30**

**L T P**

**External Marks: 20**

**0 0 2**

**Total Marks: 50**

**Interactive practice sessions in Language Lab on Oral Communication**

- Listening Comprehension
- Self Introduction, Group Discussion and Role Play
- Common Everyday Situations: Conversations and Dialogues
- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis-Communication
- Public Speaking

**Course Outcomes:**

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of the English language.
- To develop in them vital communication skills which are integral to personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

**Recommended Readings:**

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Practical English Usage*. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

---

**AECC**  
**HVPE- 21101 Human Values, De-addiction and Traffic Rules**

**Internal Marks: 40**  
**External Marks: 60**

**L T P**  
**3 0 0**

**Total Marks: 100**

### **Course Objective**

This introductory course input is intended

- a. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behaviour and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

### **Course Methodology**

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- It is free from any dogma or value prescriptions.
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- This self-explorational also enables them to evaluate their pre-conditionings and present beliefs.

### **Content for Lectures:**

#### **1: Course Introduction-Need, Basic Guidelines, Content and Process for Value Education**

[6]

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration—what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario

6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

## **2: Understanding Harmony in the Human Being - Harmony in Myself! [6]**

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
8. Understanding the needs of Self ('I') and 'Body' - *Sukhand Suvidha*
9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: *Sanyam and Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam and Swasthya*  
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

## **3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship**

[6]

13. Understanding harmony in the Family- the basic unit of human interaction
14. 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
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
17. Understanding the harmony in the society (society being an extension of family):  
*Samadhan, Samridhi, Abhay, Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyavastha*) - from family to world family!  
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

## **4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence**

[4]

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
22. Holistic perception of harmony at all levels of existence  
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

## **5: Implications of the above Holistic Understanding of Harmony on Professional Ethics[6]**

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

### **Text Book**

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

### **Reference 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 Vidyaek Parichay*, Divya Path Sansthan, Amarkantak.
4. Susan 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.

**Relevant CDs, Movies, Documentaries & Other Literature:**

1. Value Education website, *<http://uhv.ac.in>*
2. Story of Stuff, *<http://www.storyofstuff.com>*
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the Untold Story*

**AECC**  
**HVPE- 21102 Human Values, De-addiction and Traffic Rules (Lab/Seminar)**

**Internal Marks: 25**  
**External Marks: --**  
**Total Marks: 25**

<b>L</b>	<b>T</b>	<b>P</b>
<b>0</b>	<b>0</b>	<b>2</b>

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar at least once during the semester. It will be binding for all the students to attend the seminar.

## BMPD- 21102 Mentoring and Professional Development

**Internal Marks: 25**

**L T P**

**External Marks: --**

**0 0 2**

**Total Marks: 25**

### **Guidelines regarding Mentoring and Professional Development**

The objective of the mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.  
For achieving the above, suggestive list of activities to be conducted are:

#### **Part – A (Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

#### **Part – B (Outdoor Activities)**

1. Sports/NSS/NCC
2. Fieldproject.
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B.  
Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

### BBA- 21201 Business Statistics

**Internal Marks: 40**  
**External Marks: 60**  
**Total Marks: 100**

**L T P**  
**5 1 0**

**Course Objective:** The objective of the course on Business Statistics is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making. Analysis of numbers is required for taking decisions related to every aspect of business.

**1. Introduction to Statistics:** Meaning, Definitions, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

Data Collection: Sources of Primary and Secondary data. Presentation of Data. Frequency distribution.

**Sampling Concepts:** Meaning of Population and Sample, Parameters and Statistics, Descriptive and Inferential Statistics, Probability and Non Probability Sampling Methods including Simple Random Sample, Stratified Sampling, Systematic Sampling, Judgement Sampling and Convenience Sampling.

**2. Measures of Central Tendency:** Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

**Measures of Variation:** Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance.

**Sampling Distribution:** Concept of Sampling Distribution, Formulation of Sampling Distribution of Mean and Sampling distribution of standard deviation/Variance.

**3. Simple Correlation Analysis:** Meaning of Correlation, Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, pearson's correlation coefficient and Rank Correlation.

**Simple Regression Analysis:** Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

**4. Theory of Probability:** Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication, Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

**Probability Distribution:** Binomial Distribution: Probability Distribution function, Constants, Shape, Fitting of Binomial Distribution, Poisson Distribution: Probability Function (including Poisson approximation to binomial distribution) Constants, Fitting of Poisson Distribution, Normal Distribution: Probability Distribution Function, Properties of Normal Curve, Calculation of Probabilities.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** To learn the basic concepts like statistics and calculation of arithmetic mean, median and mode and partition values.

**CO2:** To understand the calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not.

**CO3:** To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

**CO4:** To understand the concept of correlation regression analysis and their applications.

**CO5:** To apply the learnt techniques in statistical testing and their applications.

**Suggested Readings:**

1. Levin, Richard and David S. Rubin. “*Statistics for Management*”. Prentice Hall of India, NewDelhi.
2. Chandan, J.S., “*Statistics for Business and Economics*”, Vikas Publishing House Pvt.Ltd.
3. Render,B.andStair,R.M.Jr.,“*QuantitativeAnalysisforManagement*”,Prentice–Halof India, NewDelhi.
4. Gupta C B, Gupta V, “*An Introduction to Statistical Methods*”, VikasPublications.
5. Siegel, Andrew F, *Practical Business Statistics*. International Edition, McGrawHill
6. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., *Business Statistics: A First Course*, PearsonEducation.

**BBA - 21202 Business Environment**

**Internal Marks: 40**  
**External Marks: 60**  
**Total Marks: 100**

**L T P**  
**5 1 0**

**Course Objective:** The objective of this paper is to acquaint students with the issues of business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

**1. Introduction to Business Environment:** Nature and Significance Business Environment. Components of Business Environment, Techniques of Environment Scanning. **Economic Environment of Business:** Economic Systems. Economic Planning in India, Brief idea of Industrial Policy, Fiscal policy, Monetary policy and EXIM policy.

**2. Political and Legal Environment of Business:** Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India.

**3. Socio- Cultural Environment:** Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility. **Public Sector-**Changing Role of Public Sector-Relevance of public sector–Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment.

**4. International Business Environment:** Multinational Corporations-Benefits and Problems. Mergers and acquisitions - reasons - trends - Advantages and Disadvantages. WTO ,Consequences of WTO for India. IMF. Regional Groupings.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** To identify and evaluate the complexities of business environment and their impact on the business.

**CO2:** To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country .

**CO3:** To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.

**CO4:** To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

**CO5:** To understand the concept of the Industrial functioning and strategies to overcome challenges in competitive markets.

**SUGGESTED READINGS:**

- Aswathappa, K : Essentials of Business Environment-Text, Cases and Exercises - Himalya Publishing House(13<sup>th</sup> RevisedEdition-2016)
- Cherunilam, Fransis– Business Environment- Text and Cases ,Himalya Publishing House Pvt. Ltd.(20<sup>th</sup> Edition-2011)
- Paul, Justin-Business Environment- Text and Cases-McGraw Hill Education (India) Private Limited.(4<sup>th</sup> RevisedEdition-2018)
- Ramachandara,ArchanaandRavi-BusinessEnvironment.HimalyaPublishingHouse Pvt. Ltd.(NewEdition-2017)
- Sheikh, Saleem and SahuJayadev, Business Environment,Pearson.

**BBAGE- 21201 Managerial Economics-II**

**Internal Marks: 40**  
**External Marks: 60**  
**Total Marks: 100**

**L T P**  
**5 1 0**

**Course Objective:** This course aims to acquaint students with economy as a whole including measurement of national income, inflation and unemployment, which an objective to inculcate understanding of macroeconomic environment of an economy for better decision making.

**1. National Income:** Measuring National Income. Problems in the measurement of National Income. **Theories of Money:** Nature and functions of money – Types of money: Near money, inside money and outside money. Theories of demand for money – defining demand for money – Classical theories of demand for money – Friedman’s re-statement of Quantity Theory of Money; Liquidity preference theory and Keynesian Liquidity Trap. Theories of Supply of money; Defining supply of money; Measuring supply of money.

**2. Theories of Inflation and Unemployment:** Meaning, Types and Theories of Inflation. - Cost of inflation and sacrifice ratio. - Measurement of Inflation in India - Policies to control inflation Meaning and types of unemployment. - Cost of unemployment and Okun’s Law Measurement of unemployment in India. - Concept of Stagflation - Concept of Philips Curve.

**3. Business cycle:** Meaning, types and phases. **Monetary, Fiscal and Income policy** – Meaning and instruments. **Multiplier:** Concept, Features and Leakages. Foreign trade multiplier.

**4. Macro-economic Framework in Indian Economy** – Public Finance – Tax system in India – Financial Administration: Finance Commission.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Explain the concept of national income and its measurement using different approaches.

**CO2:** Describe the underlying theories of demand and supply of money in an economy.

**CO3:** Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.

**CO4:** Interpret macroeconomic issues like money, inflation and unemployment.

**CO5:** Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.

**SUGGESTED READINGS:**

1. Ahuja, H.L. (2015) *Macroeconomics-Theory and Policy*. New Delhi: SultanChand.
2. Jhingan, M.L. (2016) *Macro Economic Theory*. Delhi: Vrinda Publications Pvt.Ltd
3. Dwivedi, D.N. (2017) *Macroeconomics: Theory and Practice: Theory & Practice*. New Delhi: McGraw Hill.
4. Jain, T.R., Khanna, O.P. (2014) *Managerial Economics*: V.K.Publications
5. Dewett, K.K., Navalur, M.H., (2006) *Modern Economic Theory*: New Delhi: Sultan Chand.

**AECC**  
**EVS - 21102 Environment Studies**

**Internal Marks: 40**  
**External Marks: 60**  
**Total Marks: 100**

**L T P**  
**2 0 0**

**Course Objectives:**

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.

**1: Introduction to Environmental Studies**

Multidisciplinary nature of Environmental Studies: Scope & Importance  
Need for Public Awareness

**2: Ecosystems**

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)

Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids

Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

**3: Natural Resources**

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

**4: Biodiversity & its conservation**

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hotspots and biogeographic regions of India

Examples of Endangered & Endemic species of India, Red databook

## 5: Environmental Pollution & Social Issues

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

## 6: Field Work

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest

Visit to a local polluted site : Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies)

Public hearing on environmental issues in a village

## Course Outcomes

1. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
2. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

## Suggested Readings:

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email: mapin@icenet.net(R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.

12. Jadhav, H &Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems& Solutions, Web enhanced edition.639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication(TB)
15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co.(TB)
16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA,574p
17. Rao M N. &Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ.Co. Pvt. Ltd.345p.
18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House,Meerut
19. Survey of the Environment, The Hindu(M)
20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology,Blackwell Science(TB)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication(TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA499p

## BMPD - 21202 Mentoring and Professional Development

**Internal Marks: 25**

**L T P**

**External Marks: --**

**0 0 2**

**Total Marks: 25**

### **Guidelines regarding Mentoring and Professional Development**

The objective of the mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.  
For achieving the above, suggestive list of activities to be conducted are:

#### **Part – A (Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

#### **Part – B (Outdoor Activities)**

- Sports/NSS/NCC
- Field Project
- Society Activities of various students chapter, i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.