

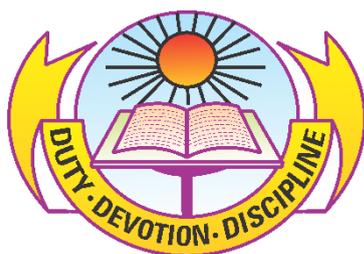


Bachelor of Business Administration (BBA)

Programme Code: SCW05BBA

APPROVED SYLLABUS

(As per NEP 2020 Guidelines)



Sunbeam
College for Women

An Autonomous Post Graduate College
BHAGWANPUR, VARANASI-221005 (U.P.)



Sunbeam College for Women

Undergraduate Course (BBA)
Semester-wise Titles of the Papers in UG
Faculty of Commerce & Management
Department of Management

First Year BBA

Year	Sem.	Course Code	Paper Title	Theory/Practical	Credits	
1	I	BBA250101T	Business Economics	Theory	4	
		BBA250102T	Basic Accounting	Theory	4	
		BBA250103T	Principles of Management	Theory	4	
		Skill Development				
		240105V	Art of Personal Selling	Theory	3	
		Co-Curricular Course				
		250106C	First aid and Basic Health	Theory	2	
Total Credit Points					17	
1	II	BBA250201T	Organisational Behaviour	Theory	4	
		BBA250202T	Marketing Theory and Practices	Theory	4	
		BBA250203T	Computer Applications	Theory	4	
		Minor				
		BBA250204TM	Business Ethics and Governance	Theory	6	
		Vocational/Skill Development				
		240208V	E-Taxation	Theory	3	
		Co-Curricular Course				
250306C	Human Values and Environmental Studies	Theory	2			
Total Credit Points					23	
Total Credit Points (First Year)					40	

Programme: BBA	Year: First	Semester: First
Subject: Management		
Course Code: BBA250101T	Course Title: Business Economics (Major 1)	
Course outcomes: The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows – To provide knowledge about business economics. To provide knowledge about Demand Analysis. To Determine Production and cost analysis. To Make aware with pricing and profit management.		
Credits: 4		Core Compulsory / Elective: Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures: 40		
Unit	Topics	No. of Lectures
I	Introduction to Business Economics: Meaning and Definition Nature, Scope and uses of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.	8
II	Demand Analysis: Meaning and Definition Concept of Demand & its determinants; Price, Income & Substitution effects; Elasticity of demand: meaning, types, measurement and significance in managerial decisions; Demand Forecasting: Concept, objective, process and methods of demand forecasting.	10
III	Production and Cost Analysis: Meaning and Definition Factors and Functions of Production; Law of variable proportion and laws of return to scale; various cost concepts and classification, Cost output relationship in short run & long run, Cost curves; Revenue Concepts; Economies and diseconomies of scale.	10
IV	Pricing: Meaning and Definition Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Oligopoly, Duopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Concept of profit, Types and Functions of profit, Profit maximization, Break even analysis; Elementary idea of Inflation.	12
Suggested Readings: 1. Varsney & Maheshwari, Managerial Economics 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases 3. D.N.Dwivedi, Managerial Economics 4. D.C.Huge, Managerial Economics 5. Peterson & Lewis, Managerial Economics Note: Latest edition of the text books should be used.		
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:		
Class Test		(10 marks)
Quiz/ Seminar/ Project/ Presentation/ Research Orientation Assignment/ Assignments (Charts/ Flora/ Rural Service/ Technology Dissemination/ Excursions/ Lab Visits/ Industrial Training)		(15 marks)

Programme: BBA	Year: First	Semester: First
Subject: Management		
Course Code: BBA250102T	Course Title: Basic Accounting (Major 2)	
Course outcomes:		
The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows –		
To Introduce about Accounting Principles and other aspects of accounting.		
To provide knowledge about rectification of errors.		
To make able about valuation of stocks.		
To make aware with share and Debenture.		
Credits: 4		Core Compulsory / Elective: Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures: 40		
Unit	Topics	No. of Lectures
I	Introduction: Meaning, Importance, Utility and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts Accounting Cycle.	8
II	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Preparation of final accounts along with adjustment entries.	13
III	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.	10
IV	Issue of shares and debentures, forfeiture of share, Reissue of Forfeited Shares, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	9
Suggested Readings:		
1. Agarwal B.D., Advanced Accounting		
2. Chawla & Jain, Financial Accounting		
3. Chakrawarti K.S., Advanced Accounts.		
4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting		
5. Jain & Narang, Advanced Accounts		
Note: Latest edition of the text books should be used.		
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:		
Class Test		(10 marks)
Quiz/ Seminar/ Project/ Presentation/ Research Orientation Assignment/ Assignments (Charts/ Flora/ Rural Service/ Technology Dissemination/ Excursions/ Lab Visits/ Industrial Training)		(15 marks)

Programme: BBA		Year: First	Semester: First
Subject: Management			
Course Code: BBA250103T		Course Title: Principles of Management (Major 3)	
Course outcomes:			
The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows – To provide knowledge about management and its principles.			
To provide knowledge about Managerial functions.			
To make aware with management thinkers and their contributions.			
Credits: 4		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures: 40			
Unit	Topics		No. of Lectures
I	Introduction: Concepts, objectives, nature, scope and significance of management, managerial rules Contribution of Taylor, Weber, Mintzbug and Fayol in management, Management Vs. administration.		9
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process, Concept of Decision Making and its Importance, forms, techniques, process and limitations MBO.		10
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Organization Structures need and considerations of Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.		9
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.		12
Suggested Readings:			
1. Pagare Dinkar, Principles of Management			
2. Prasad L.M., Principles and Practice of Management			
3. Satya Narayan and Raw VSP, Principles and Practice of Management			
4. Srivastava and Chunawalla, Management Principles and Practice			
Note- Latest edition of the text books should be used.			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
Class Test		(10 marks)	
Quiz/ Seminar/ Project/ Presentation/ Research Orientation Assignment/ Assignments (Charts/ Flora/ Rural Service/ Technology Dissemination/ Excursions/ Lab Visits/ Industrial Training)		(15 marks)	

Programme: BBA		Year: First	Semester: First
Subject: Management			
Course Code: 240105V		Course Title: Art of Personal Selling	
Course outcomes: The objective of this course is to develop vocational skill among students regarding art of selling.			
Credits: 3		Vocational / Skill Development	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures: 40			
Unit	Topics		No. of Lectures
I	Market : Meaning & definition of Market, Characteristics, Importance, functions, Types of market. Marketing : Meaning, functions, importance, E-Marketing : Definition, features, Types, Traditional Marketing : Concept, definition, features, Modern Marketing: Concept, definition, features, Difference between traditional & Modern Marketing concepts.		10
II	Promotion: Meaning, objectives, Methods of promotion, Promotional strategies: Pull and Push strategies, difference between Pull and Push strategies, AIDAS model. Personal Selling : Meaning, origin and evolution of salesmanship, Nature, objectives, Scope, Importance, Selling as a career (Career opportunities in Selling).		10
III	Selling Process : Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; Handling of objections; Closing the sale; Post sales activities.		10
IV	Sales Personality: Requisites of effective salesmanship, qualities of a good salesman, improving of the sales personality, Types of Salesman, Procurement of salesman, Remuneration of salesman, Training and development of salesman.		10
Suggested Readings:			
<ol style="list-style-type: none"> 1. Cundiff, Still and Govani : Basic Marketing Concept, Decisions & Strategies 2. Philip Kotlar : Marketing Management 3. P.K. Shahu & K.C. Raut : Salesmanship & Sales Management 4. Dr. Amit Kumar : Fundamentals of Marketing (Sahitya Bhawan Publications, Agra) 5. Pooja Goel & Manju Tanwar : Personal selling & Salesmanship 			
Latest edition of the text books should be used.			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
Class Test		(10 marks)	
Quiz/ Seminar/ Project/ Presentation/ Research Orientation Assignment/ Assignments (Charts/ Flora/ Rural Service/ Technology Dissemination/ Excursions/ Lab Visits/ Industrial Training)		(15 marks)	

	<p>L. Specific emergency satiation and disaster management</p> <ul style="list-style-type: none"> • Emergencies at educational institutes and work • Road and traffic accidents. • Emergencies in rural areas. • Disasters and multiple casualty accidents. • Triage. <p>M. Emergency Child birth</p>	
III	<p>Basic Sex Education</p> <ul style="list-style-type: none"> • Overview, ground rules, and a pre-test • Basics of Urinary system and Reproductive system. • Male puberty — physical and emotional changes • Female puberty — physical and emotional changes • Male-female similarities and differences • Sexual intercourse, pregnancy, and childbirth • Facts, attitudes, and myths about LGBTQ+ issues and identities • Birth control and abortion • Sex without love — harassment, sexual abuse, and rape • Prevention of sexually transmitted diseases. 	9 (Theory)
IV	<p>Mental Health and Psychological First Aid</p> <ul style="list-style-type: none"> • What is Mental Health First Aid? • Mental Health Problems in the India • The Mental Health First Aid Action Plan • Understanding Depression and Anxiety Disorders • Crisis First Aid for Suicidal Behavior & Depressive symptoms • What is Non-Suicidal Self-Injury? • Non-crisis First Aid for Depression and Anxiety • Crisis First Aid for Panic Attacks, Traumatic events • Understanding Disorders in Which Psychosis may Occur • Crisis First Aid for Acute Psychosis • Understanding Substance Use Disorder • Crisis First Aid for Overdose, Withdrawal • Using Mental Health First Aid 	2 (Theory) 10 (Practical)
<p>Suggested Readings:</p> <ul style="list-style-type: none"> • Indian First Aid Manual-https://www.indianredcross.org/publications/FA-manual.pdf • Red Cross First Aid/CPR/AED Instructor Manual • https://mhfa.com.au/courses/public/types/youthedition4 • Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center. www.unh.edu/ccrc/pdf/CV192.pdf 		
<p>Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:</p>		
Class Test		(10 marks)
Quiz/ Seminar/ Project/ Presentation/ Research Orientation Assignment/ Assignments (Charts/ Flora/ Rural Service/ Technology Dissemination/ Excursions/ Lab Visits/ Industrial Training)		(15 marks)

Programme: BBA		Year: First	Semester: Second
Subject: Management			
Course Code: BBA250201T		Course Title: Organisational Behaviour (Major 1)	
Course outcomes: The aim of the course is to build knowledge and understanding of Organisational Behavior among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behavior. The outcome of the course will be as follows – To provide knowledge about Organisational Behavior. To provide knowledge about individual and group behaviour. To give an overview about change in organization and QWL.			
Credits: 4		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures: 40			
Unit	Topics		No. of Lectures
I	Introduction: Meaning and Definition Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.		9
II	Individual Behavior: concept, Personality, Perception and its role in individual decision making, Attitude: Job related Attitudes, Job Satisfaction, Learning, Motivation, Hierarchy of needs theory, Theory X and Y and Z, Motivation- Hygiene theory, Vroom's expectancy theory.		12
III	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.		10
IV	Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advancements in OB.		9
Suggested Readings: 1. Bennis, W.G., Organisation Development 2. Breech Islwar, Oragnaistion-The Framework of Management 3. Dayal, Keith, Organisational Development 4. Sharma, R.A., Organisational Theory and Behavior 5. Prasad, L.M., Organisational Behavior Note- Latest edition of the text books should be used.			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
Class Test		(10 marks)	
Quiz/ Seminar/ Project/ Presentation/ Research Orientation Assignment/ Assignments (Charts/ Flora/ Rural Service/ Technology Dissemination/ Excursions/ Lab Visits/ Industrial Training)		(15 marks)	

Programme: BBA		Year: First	Semester: Second
Subject: Management			
Course Code: BBA250202T		Course Title: Marketing Theory and Practices (Major 2)	
Course outcomes:			
The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices. The outcome of the course will be as follows –			
To provide knowledge about Marketing Theory and Practices.			
To provide knowledge about market segmentation and marketing mix.			
To give an overview about marketing research.			
Credits: 4		Core Compulsory / Elective: Compulsory	
Max. Marks:		Min. Passing Marks:	
Total No. of Lectures: 40			
Unit	Topics		No. of Lectures
I	Introduction to Marketing: Definition, nature, scope and importance of Marketing, Definition and Objectives of marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing. green marketing, Concept of marketing Environment.		10
II	Market Segmentation: Concept, meaning basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Steps in product positioning, Repositioning.		9
III	Marketing Mix: Definition, The elements of marketing mix, Product– types of product, Product Mix, New Product Development, Product life cycle, Branding and Packaging. Distribution – Concept, importance, different types of distribution Channels. factors affecting choice of distribution channel. Price–Meaning, objective, factors influencing pricing, methods of pricing. Promotion – Promotional mix, tools, objectives, factors affecting promotion mix. media selection & management.		12
IV	Marketing Research: Definition, Importance, Process and Scope. Marketing Information System: Meaning, Importance, Scope and Components of Marketing Information System. Consumer Behaviour: Concept, Importance and factors influencing consumer behaviour. Ethics in marketing.		9
Suggested Readings:			
1. Philip Kotlar, Marketing Mgt. (PHI)			
2. Etzet, Walker, Stanton, Marketing			
3. Rajan Saxena, Marketing Management			
4. Dr. Amit Kumar; Marketing Management (Sahitya Bhawan Publications, Agra)			
5. Dr. Amit Kumar; Fundamentals of Marketing & Digital Marketing (Sahitya Bhawan Publications, Agra)			
Note- Latest edition of the text books should be used.			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
Class Test		(10 marks)	
Quiz/ Seminar/ Project/ Presentation/ Research Orientation Assignment/ Assignments (Charts/ Flora/ Rural Service/ Technology Dissemination/ Excursions/ Lab Visits/ Industrial Training)		(15 marks)	

Programme: BBA		Year: First	Semester: Second
Subject: Management			
Course Code: BBA250203T		Course Title: Computer Applications (Major 3)	
Course outcomes:			
The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows –			
To provide knowledge about computer and its application.			
To provide knowledge about components and working on computer.			
To give an overview about software system and Data base management.			
Credits: 4		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures: 40			
Unit	Topics		No. of Lectures
I	Computer: Concept & Meaning, History & Generations of Computers, Computers in Business, Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis, Programming Concept, Use of files in Programming.		10
II	Components of a computer system, Classification of Computer, Computer languages, Computer software system, Software management, Software development process, PC-software Packages; An Introduction to Disk Operating system and windows, GUI, Other system softwares; file design & Report design.		10
III	MS Word: Meaning & Terminology of Word Processor, Editing and Formatting of Document, Mail Merge; MS-Excel: Creation of spreadsheet application, Range, formulas & functions, Data base functions in spreadsheet, Graphics on spreadsheet; MS-PowerPoint: Steps, Tips and Physical Aspects of Presentation, Creating, Editing and Formatting a Slide, Power Point Views.		10
IV	Data Processing: Meaning & Data Storage Hierarchy, Modes of data processing, Data files types- Master & Transaction file, Data file structure, Data Communications, Network Topologies, Network Types- LAN, WAN, MAN & SAN; Relevance of Data base management system, data base manager, Real Time Sharing, Online & Off line processing.		10
Suggested Readings:			
1. P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication			
2. V. Rajaraman, Computer Fundamentals, PHI			
3. Tannenbaum, Computer Applications and Networks			
4. 'O' Brien, Management Information Systems			
Note- Latest edition of the text books should be used.			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
Class Test		(10 marks)	
Quiz/ Seminar/ Project/ Presentation/ Research Orientation Assignment/ Assignments (Charts/ Flora/ Rural Service/ Technology Dissemination/ Excursions/ Lab Visits/ Industrial Training)		(15 marks)	

Programme: BBA		Year: First	Semester: Second
Subject: Management			
Course Code: BBA250204TM		Course Title: Business Ethics and Governance (Minor 4)	
Course outcomes:			
The aim of the course is to build knowledge and understanding of Business Ethics among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows –			
To develop understanding of business ethics and values.			
To provide relationship between ethics and corporate excellence.			
To give an overview about Gandhian philosophy and social responsibility.			
Credits: 6		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures: 40			
Unit	Topics		No. of Lectures
I	Introduction: Concept, Objectives and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments against business ethics.		9
II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.		10
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.		11
IV	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Concept and importance Social Audit.		10
Suggested Readings:			
1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers.			
2. Chakraborty S.K., Human values for Managers			
3. McCarthy, F.J., Basic Marketing			
4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.			
Note- Latest edition of the text books should be used.			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
Class Test		(10 marks)	
Quiz/ Seminar/ Project/ Presentation/ Research Orientation Assignment/ Assignments (Charts/ Flora/ Rural Service/ Technology Dissemination/ Excursions/ Lab Visits/ Industrial Training)		(15 marks)	

Programme: BBA		Year: First	Semester: Second
Subject: Management			
Course Code: 240208V		Course Title: E -Taxation	
Course outcomes: The objective of this course is to develop vocational skill among students regarding E - Taxation.			
Credits: 3		Vocational / Skill Development	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures: 40			
Unit	Topics		No. of Lectures
I	Taxation : E - Taxation : Definition, Purpose, Importance and Types. Direct Taxes : Types of Direct Taxes. Indirect Taxes : Types of Indirect Taxes. Difference between Direct and Indirect Taxes. Tax Management, Tax Planning, Tax Evasion & Tax Avoidance.		10
II	Fundamental Principal of Taxation. An Evaluation of Taxation, issues related to E-Commerce.		10
III	Table of contents about Income Tax basics in India. Relevant ITR form at the time of e-filling Income Tax.		10
IV	E - tax payment facilities. Payment of direct taxes online by tax payers. To avail of this facility - Net Banking/Debit Card/ Credit Card Facility is required.		10
Suggested Readings:			
<ol style="list-style-type: none"> 1. Dr. Vinod Kumar Singhania : Direct Taxes Ready Reckoner - Taxman Publication 2. Taxman Publication : Digital Taxation a Holistic View 3. Nina Verma : E- Commerce - Taxation - Prospects & Challenges Global Vision Publishing House 4. IBFD : E - Commerce and Source - Based Income Taxation 5. Flipkart : Global Perspective on E - Commerce Taxation law 			
Latest edition of the text books should be used.			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
Class Test		(10 marks)	
Quiz/ Seminar/ Project/ Presentation/ Research Orientation Assignment/ Assignments (Charts/ Flora/ Rural Service/ Technology Dissemination/ Excursions/ Lab Visits/ Industrial Training)		(15 marks)	

Programme: BBA	Year: First	Semester: Second
Subject: Management		
Course Code: 250306C	Course Title: Human Values and Environment Studies	
Course outcomes: The objective of this course is to develop value system and awareness for environmental sustainability.		
Credits: 2	Co-Curricular Course	
Max. Marks: 100		
Total No. of Lectures: 30		
Unit	Topics	No. of Lectures Total = 30
I	Human Values- Introduction- Values, Characteristics, Types, Developing Value system in Indian Organisation, Values in Business Management, value based Organisation, Trans-cultural Human values in Management. Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam's view on role of parents and teachers. Human Values and Present Practices – Issues: Corruption and Bribe, Privacy Policy in Web and social media, Cyber threats, Online Shopping etc. Remedies UK Bribery Act, Introduction to sustainable policies and practices in Indian Economy. Principles of Ethics, Secular and Spiritual Values in Management- Introduction- Secular and Spiritual values, features, Levels of value Implementation. Features of spiritual Values, Corporate Social Responsibility- Nature, Levels, Phases and Models of CSR, Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, Azim Premji and Bill Gates.	07
II	Holistic Approach in Decision making- Decision making, the decision-making process, The Bhagavad Gita: Techniques in Management, Dharma and Holistic Management. Discussion through Dilemmas – Dilemmas in Marketing and Pharma Organisations, moving from Public to Private – monopoly context, Dilemma of privatisation, Dilemma on liberalization, Dilemma on social media and cyber security, Dilemma on Organic food, Dilemma on standardization, Dilemma on Quality standards. Case Studies.	08
III	Ecosystem: Concept, structure & functions of ecosystem: producer, consumer, decomposer, food web, food chain, energy flow, Ecological pyramids. Conservation of Biodiversity- In-situ & Ex- situ conservation of biodiversity Role of individual in Pollution control;	07

	Human Population & Environment Sustainable Development. India and UN Sustainable Development Goals Concept of circular economy and entrepreneurship.	
IV	Environmental Laws: International Advancements in Environmental Conservation Role of National Green Tribunal, Air Quality Index, Importance of Indian Traditional knowledge on environment, Bio assessment of Environmental Quality, Environmental Management System, Environmental Impact Assessment and Environmental Audit.	08
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al 2. JUSTICE: What's the Right Thing to Do? Michael J. Sandel. 3. Human Values by A. N. Tripathi New Age International 4. Environmental Management by N.K. Uberoi 5. https://www.un.org/sustainabledevelopment/sustainable-development-goals/ 6. https://www.india.gov.in/my-government/schemes 7. https://www.legislation.gov.uk/ukpga/2010/23/contents 8. Daniel Kahneman, Thinking, Fast and Slow; Allen Lane Nov 2011 ISBN: 9780141918921 		