

# NGF College of Engineering and Technology

## *Department of Management Studies*

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### Department Overview

NGF College of Engineering and Technology, located in **Mitrol village, Palwal district, Haryana**, is a premier institution established in **2008** under the aegis of the **New Green Field Educational Society**. The college is affiliated with **J.C. Bose University of Science and Technology, YMCA, Faridabad**, and is approved by **AICTE**. It offers a diverse range of undergraduate and postgraduate programs in **management, and other disciplines**. NGF College has earned prestigious accolades, including the **"Best Emerging College for Management Studies in Delhi-NCR"**. It is renowned for its commitment to providing **quality education, fostering innovation, and shaping industry-ready professionals**.

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### Infrastructure and Facilities

The **Department of Management Studies** offers dynamic and industry-oriented programs designed to cultivate **future business leaders and entrepreneurs**. The department provides **state-of-the-art infrastructure**, including:

- **16 spacious classrooms** equipped with modern teaching aids.
  - **2 dedicated smart classrooms** for interactive and technology-driven learning.
  - Access to a **conference hall** for seminars, workshops, and corporate events.
  - **2 computer labs** with advanced business analytics software.
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### Faculty and Learning Environment

The department boasts a team of **highly qualified faculty members**, comprising:

- **\_\_\_ Professor** with extensive academic and industry experience.
- **\_\_\_ Assistant Professors** specializing in various management domains.
- Experienced **administrative and technical staff** supporting academic operations.

The curriculum is aligned with **industry standards and contemporary trends**, incorporating **experiential learning** through live projects, industry internships, and case study analysis.

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## Industry Collaboration and Practical Exposure

To bridge the gap between academia and industry, the department regularly organizes:

- **Expert lectures** by industry professionals.
- **Corporate visits** to offer real-world business insights.
- **Workshops and skill enhancement programs** in every semester.
- A **6-month internship** is mandatory for students, providing them with hands-on exposure to practical business operations.

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## Flexible Learning through CBCS

The **Choice-Based Credit System (CBCS)** empowers students to customize their learning journey by selecting from a variety of **elective and audit courses**. This flexibility allows them to specialize in domains such as:

- **Marketing**
  - **Finance**
  - **Human Resource Management**
  - **Business Analytics**
  - **Entrepreneurship**
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# NGF College of Engineering and Technology

## *Department of Management Studies*

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### Vision

The **Department of Management Studies** aims to empower students with **comprehensive business acumen, ethical values, and innovative thinking**, shaping them into **career-focused, morally strong, and accomplished professionals**. Through **experiential learning, industry collaborations, and cutting-edge research**, the department strives to develop leaders who can effectively contribute to the **ever-evolving global business landscape**.

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### Mission

- **To deliver excellence** in management education through **high-quality, innovative, and industry-relevant programs**.
  - **To cultivate a research-driven environment**, fostering critical thinking, analytical skills, and business innovation.
  - **To instill strong ethical values** and professionalism in students by promoting **integrity, discipline, and social responsibility**.
  - **To establish a center of excellence** for business research and education, contributing to the advancement of management practices.
  - **To prepare graduates with a strong foundation** in management principles and practical skills, enabling them to excel in dynamic business environments.
  - **To foster industry collaboration** by partnering with **corporate organizations, research institutions, and academia**, encouraging creativity and real-world application.
  - **To provide a platform for innovation**, empowering students to develop **new business strategies, products, and solutions** that benefit industry and society alike.
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## **NGF College of Engineering and Technology**

### **Department of Management Studies**

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#### **Program Educational Objectives (PEOs), Program Outcomes (POs), and Program Specific Outcomes (PSOs)**

##### **For BBA Graduates**

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

1. **PEO-1:** To prepare graduates with a strong foundation in business management principles and practical skills for successful careers in corporate, entrepreneurial, and public service sectors.
2. **PEO-2:** To equip students with analytical and decision-making skills necessary for solving business challenges in dynamic environments.
3. **PEO-3:** To foster ethical values, professionalism, and social responsibility in graduates, ensuring they contribute positively to society.
4. **PEO-4:** To promote lifelong learning and encourage graduates to pursue higher education and professional certifications for continuous growth.
5. **PEO-5:** To develop effective communication, leadership, and teamwork abilities, enabling students to collaborate efficiently in multidisciplinary settings.

##### **Program Outcomes (POs)** Graduates will be able to:

1. Apply core business concepts to solve organizational challenges.
2. Demonstrate critical thinking and problem-solving skills in business contexts.
3. Exhibit effective communication in oral and written forms.
4. Apply ethical principles in professional and personal settings.
5. Function effectively as individuals and in team environments.
6. Utilize modern business tools and technologies.
7. Adapt to global business trends and cultural diversity.
8. Apply entrepreneurial skills for business ventures.
9. Engage in research and innovation for business development.
10. Demonstrate a commitment to lifelong learning.

**Program Specific Outcomes (PSOs)**

1. Gain a thorough understanding of core business functions, including marketing, finance, HR, and operations.
  2. Develop managerial and leadership skills for effective decision-making and problem-solving in business settings.
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**SCHEME AND SYLLABUS**  
**FOR**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
*(Honours / Honours with Research)*  
**(For University Teaching Department & Affiliated Institutes)**  
**(w.e.f. Session 2024-2025)**

**As per National Education Policy 2020**



**DEPARTMENT OF MANAGEMENT STUDIES**  
**J. C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY,**  
**YMCA, FARIDABAD (HARYANA)**

## **VISION OF THE DEPARTMENT**

To build aspiring managers and entrepreneurs possessing good analytical skills and leadership qualities for effective decision-making to contribute to society and the nation.

## **MISSION OF THE DEPARTMENT**

1. To provide a learning environment for young aspirants by introducing suitable pedagogy and innovative industry-based curriculum.
2. To provide the best research facilities for developing analytical capabilities.
3. To impart effective managerial skills for the transformation of raw minds into effective managers and entrepreneurs

## **OVERVIEW OF DEPARTMENT OF MANAGEMENT STUDIES**

The Department of Management Studies is under the faculty of Management Studies of J.C Bose University of Science and Technology, Faridabad, which was previously known as YMCA University of Science and Technology, Faridabad. The University is presently NAAC accredited 'A+' Grade State Government University and most of the Graduate and Postgraduate Program are accredited by National Board of Accreditation (NBA).

The Department of Management Studies came into existence in the year 2008 with an MBA program offering specializations in Information Technology, Operations, and Power Management. The program was meant for technical graduates only. Since 2011, the MBA program has been open to all graduates. With an aim to promote academic growth that various levels, now department offers the following high-quality management programs:

- MBA (with dual Specializations)
- MBA – Executive
- BBA
- Ph.D.

The department follows an international standard curriculum which is developed in consultation with eminent academicians and industry practitioners. The program is delivered by well-qualified, competent, research-oriented, experienced faculty members and experts from the industry.

## **PROGRAM OUTCOMES**

**After completion of the program, students will be able to:**

- PO1 Develop sound theoretical knowledge of managerial concepts and apply it in current business environment.
- PO2 Develop capabilities and skills to take up managerial roles across diverse industries.
- PO3 Enhance their ability to face global challenges by understanding organizational, economic, and socio-cultural diversity.
- PO4 Develop creative and innovative thinking to solve complex business problems.
- PO5 Develop professional attitude and enhance professional communication skills.
- PO6 Analyze contemporary social problems, explore the opportunities for social entrepreneurship, design business solutions and demonstrate ethical standards in organizational decision making.



## **PROGRAM SPECIFIC OUTCOMES (PSOs)**

**After completion of the program, students will be able to:**

PSO1 Understand the business world and its complexities and will be able to develop the ability and competence to have a problem-solving approach.

PSO2 Apply knowledge and skills maintaining high standards of social and ethical values.

## **PROGRAM EDUCATIONAL OBJECTIVES (PEOs)**

**After completion of the program, students will be able to:**

PEO1 Develop reflective and scientific thinking which will make them inquisitive and curious to gain deep insights of the business world and tackle complex situations.

PEO2 Develop leadership and entrepreneurial skills.

PEO3 Adapt according to ever-changing business environment.

### **Abbreviations**

DSC	Discipline Specific Course
MIC	Minor Course
MDC	Multi-disciplinary Course
AEC	Ability Enhancement Course
SEC	Skill Enhancement Course
VAC	Value Added Course
MOOC	Massive Open Online Course

### **MOOC Guidelines:**

1. All the Chairperson/ Principals of the UTDs/ Affiliated Institutions can offer up to two MOOC courses which are the part of curriculum as Core/Elective/VAC/AEC/other courses and are being run through the SWAYAM platform, during the whole degree term. The SWAYAM platform may be utilized to supplement the teaching-learning process in the Institution considering the academic requirements i.e., in case of non-availability of resources/ facilities for offering the courses sought for by the students.
2. The departmental/ institutional MOOC Coordinators, appointed by chairpersons of concerned departments/ Principals of affiliated institutions, will be responsible for identification of relevant MOOCs in the UTDs/ institutions and smooth conduction during the course. Such MOOCs should be well approved by the concerned BOS of the department.
3. Department/ affiliated institution should ensure that the syllabus of chosen MOOC course should be similar to an extent of at least 60% with the syllabus of existing Core/Elective/VAC/AEC/other courses of the department.
4. Students can opt for 12 to 16 weeks MOOCs equivalent to 3 or 4 credits under mentorship of faculty (MHRD MOOC's guidelines 11.1(J) issued by the MHRD vide its orders dated 11/03/2016).
5. University shall give the equivalent credit weightage to the students for the credits earned through MOOC courses and such credits will be transferred in the ABC (Academic Bank of Credits) account of the student.
6. Importance of online learning and credit transfer policy must be shared with the students at entry level by the concerned department/affiliated institution. Same may be incorporated during the induction programme for newly admitted students.

**SEMESTER-WISE SCHEME OF EXAMINATIONS OF BBA GENERAL****FIRST YEAR****Semester - I**

Paper no.	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/GNL/101	Fundamentals of Management	4	25	-	75	DSC
BBA/GNL/102	Financial Accounting	4	25	-	75	DSC
BBA/GNL/103	Business Environment	4	25	-	75	DSC
BBA/GNL/104	Microeconomics	2	25	-	75	MIC
BBA/GNL/105	Business Mathematics	3	25	-	75	MDC
AEC-105-N1	English – I	2	25	-	75	AEC
BBA/GNL/106	Managerial Skills Development	3	25	75	-	SEC
VAC-101-N1	Environmental Science– I	2	25	-	75	VAC
	Total	24	200	75	525	

## FIRST YEAR

### Semester - II

Paper no.	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/GNL/201	Cost and Management Accounting	4	25	-	75	DSC
BBA/GNL/202	Strategic Management	4	25	-	75	DSC
BBA/GNL/203	Organizational Behavior	4	25	-	75	DSC
BBA/GNL/204	Macroeconomics	2	25	-	75	MIC
BBA/GNL/205	Business Statistics	3	25	-	75	MDC
AEC-106-N1	English - II	2	25	-	75	AEC
BBA/GNL/206	Life Skills Development	3	25	75	-	SEC
VAC-102-N1	Environmental Science - II	2	25	-	75	VAC
	Total	24	200	75	525	

**Exit Option:** Any student opting for the exit option after the second semester will get UG Certificate provided he/she completes 48 Credits of first two semesters and additional 4 credits of internship report based on summer internship of 4-6 weeks. Thus, he/she will be eligible to exit the course with 52 Credits. In addition, the internship report would be evaluated by external expert from panel approved by Department of Management Studies, J C Bose University of Science and Technology, YMCA, Faridabad. Furthermore, the credits of internship report would be included/ mentioned in the UG Certificate as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical / Viva-Voce Marks	Total Marks	Credits
BBA/GNL/207	Summer Internship	Internship	-	-	100*	100	4

**Note:** Four credits of internship earned by a student during summer internship after 2<sup>nd</sup> semester or 4<sup>th</sup> semester will be counted in 5<sup>th</sup> semester of a student who pursues three/four years UG programs without taking exit options.

**Note:** Students who opt to exit after completion of the first year will be allowed to re-enter the degree program within three years and complete the degree program within the stipulated maximum period of seven years.

**SECOND YEAR****Semester - III**

<b>Paper no.</b>	<b>Title of Paper (s)</b>	<b>Credits</b>	<b>Marks</b>			<b>Code</b>
			<b>Internal</b>	<b>Practical</b>	<b>External</b>	
BBA/GNL/301	Marketing Management	4	25	-	75	DSC
BBA/GNL/302	Human Resource Management	4	25	-	75	DSC
BBA/GNL/303	Financial Management	4	25	-	75	DSC
BBA/GNL/304	Indian Financial System	4	25	-	75	MIC
BBA/GNL/305	Business Ethics and Corporate Governance	3	25	-	75	MDC
AEC-102-N1	Communication, Mediation and Resolution	2	25	-	75	AEC
BBA/GNL/306	Advanced Excel	3	25	75	-	SEC
	Total	24	175	75	450	

## SECOND YEAR

### Semester - IV

Paper no.	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/GNL/401	Fundamentals of International Business	4	25	-	75	DSC
BBA/GNL/402	Sustainable Business Development	4	25	-	75	DSC
BBA/GNL/403	Business Research Methods	4	25	-	75	DSC
BBA/GNL/404	Business Research Lab	4	25	75	-	MIC
AEC-103-N3	Effective Corporate Communication (ECC)	2	25	-	75	AEC
VAC-108-N1	Health Psychology	2	25	-	75	VAC
	Total	20	150	75	375	

**Exit Option:** Any student opting for exit option after fourth semester will get **Undergraduate Diploma in Business Administration** provided, he/she completes 96 Credits of first four semesters including 4 credits of summer training report based on summer training of 4-6 weeks undertaken in industry/university. In addition, the summer internship report would be evaluated (100 External Marks) by external expert from panel approved by Department of Management Studies, J C Bose University of Science and Technology, YMCA, Faridabad. Furthermore, the credits of summer internship report would be included/mention in **the Undergraduate Diploma in Business Administration** as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical / Viva-Voce Marks	Total Marks	Credits
BBA/GNL/405	Summer Internship	Internship	-		100*	100	4

**Note:** The student seeking admission in the fifth semester would have to undergo a compulsory 4-6 week summer training in industry after the fourth semester and credits for the same will be included in the fifth semester.

**Note:** Students who opt to exit after completion of the second year, they will be allowed to re-enter the degree program within three years and complete the degree program within the stipulated maximum period of seven years.

**FUNDAMENTALS OF MANAGEMENT**  
**PAPER CODE: BBA/GNL/101**

Total credits: 4  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Understand the basic principles and practices of management.
2. Discuss the multidisciplinary nature of management studies.
3. Analyze an organization for efficiently managing it.
4. Utilize resources in optimum manner by using different managerial techniques.

**UNIT I**

Management- meaning, nature & significance; evolution of management thought: contributions of Taylor and Fayol; Human relations & Behavioral Schools-Hawthorne Studies; Management as a Profession; Management Vs Administration; Levels of Management; Roles of manager in organization; concept of MBO.

**UNIT II**

Authority & responsibility relationships; Span of Control; Concept of Line & Staff authority; Process of Delegations-Barriers to Delegation; Centralization & Decentralization; Organization Structures: Types, Advantages & Disadvantages.

**UNIT III**

Functions of management-Planning: nature, process, types; organizing: Concept, nature, process and significance; staffing: concept, importance and nature; directing: concept and scope; controlling: process, types and techniques; Problem-solving; Decision making: Process and techniques.

**UNIT IV**

Business- concept, nature, and scope; business as a system; business objectives; business and environment interface; distinction between business, commerce, and trade; Forms of Ownership: Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives, Multinational corporations; feasibility and preparation of business plan.

**SUGGESTED READINGS:**

1. Robbins, S. P., and Decenzo, D.A. Essentials of Management. Pearson Education, India.
2. Koontz, H., Essentials of Management. McGraw Hill Education, New Delhi
3. Robbins, S. P., and Coulter, M. K., Management. Pearson Education, Harlow.
4. Basu, C. R., Business organisation and management, McGraw Hill Education, New Delhi.
5. Talloo, Thelman J., Business Organisational and Management, McGraw Hill Education, New Delhi.
6. Tulsian, P.C., Business Organisation, Pearson Education, India.

**Note:** Only the latest editions of the above books are recommended.

**FINANCIAL ACCOUNTING**  
**PAPER CODE: BBA/GNL/102**

Total credits: 4  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Apply the generally accepted accounting principles in recording financial transactions and preparing financial statements.
2. Demonstrate accounting process under computerized accounting system.
3. Evaluate the importance of depreciation in financial statements.
4. Prepare financial statements of non-corporate business entities.
5. Prepare accounts for joint venture and non-profit organizations.

**UNIT I**

Meaning and scope of accounting, nature of financial accounting, Branches of accounting. Accounting principle: Concepts and Conventions. Application of Generally Accepted Accounting Principles (GAAP) in recording financial transactions and preparing financial statements.

**UNIT II**

Accounting Process: From recording of a business transaction to preparation of trial balance. Rectification of errors; Concept of depreciation, Methods of computing depreciation: straight line method and diminishing balance method.

**UNIT III**

Capital and revenue expenditures and receipts, Preparation of financial statements of non-corporate business entities: Trading account, profit and loss account, and balance sheet. Computerized Accounting System: Computerized accounts by using Tally software.

**UNIT IV**

Joint venture accounts. Accounting for Non-Profit Organizations: Meaning of Non-Profit Organization; Significance of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet; Preparation of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet.

**SUGGESTED READINGS:**

1. Anthony, R. N., Hawkins, D., Merchant, K. A. Accounting: Text and Cases. New York: McGrawHill Education, India.
2. Dam, B. B., Gautam, H. C. Financial Accounting. Gayatri Publications, Guwahati.
3. Monga, J. R., Financial Accounting: Concepts and Applications. MayurPaperback Publishing, New Delhi.
4. Shukla, M. C., Grewal, T. S., Gupta, S. C. Advanced Accounts. Sultan ChandPublishing, New Delhi.
5. Maheshwari, S. N., Maheshwari, S. K., Financial Accounting. Vikas Publishing House Pvt. Ltd. NewDelhi.
6. Sehgal, D. Financial Accounting. Vikas Publishing House Pvt. Ltd, New Delhi.

**Note:** Only the latest editions of the above books are recommended.



**BUSINESS ENVIRONMENT**  
**PAPER CODE: BBA/GNL/103**

Total credits: 4  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Understand dynamics of the business environment and current economic situation.
2. Develop a critical understanding of changes in the business environment and assess threats and opportunities emerging out of it.
3. Suggest strategic adjustments for an organization which may be needed in changing the business environment scenario.
4. Develop suitable adjustment and response strategies.

**UNIT I**

Business environment: concept, nature, and significance; Economic, social, political forces affecting business operations & growth; Types of business environment; Environmental scanning.

**UNIT II**

Risk in business environment- country risk and political risk; Economic systems: capitalism, socialism & mixed economy; Economic planning in India: objectives, strategy, and problems, Impact of economic planning in India; Roles of government: regulatory role, promotional role, entrepreneurial role, planning role, economic role in Indian context.

**UNIT III**

The constitutional environment and state intervention in business, social responsibility of business: concept, rationale, dimensions, and its disclosure by Indian business.

**UNIT IV**

Professionalization and business ethics, Competitive environment of business with reference to MRTP Act and Competition Act.

**SUGGESTED READINGS:**

1. Cherunillam, F., Business Environment, Himalaya Publications, Mumbai.
2. Bedi. S., Business Environment, Excel Books, Delhi
3. Goyal A., Environment for Managers, V.K. Publications, Haryana.
4. Paul, J., Business Environment, Tata Mc-Graw Hill, New Delhi.

**Note:** Only the latest editions of the above books are recommended.

**MICROECONOMICS**  
**PAPER CODE: BBA/GNL/104**

Total credits: 2  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Understand the basic concept and theories of microeconomics.
2. Develop a critical understanding of the implications of production and cost.
3. Understand various market structures and factor pricing.
4. Acquire necessary skills to analyze certain economic aspects to understand basic business activities.

**UNIT I**

Introduction to Economics, definition and scope of Economics, nature and scope of microeconomics, Demand: law of demand and its determinants, price, cross and income elasticity of demand, law of supply and its determinants, elasticity of supply, Law of diminishing Marginal Utility Analysis, competitive equilibrium; consumer's equilibrium, utility and indifference curve approaches.

**UNIT II**

Basic Cost Concepts, Total Cost, Fixed Cost, Variable Cost Average Cost & Marginal Cost, Explicit Cost and Implicit Cost, 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; internal and external economies of scale.

**UNIT III**

Characteristics of various factors of production. Determination of rent; quasi rent, optimum size of the firm; factors affecting the optimum size, location of firms.

**UNIT IV**

Equilibrium of the firm and industry, perfect competition, monopoly, monopolistic competition, discriminating monopoly, aspects of non-price competition and oligopolistic behaviour.

**SUGGESTED READINGS:**

1. Salvatore, D., Microeconomic Theory. McGraw Hill, New Delhi.
2. N. Dwivedi, Managerial Economics. Vikas Publishing House, Haryana.
3. Mark Hirschey, Managerial Economics. Thomson, South Western, New Delhi.
4. R H Dholkia and A.N. Oza, Microeconomics for Management Students. Oxford University Press, New Delhi.
5. N. Gregory Mankiw, Economics: Principles and Applications. Cengage Learning Private Limited, India.
6. P.L. Mehta, Managerial Economics. Sultan Chand, New Delhi.

**Note:** Only the latest editions of the above books are recommended.

**BUSINESS MATHEMATICS**  
**PAPER CODE: BBA/GNL/105**

Total credits: 3  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Understand the basic concepts of business mathematics.
2. Develop basic skills for quantitative application in business situations.
3. Interpret and solve real-life business problems.
4. Understand matrices and other various mathematical concepts useful in daily life.

**UNIT I**

Theory of Sets – Meaning, elements, types, presentation, and equality of sets; union, intersection, compliment & difference of sets; Venn diagrams; Cartesian product of two sets; applications of set theory.

**UNIT II**

Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers.

**UNIT III**

Permutations, combinations, and binomial theorem (positive index), Quadratic equations.

**UNIT IV**

Matrices – Types, properties, addition, multiplication, transpose, and inverse of matrix; properties of determinants, solution of simultaneous Linear Equations; differentiation and integration of standard algebraic functions; business applications of matrices, differentiation, and integration.

**SUGGESTED READINGS:**

1. Sancheti, D.C., Malhotra, A. M.& Kapoor V.K., Business Mathematics, Sultan Chand & Sons, New Delhi.
2. Zameerudin, Qazi, Khanna V.K.& Bhambri, S.K., Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi.
3. Reddy, R. Jaya Prakash, Y. Mallikarjuna Reddy, A Textbook of Business Mathematics, Ashish Publishing House, New Delhi.

**Note:** Only the latest editions of the above books are recommended.

**ENGLISH - I**  
**PAPER CODE: AEC-105-N1**

Total credits: 2  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Learn about the foundation of English language.
2. Familiarize with essentials of grammar of English language.
3. Inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation, and analysis of the prescribed literary texts.
4. Understand proper pronunciation and accent of English language.

**UNIT I**

Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Prepositions. Vocabulary Building: Suffix, Prefix, Synonyms, Antonyms,

**UNIT II**

Essentials of Grammar-I: Articles, Subject -Verb agreement, Parts of Speech, Tenses

**UNIT III**

Essentials of Grammar – II: Vowels, Consonants, Diphthongs, Clusters and Syllable, Direct and Indirect Speech.

**UNIT IV**

Spoken English Communication: Speech Drills, Pronunciation, Accent Stress and Intonation

**SUGGESTED READINGS:**

1. Madhulika Jha, Echoes, Orient Blackswan Pvt. Ltd, Telangana, India.
2. Ramon & Prakash, Business Communication, Oxford University Press, India.
3. Greenbaum S., Oxford English Grammar, Oxford University Press.
4. M. Ashraf Rizvi, Effective Technical Communication, McGraw Hill, New Delhi

**Note:** Only the latest editions of the above books are recommended.

**MANAGERIAL SKILLS DEVELOPMENT**  
**PAPER CODE: BBA/GNL/106**

Total credits: 3  
Practical marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Identify and foster self-capabilities for corporate readiness.
2. Learn the techniques of problem-solving and building positive interpersonal relationships.
3. Build teams and work in teams effectively.
4. Understand leadership styles and develop leadership qualities.

**UNIT I**

Understanding oneself (self- evaluation, ethics, values, personality assessment), Johari window, work life balance, stress management, time management, personality development and mindfulness.

**UNIT II**

Problem-solving, creativity, and innovation; steps in analytical problem-solving; building positive interpersonal relationships; Supportive communication; Coaching and counselling; Principles of supportive communication.

**UNIT III**

Team building; types of teams; managing conflict and diversity; team effectiveness; leading team for high performance; leading positive change.

**UNIT IV**

Leadership and its types; characteristics of a leader; leadership development; Leadership games to understand leadership roles at various levels of the organization.

**SUGGESTED READINGS:**

1. Wadkar, Alka. Life Skills for Success. Sage Publications, India.
2. Whetten, D.A, Cameron, K.S. Developing Management Skills. Prentice Hall, New Jersey.
3. Hughes, R., Ginnett, R. and Curphy, G., Leadership: Enhancing the Lessons of Experience, McGraw Hill Education, India,
4. A. Chandramohan, Leadership and management, Himalaya Publishing House, Mumbai.
5. Bhargava & Bhargava, Team Building & Leadership, Himalaya Publishing House, Mumbai.
6. Peter G. Northhouse, Introduction to Leadership, Concepts & practices, Sage Publication, India

**Note:** Only the latest editions of the above books are recommended.

## **ENVIRONMENTAL SCIENCE-I**

**SUBJECT CODE: VAC-101-N1**

Total credits: 2  
External marks: 75  
Internal marks: 25

**NOTE:** Question paper will have two parts. Part-1 will be compulsory and have 10 questions of equal marks covering the entire syllabus. Attempt any four questions out of six from Part-2.

### **COURSE OUTCOMES:**

At the completion of this course, the learner will be able to:

CO1: Understand human interaction with the environment and efforts taken for emergence of environmentalism at international level.

CO2: Understand concept of natural resources, their distribution, conservation, management and sustainable utilization.

CO3: Develop critical thinking towards local, regional and global environmental issue.

CO4: Describe the concept of ecosystem, biodiversity and their conservation at national and international levels.

### **Unit I: Humans and the Environment**

**(4 hrs)**

*The man-environment interaction:* Humans as hunter-gatherers; Mastery of fire; Origin of agriculture; Emergence of city-states; Great ancient civilizations and the environment, Indic Knowledge and Culture of sustainability; Middle Ages and Renaissance; Industrial revolution and its impact on the environment; Population growth and natural resource exploitation; Global environmental change.

*Environmental Ethics and emergence of environmentalism:* Anthropocentric and eco-centric perspectives (Major thinkers); The Club of Rome- Limits to Growth; UN Conference on Human Environment 1972; World Commission on Environment and Development and the concept of sustainable development; Rio Summit and subsequent international efforts.

### **Unit II: Natural Resources and Sustainable Development**

**(6 hrs)**

*Overview of natural resources:* Definition of resource; Classification of natural resources- biotic and abiotic, renewable and non-renewable.

*Biotic resources:* Major type of biotic resources- forests, grasslands, wetlands, wildlife and aquatic (fresh water and marine); Microbes as a resource; Status and challenges.

*Water resources:* Types of water resources- fresh water and marine resources; Availability and use of water resources; Environmental impact of over-exploitation, issues and challenges; Water scarcity and stress; Conflicts over water.

*Soil and mineral resources:* Important minerals; Mineral exploitation; Environmental problems due to extraction of minerals and use; Soil as a resource and its degradation.

*Energy resources:* Sources of energy and their classification, renewable and non-renewable sources of energy; Conventional energy sources- coal, oil, natural gas, nuclear energy; non-conventional energy sources- solar, wind, tidal, hydro, wave, ocean thermal, geothermal, biomass, hydrogen and fuel cells; Implications of energy use on the environment.

*Introduction to sustainable development:* Sustainable Development Goals (SDGs)- targets and indicators, challenges and strategies for SDGs.

### **Unit III: Environmental Issues: Local, Regional and Global**

**(6 hrs)**

*Environmental issues and scales:* Concepts of micro-, meso-, synoptic and planetary scales; Temporal and spatial extents of local, regional, and global phenomena.

*Pollution:* Impact of sectoral processes on Environment; Types of Pollution- air, noise, water, soil, thermal, radioactive; municipal solid waste, hazardous waste; transboundary air pollution; acid rain; smog.

*Land use and Land cover change:* land degradation, deforestation, desertification, urbanization. Biodiversity loss: past and current trends, impact.

*Global change:* Ozone layer depletion; Climate change. Disasters – Natural and Man-made (Anthropogenic)

#### **Unit IV: Conservation of Biodiversity and Ecosystems (8 hrs)**

*Biodiversity and its distribution:* Biodiversity as a natural resource; Levels and types; Biodiversity in India and the world; Biodiversity hotspots.

*Ecosystems and ecosystem services:* Major ecosystem types in India and their basic characteristics forests, wetlands, grasslands, agriculture, coastal and marine; Ecosystem services- classification and significance.

*Threats to biodiversity and ecosystems:* Land use and land cover change; Commercial exploitation of species; Invasive species; Fire, disasters and climate change.

*Major conservation policies:* in-situ and ex-situ conservation; Major protected areas; Biosphere reserves; Ecologically Sensitive Areas; Coastal Regulation Zone; the role of traditional knowledge for biodiversity conservation, community-based conservation; Gender and conservation.

*Overview of the following conventions and protocols-* Convention on Biological Diversity (CBD); Cartagena Protocol on Biosafety; Nagoya Protocol on Access and Benefit-sharing; Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES); Ramsar Convention on Wetlands of International Importance; Ramsar sites; United Nations Convention to Combat Desertification (UNCCD).

#### **Unit V: Case studies/ Field Work (6 hrs)**

The students are expected to be engaged in some of the following or similar identified activities:

- a) Field visits to identify local/regional environmental issues, make observations including data collection and prepare a brief report.
- b) Discussion on one national and one international case study related to the environment and sustainable development.
- c) Participation in plantation drive and nature camps.
- d) Documentation of campus flora and fauna.

#### **Suggested Readings:**

1. Baskar, R & Baskar, S. (2010). Natural Disasters: Earth's Processes & Geological Hazards, Unicorn Books
2. Bawa, K.S., Oomen, M.A. and Primack, R. (2011) Conservation Biology: A Primer for South Asia. Universities Press.
3. Bhagwat, Shonil (Editor) (2018) Conservation and Development in India: Reimagining Wilderness, Earthscan Conservation and Development, Routledge.
4. Chiras, D. D and Reganold, J. P. (2010). Natural Resource Conservation: Management for a Sustainable Future. 10th edition, Upper Saddle River, N. J. Benjamin/Cummins/Pearson.
5. De Anil, K. (2003). Environmental chemistry. New Age International.
6. Fisher, Michael H. (2018) An Environmental History of India- From Earliest Times to the Twenty-First Century, Cambridge University Press.
7. Gilbert M. Masters and W. P. (2008). An Introduction to Environmental Engineering and Science, Ela Publisher (Pearson)
8. Harper, Charles L. (2017) Environment and Society, Human Perspectives on Environmental Issues 6th Edition. Routledge.
9. Harris, Frances (2012) Global Environmental Issues, 2nd Edition. Wiley- Blackwell.
10. Headrick, Daniel R. (2020) Humans versus Nature- A Global Environmental History, Oxford

University Press.

11. Hughes, J. Donald (2009) *An Environmental History of the World- Humankind's Changing Role in the Community of Life*, 2nd Edition. Routledge.
12. John W. Twidell and Anthony D. (2015). *Renewable Energy Sources*, 3rd Edition, Weir Publisher (ELBS)
13. Kaushik, A., & Kaushik, C. P. (2006). *Perspectives in environmental studies*. New Age International.
14. Krishnamurthy, K.V. (2003) *Textbook of Biodiversity*, Science Publishers, Plymouth, UK
15. Manahan, S.E. (2022). *Environmental Chemistry* (11th ed.). CRC Press. <https://doi.org/10.1201/9781003096238>
16. Perman, R., Ma, Y., McGilvray, J., and Common, M. (2003) *Natural Resource and Environmental Economics*. Pearson Education.
17. Rajagopalan, R. (2011). *Environmental Studies: From Crisis to Cure*. India: Oxford University Press.
18. Sharma, P. D., & Sharma, P. D. (2012). *Ecology and environment*. Rastogi Publications.
19. Simmons, I. G. (2008). *Global Environmental History: 10,000 BC to AD 2000*. Edinburgh University Press
20. Singh, J.S., Singh, S.P. & Gupta, S.R. 2006. *Ecology, Environment and Resource Conservation*. Anamaya Publications <https://sdgs.un.org/goals>
21. Sinha, N. (2020) *Wild and Wilful*. Harper Collins, India.
22. Varghese, Anita, Oommen, Meera Anna, Paul, Mridula Mary, Nath, Snehlata (Editors) (2022) *Conservation through Sustainable Use: Lessons from India*. Routledge.
23. William P. Cunningham and Mary A. (2015). *Cunningham Environmental Science: A global concern*, Publisher (Mc-Graw Hill, USA)



**COST AND MANAGEMENT ACCOUNTING**  
**PAPER CODE: BBA/GNL/201**

Total credits: 4  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Determine various types of cost of production.
2. Demonstrate the material and labour cost control techniques.
3. Develop critical understanding about the application of marginal costing and budgeting.
4. Understand the various management accounting techniques.

**UNIT I**

Introduction: - Objective, elements of cost, cost sheet, importance of cost accounting, types of costing, difference between cost accounting and financial accounting. Material Control: - Meaning and objectives of material control, material purchase procedure, fixation of inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues.

**UNIT II**

Labor Cost Control: - its importance, methods of Time Keeping and Time Booking; Treatment and Control of Labor Turnover, Idle Time, Overtime, Systems of Wage Payment – Time Wage System, Piece Wage System and Balance or Debt Method; Overhead – classification, allocation and apportionment of overhead including machine hour rate. Methods of Costing – Job, Batch and Contract Costing.

**UNIT III**

Management Accounting: - Meaning, nature, scope, objective, and functions; marginal costing and profit planning, practical application of marginal costing techniques. Responsibility Accounting: types of responsibility centers, performance evaluation criteria, budgeting – role of budgets and budgeting in organisations, budgeting process.

**UNIT IV**

Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, und flow and cash flow analysis.

**SUGGESTED READINGS:**

1. Jain, S. P., Narang, K. L., Advance Cost Accounting, Kalyani Publishers, New Delhi.
2. Maheshwari, S.N., Mittal, S.N., Elements of Cost Accounting, Shree Mahavir Book Depot, New Delhi.
3. Bhar, B.K., Cost Accounting Methods and Problems, Academic Publishers, West Bengal, India.
4. Prasad, N.K., Principles and Practice of Cost Accounting, Syndicate Pvt. Ltd., West Bengal, India.

**Note:** Only the latest editions of the above books are recommended.

**STRATEGIC MANAGEMENT**  
**PAPER CODE: BBA/GNL/202**

Total credits: 4  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Get a clear understanding of the basic concept of strategy and its relationship with the firm's vision.
2. Mission and objectives for the organization's success.
3. Identify different strategic options available and their relationship with the dynamic environment.
4. Sketch the strategy to be followed by the organization and to effectively implement the strategy that will help the organization to become successful in the market.
5. Evaluate strategies in an effective manner by applying different techniques.

**UNIT I**

Strategic Management –meaning, Historical development and significance to Modern Day organisations. Strategic Management Process levels of strategy in organization.

**UNIT II**

Strategy Formulation- Company's mission, purpose, and objectives; corporate strategy - concept, significance, and objectives; types of strategies; Environmental and organisational appraisal (Internal & external) techniques of business environment analysis,

**UNIT III**

Strategic alternatives and choice; Business ethics and corporate strategy Concept of value chain and competitive advantage Strategy implementation - Designing organisational structure and activating strategies.

**UNIT IV**

Strategy Evaluation - Strategic evaluation and Control, Strategic and Operational Control; techniques of evaluation and control. Role of IT in strategic Management.

**SUGGESTED READINGS:**

1. Jauch, Lawerence R., Gluek, William F., Business Policy and Strategic Management. McCraw-Hill Book Company, New York.
2. Thompson, L. A., Stickland, A. J., Strategic Management - Concept and cases. McGraw Hill Inc. US.
3. Potter, M., Competitive Advantage of Nations. Huaxia Press, Beijing.
4. Kazmi A. Business Policy and Strategic Management, Tata McCraw Hill, India.
5. Kennth, A. Andrews, Concepts of corporate Strategy. Richard D. Irwin Publishers
6. Melvin J. Stanford: Management Policy. Prentice Hall, US.
7. John A. Pearce Hand R.B. Robinson Strategic Management, McCraw Hill Education, US.
8. Applegate, Corporate Information Strategy and Management, McGraw Hill Education, US.

**Note:** Only the latest editions of the above books are recommended.

**ORGANIZATIONAL BEHAVIOR**  
**PAPER CODE: BBA/GNL/203**

Total credits: 4  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Analyze and compare different models used to explain individual behavior.
2. Develop a critical insight into complexities associated with the group and team behavior.
3. Identify the processes used in managing change and resolving conflicts.
4. Interpret the influence of organizational development and change in the behavior of the employees.

**UNIT I**

Fundamentals of organizational behavior: concept, evolution, the importance of OB, contributing disciplines to OB, OB model, contemporary challenges of OB.

**UNIT II**

Dynamics of individual behavior: personality - concept, determinant, theories, and applications; values, attitudes, and emotions; perception - concept, process, and applications; learning and reinforcement; motivation - concept, theories, and applications.

**UNIT III**

Interpersonal processes: dynamics of groups – characteristics of the group, types, stages of group development, group cohesiveness, group processes and decision making; dynamics of teams – characteristics of the team, forms, team effectiveness; conflict - concept, sources, types, management of conflict; power and political behavior; leadership: concept, function, and styles.

**UNIT IV**

Organizational processes and structure: organizational design - various organizational structures and their effect on human behaviour; organisational climate; organisational culture; organisational change - concept, nature, resistance to change, change management, implementing change and organizational development.

**SUGGESTED READINGS:**

1. Kavita Singh., Organisational Behaviour: Text and cases. Pearson Education, New Delhi
2. Pareek, Udai. Understanding Organisational Behaviour, Oxford University Press, New Delhi.
3. Robbins, S. P & Judge, T. A. Organisational Behaviour, Prentice Hall of India, New Delhi.
4. Newstorm, J. and Keith Davis, Organisational Behaviour, McCraw Hill, New Delhi.

**Note:** Only the latest editions of the above books are recommended.

**MACROECONOMICS**  
**PAPER CODE: BBA/GNL/204**

Total credits: 2  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Understand basic macroeconomic concepts and variables.
2. Develop a critical understanding of the implications of income and consumption relationship with respect to various theories.
3. Understand and analyse the macroeconomic impacts through monetary and fiscal policies.
4. Analyze the macro environment which would help them in managerial decision-making processes.

**UNIT I**

Nature and scope of macroeconomics, circular flow of income; national income – alternative concepts of income and their interrelationship, measurement of national income, stock and flow variables, aggregate demand, supply and macroeconomic equilibrium, nature of a trade cycle, causes of booms and recessions.

**UNIT II**

Macro analysis of consumer behavior, cyclical and secular consumption, income consumption relationship, absolute, relative and permanent income hypothesis, simple Keynesian Model of income determination; multiplier analysis.

**UNIT III**

Nature of fiscal policy, fiscal deficits, fiscal policy in relation to growth and price stability, basic issues in fiscal deficit management, nature, and management of public debt; business taxes – types, rationale and incidence.

**UNIT IV**

Money supply measures; credit creation process and money multiplier, instruments of monetary policy; promotional and regulatory role of central bank; Inflation – types, causes, effects and control measures.

**SUGGESTED READINGS:**

1. Gupta, G.S., Macroeconomics – Theory and Applications, Tata McGraw Hill, New Delhi.
2. Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi.
3. Gupta S.B., Monetary Economics: Theory, Policy and Institutions, S. Chand, New Delhi.
4. Vaish, M.C., Macroeconomic Theory, Vikas Publications, New Delhi.
5. D'souza, Errol, Macroeconomics, Pearson Education, New Delhi.

**Note:** Only the latest editions of the above books are recommended.

**BUSINESS STATISTICS**  
**PAPER CODE: BBA/GNL/205**

Total credits: 3  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Apply application of quantitative techniques in business decision making.
2. Analyze data using statistical techniques and able to forecast under uncertain business environment.
3. Examine normality and apply its concepts in different sampling techniques.
4. Apply quantitative techniques to business situations and optimize available resources.

**UNIT I**

Statistics: Meaning, purpose, scope, and limitations; presentation and tabulation of data: meaning, objectives and types of classification, formation of frequency distribution, role types and construction of diagrams and graphs.

**UNIT II**

Measures of Central Tendency: Arithmetic mean, median, mode, characteristics, applications, and limitations of these measures; Measure of variation: Range, quartile deviation, mean deviation and standard deviation, co-efficient of variation and skewness.

**UNIT III**

Correlation Analysis: Introduction, significance, types and Methods of Correlation analysis – Scatter, diagram Karl Pearson's coefficient, Rank correlation. Regression Analysis: Introduction, significance, simple linear regression model, method of least squares, standard Error of estimates.

**UNIT IV**

Index Number: Introduction, importance, Construction, Price and Quantity index numbers, Laspeyres', Paasche's, Edgeworth-Marshall's, Fisher's method, Relative methods. Time series Analysis: Introduction, Utility of time series analysis, Components, and analysis of time series. Measuring Trends of time series, semi-average, moving averages and method of least squares.

**SUGGESTED READINGS:**

1. Berry, G.C. Business Statistics, Mc Graw Hill Publication, New Delhi.
2. Gupta, S.P. & M.P. Gupta. Business Statistics, Sultan Chand and Sons Publication.
3. Gupta, C.B. An Introduction to Statistical Methods, Vikas Publishing House Pvt Ltd. New Delhi.
4. Gupta, S.P. Statistical Methods, Sultan Chand and Sons Publication, New Delhi.
5. Sharma, J.K. Business Pearson Education, New Delhi.

**Note:** Only the latest editions of the above books are recommended.

**ENGLISH – II**  
**PAPER CODE: AEC-106-N1**

Total credits: 2  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Understand basics of narration and writing for effective communication.
2. Learn techniques of effective public speaking.
3. Write various kinds of letters, essays, and articles.
4. Practically perform reading and speaking through drills.

**UNIT I**

Narration and Writing: Define, Describe, Narrate and Argue; Reading Comprehension, Precise Writing, Letter Writing - Job Application Letter, Resume writing, Report Writing.

**UNIT II**

Introduction to Oratory: Techniques for effective public speaking, both prepared and extemporaneous. Brainstorm ideas for your own short speech.

**UNIT III**

Written English communication: Progression of Thought/ideas, Structure of Paragraph, Structure of Essays, Essay Writing.

**UNIT IV**

Writing Features and Articles: Op-Eds (Editorials, Opinions), Features; Articles; Performance and Drills: Reading Drills, Speaking Drills, Team-Performance Drills, Solo Performance Drills

**SUGGESTED READINGS:**

1. Madhulika Jha, Echoes, Orient Blackswan Pvt. Ltd, Telangana, India.
2. Ramon & Prakash, Business Communication, Oxford University Press, India.
3. Greenbaum S., Oxford English Grammar, Oxford University Press.
4. M. Ashraf Rizvi, Effective Technical Communication, McGraw Hill, New Delhi.
5. Sethi A., Adhikari B., Business Communication, McGraw Hill, New Delhi.

**Note:** Only the latest editions of the above books are recommended.

**LIFE SKILLS DEVELOPMENT**  
**PAPER CODE: BBA/GNL/206**

Total credits: 3  
Practical marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Define and identify different life skills required in personal and professional life.
2. Develop an awareness of the self and apply well-defined techniques to cope with emotions and stress.
3. Explain the basic mechanics of effective communication and demonstrate these through presentations.
4. Use appropriate thinking and problem-solving techniques to solve new problems.
5. Understand the basics of teamwork and leadership.

**UNIT I**

Overview of Life Skills: Meaning and significance of life skills, Life skills identified by WHO: Self-awareness, Empathy, Critical thinking, Creative thinking, Decision making, problem solving, Effective communication, interpersonal relationship, coping with stress, coping with emotion. Life skills for professionals: positive thinking, right attitude, attention to detail, having the big picture, learning skills, research skills, perseverance, setting goals and achieving them, helping others, leadership, motivation, self-motivation, and motivating others, personality development, IQ, EQ, and SQ.

**UNIT II**

Self-awareness: definition, need for self-awareness; Coping with Stress and Emotions, Human Values, tools, and techniques of SA: questionnaires, journaling, reflective questions, meditation, mindfulness, psychometric tests, feedback. Stress Management: Stress, reasons and effects, identifying stress, stress diaries, the four A's of stress management, techniques, Approaches: action-oriented, emotion-oriented, acceptance oriented, resilience, Gratitude Training, Coping with emotions: Identifying and managing emotions, harmful ways of dealing with emotions.

**UNIT III**

21st century skills: Creativity, Critical Thinking, Collaboration, Problem Solving, Decision Making, Need for Creativity in the 21st century, Imagination, Intuition, Experience, Sources of Creativity, Lateral Thinking, Myths of creativity, Critical thinking vs. Creative thinking, Functions of Left Brain & Right brain, Convergent & Divergent Thinking, Critical reading & Multiple Intelligence. Steps in problem solving: Problem Solving Techniques, Six Thinking Hats, Mind Mapping, Forced Connections. Analytical Thinking, Numeric, symbolic, and graphic reasoning. Scientific temperament and Logical thinking.

**UNIT IV**

Leadership: Leadership framework, entrepreneurial and moral leadership, vision, cultural dimensions. Growing as a leader, turnaround leadership, managing diverse stakeholders, crisis management. Types of Leadership, Traits, Styles, VUCA Leadership, Levels of Leadership, Transactional vs Transformational Leaders, Leadership Grid, Effective Leaders.

## **Lab Activities**

### **Verbal**

Effective communication and Presentation skills. Different kinds of communication; Flow of communication; Communication networks, Types of barriers; Miscommunication Introduction to presentations and group discussions. Learning styles: visual, aural, verbal, kinaesthetic, logical, social, solitary; Previewing, KWL table, active listening, REAP method Note-taking skills: outlining, non-linear note-taking methods, Cornell notes, three column note taking. Memory techniques: mnemonics, association, flashcards, keywords, outlines, spider diagrams and mind maps, spaced repetition. Time management: auditing, identifying time wasters, managing distractions, calendars, and checklists; Prioritizing - Goal setting, SMART goals; Productivity tools and apps, Pomodoro technique.

### **Non-Verbal**

Non-verbal Communication and Body Language: Forms of non-verbal communication; Interpreting body-language cues; Kinesics; Proxemics; Chronemics; Effective use of body language, Communication in a multi-cultural environment.

## **SUGGESTED READINGS:**

1. Khara S., You Can Win. Macmillan Books, New York.
2. Barun K. Mitra, "Personality Development & Soft Skills", Oxford Publishers, New Delhi.
3. ICT Academy of Kerala, "Life Skills for Engineers", McGraw Hill Education, India.
4. Caruso, D. R. and Salovey P, "The Emotionally Intelligent Manager: How to Develop and Use the Four Key Emotional Skills of Leadership", Jossey- Bass, San Francisco.
5. Kalyana, "Soft Skill for Managers". Wiley Publishing Ltd, US.
6. James L., "The First Book of Life Skills"; Embassy Books, Mumbai.
7. Verma S., "Development of Life Skills and Professional Practice". Sultan Chand (G/L) & Company, India.
8. Goleman D., Emotional Intelligence. Bantam, New York.
9. Remesh S., Vishnu R.G., Life Skills for Engineers, Ridhima Publications, India.
10. Butterfield Jeff, Soft Skills for Everyone, Cengage Learning India Pvt Ltd.
11. Training in Interpersonal Skills: Tips for Managing People at Work, Pearson Education, India.
12. The Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson Education.

**Note:** Only the latest editions of the above books are recommended.



**ENVIRONMENTAL SCIENCE-II**  
**SUBJECT CODE: VAC-102-N1**

Total credits: 2  
External marks: 75  
Internal marks: 25

**NOTE:** Question paper will have two parts. Part-1 will be compulsory and have 10 questions of equal marks covering the entire syllabus. Attempt any four questions out of six from Part-2.

**COURSE OUTCOMES:**

At the completion of this course, the learner will be able to:

CO1: Understand about different types of pollution, their sources and their adverse impacts.

CO2: Develop understanding on the climate change concept, climate change adaptation and mitigation.

CO3: Understand broad aspects of environmental management systems and various methods followed for assessment of environmental quality and associated risks.

CO4: Learn about the major environmental conventions/protocols adopted at national and international level to protect and conserve environment.

**Unit I: Environment Pollution and Health**

**(6 hrs)**

*Understanding pollution:* Production processes and generation of wastes; Assimilative capacity of the environment; Definition of pollution; Point sources and non-point sources of pollution.

A) *Air pollution:* Sources of air pollution; Primary and secondary pollutants; Criteria pollutant carbon monoxide, lead, nitrogen oxides, ground-level ozone, particulate matter, and sulphur dioxide; Other important air pollutants- Volatile Organic compounds (VOCs), Peroxyacetyl Nitrate (PAN), Polycyclic aromatic hydrocarbons (PAHs) and Persistent organic pollutants (POPs); Indoor air pollution; Adverse health impacts of air pollutants; National Ambient Air Quality Standards.

B) *Water pollution:* Sources of water pollution; River, lake, and marine pollution, groundwater pollution; water quality. Water quality parameters and standards; adverse health impacts of water pollution on human and aquatic life.

C) *Soil pollution and solid waste:* Soil pollutants and their sources; Solid and hazardous waste; Impact on human health.

D) *Noise pollution:* Definition of noise; Unit of measurement of noise pollution; Sources of noise pollution; Noise standards; adverse impacts of noise on human health.

E) *Thermal and Radioactive pollution:* Sources and impact on human health and ecosystems.

**Unit II: Climate Change: Impacts, Adaptation and Mitigation**

**(6 hrs)**

*Understanding climate change:* Natural variations in climate; Structure of atmosphere; Anthropogenic climate change from greenhouse gas emissions—past, present and future; Projections of global climate change with special reference to temperature, rainfall, climate variability and extreme events; Importance of 1.5 °C and 2.0 °C limits to global warming; Climate change projections for the Indian sub-continent.

*Impacts, vulnerability and adaptation to climate change:* Observed impacts of climate change on ocean and land systems; Sea level rise, changes in marine and coastal ecosystems; Impacts on forests and natural ecosystems; Impacts on animal species, agriculture, health, urban infrastructure; the concept of vulnerability and its assessment; Adaptation vs. resilience; Climate-resilient development; Indigenous knowledge for adaptation to climate change. Mitigation of climate change: Synergies between adaptation and mitigation measures; Green House Gas (GHG) reduction vs. sink enhancement; Concept of carbon intensity, energy intensity, and carbon neutrality; Energy efficiency measures; Renewable energy sources; Carbon capture and storage, National climate action plan and Intended Nationally Determined Contributions (INDCs); Climate justice.

### **Unit III: Environmental Management**

**(6 hrs)**

*Introduction to environmental laws and regulation:* Constitutional provisions- Article 48A, Article 51A (g) and other derived environmental rights.

*Environmental legislations in India:* The Wild Life (Protection) Act, 1972; The Water (Prevention and Control of Pollution) Act, 1974; The Forest (Conservation) Act, 1980; The Air (Prevention and Control of Pollution) Act, 1981; The Environment (Protection) Act, 1986; The Biological Diversity Act, 2002; The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006; Noise Pollution (Regulation and Control) Rules, 2000; Industry-specific environmental standards; Waste management rules.

*Environmental management system:* ISO 14001, Concept of Circular Economy, Life cycle analysis; Cost-benefit analysis, Environmental audit and impact assessment; Environmental risk assessment, Pollution control and management; Waste Management- Concept of 3R (Reduce, Recycle and Reuse) and sustainability; Ecolabeling /Eco mark scheme.

### **Unit IV: Environmental Treaties and Legislation**

**(6 hrs)**

An overview of the following national and international cooperation, agreements, conventions, protocols - adoption, signature, ratification and entry into force; binding and nonbinding measures; Conference of the Parties (COP):

A) Vienna Convention for the Protection of the Ozone Layer; Montreal Protocol on Substances that Deplete the Ozone Layer and the Kigali Amendment; Status phase-out of production and consumption of Ozone Depleting Substances by India.

B) Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal; Rotterdam Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade; Stockholm Convention on Persistent Organic Pollutants; Minamata Convention on Mercury.

C) United Nations Framework Convention on Climate Change (UNFCCC); Kyoto Protocol; Paris Agreement; India's status as a party to major conventions.

D) National Green Tribunal; Some landmark Supreme Court judgements.

E) Major International organisations and initiatives: United Nations Environment Programme (UNEP), International Union for Conservation of Nature (IUCN), World Commission on Environment and Development (WCED), United Nations Educational, Scientific and Cultural Organization (UNESCO), Intergovernmental Panel on Climate Change (IPCC), and Man and the Biosphere (MAB) programme.

### **Unit V: Case studies/ Field Work (6 hrs)**

The students are expected to be engaged in some of the following or similar identified activities:

- a) Field visits to identify local/regional environmental issues, make observations including data collection and prepare a brief report.
- b) Discussion on one national and one international case study related to the environment and sustainable development.
- c) Campus environmental management activities such as solid waste disposal, water management and sanitation and sewage treatment plant

### **Suggested Readings:**

1. Adenle A., Azadi H., Arbiol J. (2015). Global assessment of technological innovation for climate change adaptation and mitigation in developing world, *Journal of Environmental Management*, 161 (15): 261-275.
2. Ahluwalia, V. K. (2015). *Environmental Pollution, and Health*. The Energy and Resources Institute (TERI).
3. Barnett, J. & S. O'Neill (2010). Maladaptation. *Global Environmental Change—Human and Policy Dimensions* 20: 211–213.
4. Barrow, C. J. (1999). *Environmental management: Principles and practice*. Routledge.
5. Berrang-Ford, L., J.D. Ford & J. Paterson (2011). Are we adapting to climate change? *Global Environmental Change—Human and Policy Dimensions* 21: 25-33.
6. Bohra, Saroj, *Judicial Intervention and Evolution of Environmental Principles and Doctrines*

- (January 7, 2019). Available at SSRN: <https://ssrn.com/abstract=3311406> or <http://dx.doi.org/10.2139/ssrn.3311406>
7. Central Pollution Control Board Web page for various pollution standards. <https://cpcb.nic.in/standards/>
  8. India Code – Digital repository of all Central and State Acts: <https://www.indiacode.nic.in/>
  9. Jackson, A. R., & Jackson, J. M. (2000). *Environmental Science: The Natural Environment and Human Impact*. Pearson Education.
  10. Jørgensen, Sven Marques, Erik João Carlos and Nielsen, Søren Nors (2016) *Integrated Environmental Management, A transdisciplinary Approach*. CRC Press.
  11. Kanchi Kohli and Manju Menon (2021) *Development of Environment Laws in India*, Cambridge University Press.
  12. Kaushik, A., & Kaushik, C. P. (2006). *Perspectives in environmental studies*. New Age International.
  13. Masters, G. M., & Ela, W. P. (2008). *Introduction to environmental engineering and science* (No. 60457). Englewood Cliffs, NJ: Prentice Hall.
  14. Miller, G. T., & Spoolman, S. (2015) *Environmental Science*. Cengage Learning.
  15. Ministry of Environment, Forest and Climate Change (2019) *A Handbook on International Environment Conventions & Programmes*. <https://moef.gov.in/wpcontent/uploads/2020/02/convention-V-16-CURVE-web.pdf>
  16. Pittock, Barrie (2009) *Climate Change: The Science, Impacts and Solutions*. 2nd Edition. Routledge.
  17. Richard A. Marcantonio, Marc Lame (2022). *Environmental Management: Concepts and Practical Skills*. Cambridge University Press.
  18. Theodore, M. K. and Theodore, Louis (2021) *Introduction to Environmental Management*, 2nd Edition. CRC Press.
  19. Tiefenbacher, J (ed.) (2022), *Environmental Management - Pollution, Habitat, Ecology, and Sustainability*, Intech Open, London. 10.5772/
  20. UNEP (2007) *Multilateral Environmental Agreement Negotiator's Handbook*, University of Joensuu, ISBN 978-952-458-992-5
  21. [www.ipcc.org](http://www.ipcc.org); <https://www.ipcc.ch/report/sixth-assessment-report-cyc>

**MARKETING MANAGEMENT**  
**PAPER CODE: BBA/GNL/301**

Total credits: 4  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Understand the process of marketing by which companies create value for customers and capture value from customers in return.
2. Understand the significance of consumer behavior, segmentation, targeting and positioning.
3. Make the product and pricing strategies.
4. Make the distribution strategies, promotion strategies.

**UNIT I**

Introduction to Marketing; difference between marketing and selling; core concepts of marketing; marketing mix; marketing process; marketing environment.

**UNIT II**

Determinants of consumer behaviour; consumer's purchase decision process (exclude industrial purchase decision process); market segmentation; target marketing; differentiation and positioning; marketing research; marketing information system.

**UNIT III**

Product and product line decisions; branding decisions; packaging and labeling decisions; product life cycle concept; new product development; pricing decisions.

**UNIT IV**

Distribution channels: - retailing, wholesaling, warehousing and physical distribution, promotion mix - personal selling, advertising, sales promotion, publicity, conceptual introduction to customer relationship marketing.

**SUGGESTED READINGS:**

1. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. Marketing Management. New Delhi: Pearson Education.
2. Dhunna, M. Marketing Management: Text and Cases. New Delhi: Wisdom Publications.
3. Saxena, R. Marketing Management. New Delhi: McGraw Hill.
4. Zikmund, W. G. Marketing. New Delhi: Cengage Learning.
5. Panda, T. K. Marketing Management. New Delhi: Excel Books.

**Note: Only the latest editions of the above books are recommended.**

**HUMAN RESOURCE MANAGEMENT**  
**PAPER CODE: BBA/GNL/302**

Total credits: 4  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Understand the basics of human resource management.
2. Analyse the human resource challenges in present scenario.
3. Know the essentials of employing, maintaining, and promoting a motivated workforce.
4. Develop critical understanding of contemporary issues of human resource management.

**UNIT I**

Introduction - nature and scope of human resource management, HRM objectives and functions, HRM policies, HRM in a globally competitive environment; Strategic human resource management, HR outsourcing; Brief overview of HRIS.

**UNIT II**

Acquisition of Human Resource - Human resource planning; Job analysis and Job design; Recruitment - Concept and sources; Selection - Concept and process; Placement and induction; Job evaluation - concept & methods.

**UNIT III**

Training and Development - Concept and importance; Identifying training and development needs; Training methods and evaluation, designing training programs; Role-Specific and Competency Based Training; Management Development; Career Development and Succession planning.

**UNIT IV**

Performance Appraisal - nature, objectives, and importance; techniques of performance appraisal; potential appraisal and employee counselling; Compensation: concept and policies; fringe benefits; performance linked compensation. Balance Scorecard, Competency based HRM; Employee welfare; Social security; Grievance-handling; Industrial Disputes: causes and settlement machinery.

**SUGGESTED READINGS:**

1. Dessler, G. A Framework for Human Resource Management. Pearson Education.
2. DeCenzo, D. A., & Robbins, S. P. Personnel/Human Resource Management. Pearson Education.
3. Aswathapa, K. Human Resource Management: Text and Cases. Tata McGraw Hill Education.
4. Haldar, U., & Sarkar Juthika. Human Resource Management. Oxford University Press.
5. Rao, V. S. P. Human Resource Management. Cengage Learning India.
6. Chhabra, T. N. Human Resource Management. Dhanpat Rai & Co., Delhi.
7. Patttanayak, B. Human Resource Management. PHI Learning.

**Note:** Only the latest editions of the above books are recommended.

**FINANCIAL MANAGEMENT**  
**PAPER CODE: BBA/GNL/303**

Total credits: 4  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Understand the concept of financial management and various source of finance.
2. Analyse capital budgeting process and apply capital budgeting techniques for Business decisions.
3. Examine capital structure and cost of capital.
4. Critically examine various theories of dividend, identify, and analyse dividend policy; and suggest sound dividend policy.
5. Design working capital policy based on the assessment of financial requirements.

**UNIT I**

Nature, scope, and objectives of financial management, Finance decision, Functions and Responsibilities of Finance Manager. Sources of Finance: Different Sources of Finance including internal sources, external sources.

**UNIT II**

Time value of money, Capital Budgeting Process, Capital budgeting methods: Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index.

**UNIT III**

Components of cost of capital, Method for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC). Capital Structure- Theories of Capital Structure.

**UNIT IV**

Theories of dividend decision – Walter's Model, Gordon's Model, MM Approach, Forms of dividend payment, types of dividend policies and Determinants of Dividend policy. Concept of Working Capital, Operating Cycles, Working capital estimation.

**SUGGESTED READINGS:**

1. Chandra, P. Financial Management-Theory and Practice. New Delhi: Tata McGraw Hill Education.
2. Horne, J. C., & Wachowicz, J. M. Fundamentals of Financial Management. New Jersey: Prentice Hall.
3. Khan, M. Y., & Jain, P. K. Financial Management: Text and Problem. New Delhi: Tata McGraw Hill Education India.
4. Kothari, R. Financial Management: A Contemporary Approach. New Delhi: Sage Publications India Pvt. Ltd.
5. Pandey, I. M. Financial Management. New Delhi: Vikas Publications.
6. Rustagi, R. P. Fundamentals of Financial Management. New Delhi: Taxmann Publication.
7. Ross, S. A., Westerfield, R. W., Jaffe, J., & Kakani, R. K. Corporate Finance. New York: McGraw Hill Education.
8. Sharma, S. K., & Zareen, R. Fundamentals of Financial Management. New Delhi: S. Chand Publishing.
9. Singh, P. Financial Management. New Delhi: Ane Books Pvt. Ltd.
10. Singh, J. K. Financial Management-Theory and Practice. New Delhi: Galgotia Publishing House.

11. Singh, S., & Kaur, R. Fundamentals of Financial Management. New Delhi: SCHOLAR Tech. Press.
12. Tripathi, V. Basic Financial Management. Delhi: Taxmann Publication.
13. Srivastava, R., & Mishra, A. Financial Management. New Delhi: OUP India.
14. Institute of Chartered Accountants of India. Study Material of CA Course (New)

**Note:** Only the latest editions of the above books are recommended.

**INDIAN FINANCIAL SYSTEM**  
**PAPER CODE: BBA/GNL/304**

Total credits: 4  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Understand the workings of various components of financial system in India.
2. Analyze the importance of a sound financial system for economic development of a country.
3. Evaluate the workings of different financial institutions.
4. Analyze the instruments available in the money market and capital market.

**UNIT I**

Indian Financial System: Nature, structure, role and functions. Structure of Indian banking system, RBI- functions and working, Integrated ombudsman scheme, 2021 by RBI. Financial Institutions: Commercial banks, Banking and non-banking intermediaries, NABARD, Regional Rural Banks and Cooperative Banks, SIDBI.

**UNIT II**

Banking Concepts –credit creation, E-Banking; NEFT, RTGS, SWIFT mechanism. Universal Banking, payment banks. Emergence of electronic payment system in India, NPCI. Money Market; Money market instruments; Call money, Treasury Bills, Commercial Bills, Certificate of deposit, Commercial Papers, Reforms and recent developments in money market.

**UNIT III**

Capital Market: Capital Market instruments, Role of SEBI, Secondary market; trading and settlement; Primary market v/s Secondary Market. Mutual Funds; meaning and types. Reforms and recent developments in capital market.

**UNIT IV**

Non-banking finance companies, Housing finance companies. Overview of financial Services: Merchant Banking, Leasing and Hire purchase, Factoring, Housing Finance, Venture Capital, Credit Rating. An overview of Fintech; Suptech.

**SUGGESTED READINGS:**

1. Bhole L. M 'Financial institutions and Markets', Tata McGraw Hills.
2. Varshney and Mittal. Indian Financial System, Sultan Chand & Sons.
3. Bharati V. Pathak, 'The Indian financial system- Markets, Institutions and Services' Pearson Education.
4. John C. Hull, 'Risk Management and Financial Institutions', Tata McGraw Hills.
5. S. Gurusamy, 'Financial Markets and Institutions' 3rd edition, Tata McGraw Hills.
6. Khan M. Y. ' Indian Financial System', Tata McGraw Hills.
7. Gurusamy, —Financial Services and System, McGraw Hill Education, March.

**Note:** Only the latest editions of the above books are recommended.



**BUSINESS ETHICS AND CORPORATE GOVERNANCE**  
**PAPER CODE: BBA/GNL/305**

Total credits: 3  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Explain the ethical conduct in business and its essence for management.
2. Analyze the value system in business.
3. Understand the basics of corporate governance and the emerging role of management.
4. Develop comprehensive understanding on corporate disclosure and the role of SEBI.

**UNIT I**

Ethics and Behaviour, Ethical conduct in Business: Ethical Audits, Cost of being unethical, Ethics and social responsibility, Intellectual property rights like designs, patents, trademarks, copy rights.

**UNIT II**

Values–Concepts, values in Business, Types and Formation of Values, importance of value system, Values of Indian Managers; applications of moral values to the challenges of the organisations. Relationship between ethics and values.

**UNIT III**

Corporate Governance: Concept, corporate governance code, Profit maximization versus Corporate Social Responsibility, Corporate Social Reporting, Corporate Governance and the Role of Board (BOD).

**UNIT IV**

Legal aspects: Corporate Disclosure and Investor Protection in India, Guidelines on CSR Management, Corporate disclosure practices, SEBI codes.

**SUGGESTED READINGS:**

1. Iyer, S. S. Managing for Value. New Delhi: New Age International Publishers.
2. Hartman, L. P., & Chatterjee, A. Business Ethics. New Delhi: Tata McGraw Hill.
3. Bhatia, S. K. Business Ethics and Managerial Values. New Delhi: Deep & Deep Publications Pvt. Ltd.
4. Velasquez. Business Ethics - Concepts and Cases. New Delhi: Prentice Hall.
5. Reed, D. Corporate Governance, Economic Reforms & Development. New Delhi: Oxford University Press.
6. Mathur, U. C. Corporate Governance & Business Ethics. New Delhi: McMillan.

**Note:** Only the latest editions of the above books are recommended.

## COMMUNICATION, MEDIATION AND RESOLUTION (CMR)

PAPER CODE: AEC-102-N1

Total credits: 2  
External marks: 75  
Internal marks: 25

### Course Objectives:

- CO1: To familiarize the students with the process and barriers of communication.
- CO2: To enable the students develop critical thinking and identify logical fallacies.
- CO3: To help students in recognizing factors and applying strategies in conflict resolution.
- CO4: To inspire students in appreciating the role of mediation and find creative solutions.

### UNIT-I

**Communication and Barriers to Communication:** 7C's of Communication, Win-Win Communication, Strategies for Effective Communication, Zero-Sum; Reasons for Conflict; Communication Barriers.

### UNIT-II

**Critical Thinking and Cognitive Skills:** reason; analysis, synthesis, divide and rule; root-cause analysis; logic and logical fallacies.

Reasoning; Logic; Inductive and Deductive Reasoning; Logical fallacies: Ad hominem, straw man fallacy; bandwagon fallacy; hasty generalization; false dilemma; false dichotomy; Tu Quoque; circular reasoning and hasty generalization; Recognizing fallacies.

### UNIT-III

**Mediation and Conflict-Resolution:** Cognitive Skills and Critical thinking; Listening for key words, phrases and hints, Creative Communicating, Managing and celebrating Diversity, Adaptability and Negotiation; Dispute-resolution; arbitration; mediator's role; caucuses, third party, objectivity, impartiality, neutrality, offers, counter offers, questions, demands, and proposals, impasse, settlement. Brainstorming, Problem solving strategies, Stress management, Significance of Collaboration, Confronting challenges.

### UNIT-IV

**Mediation in Practice:** Exercises in role-playing and mediation and one case study assignment as directed by the teacher.

### Course Outcomes:

- CO1: The students will be familiarized with the process and barriers of communication.
- CO2: The students will be enabled to develop critical thinking and identify logical fallacies.
- CO3: The students will be able to recognize factors and apply strategies in conflict resolution.
- CO4: The students will be able to appreciate the role of mediation and find creative solutions.

### SUGGESTED READINGS:

1. Mangla, R. K. Basics of Communication, Mediation and Resolution.
2. Raman, M., & Sharma, S. Effective Communication Skills.
3. Phillips, C. C. Conflict, Conflict Resolution and Mediation: Theory, Process and Practice.

**ADVANCED EXCEL**  
**PAPER CODE: BBA/GNL/306**

Total credits: 3  
Practical marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Visualize data for business decisions.
2. Evaluate and integrate appropriate information for business.
3. Apply mathematical and statistical functions for decision making.
4. Identify and organize data from multiple sources.

**UNIT I**

Creating a basic worksheet, managing worksheets, Formatting cells Viewing and printing worksheets, Insert, delete - cells, rows, columns. Sorting (basic, custom), filtering, grouping, ungrouping data, dealing with subtotals and grand totals. protecting cells.

**UNIT II**

Building basic formulas, Using a function in a formula, Math and statistical functions, Sum, Max, Min, Average, Count, Today, Now, Countif, CountA, CountBlank, Round, Roundup, Round. Financial functions Manipulating dates, times and text, VLOOKUP and HLOOKUP, Conditions in formulas.

**UNIT III**

Goal Seek function, descriptive statistics, PivotTables, Find trends in data, summarize data by using Sparklines, Data Validation.

**UNIT IV**

Create and modify macros, Create hyperlinks, Creating and managing charts like Column, Line, Pie, Bar, Area, Scatter, 3D, Pivot charts etc. Working with multiple sheets, hyperlinks, Creating Dashboards.

**SUGGESTED READINGS:**

1. Harvey, G. Excel All-in-One for Dummies. Hoboken, NJ: John Wiley & Sons.
2. Alexander, M., & Kusleika, R., et al. Excel Bible. Hoboken, NJ: Wiley.
3. Winston, W. Microsoft Excel 365 Data Analysis and Business Modeling. Redmond, WA: Microsoft Press.
4. Blackwood, N. Advanced Excel Reporting for Management Accountants. Hoboken, NJ: Wiley.

**Note:** Only the latest editions of the above books are recommended.

**FUNDAMENTALS OF INTERNATIONAL BUSINESS**  
**PAPER CODE: BBA/GNL/401**

Total credits: 4  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Understand the dynamics of international business and global perspective on trading system.
2. Analyze various approaches to decisions concerning international trade and investment.
3. Develop an understanding of risk involved and emerging issues in international business.
4. Evaluate the essentials of entering and competing in international markets.

**UNIT-I**

Types of international business; basic structure of international business environment; motives for international business; barriers to international business; risk in international business; basic techniques of risk management in international business.

**UNIT-II**

Foreign market entry modes; factors of country evaluation and selection; decisions concerning foreign direct and portfolio investment; control methods in international business.

**UNIT-III**

Basic foreign manufacturing and sourcing decisions; product and branding decisions for foreign markets; approaches to international pricing; foreign channel and logistical decisions.

**UNIT-IV**

Global trading and financial system – an overview; accounting differences across countries; cross cultural challenges in international business; international staffing and compensation decisions.

**SUGGESTED READINGS:**

1. Daniels, J. D., & Radebaugh, H. L. International Business: Environment and Operations. New Delhi: Pearson Education.
2. Hill, C. W. L. International Business. New Delhi: Tata McGraw Hill.
3. Sharan, V. International Business: Concept, Environment and Strategy. New Delhi: Pearson Education.
4. Bennett, R. International Business. New Delhi: Pearson Education.

**Note:** Only the latest editions of the above books are recommended.

**SUSTAINABLE BUSINESS DEVELOPMENT**  
**PAPER CODE: BBA/GNL/402**

Total credits: 4  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Understanding of the concept of sustainable development and the discourse associated with the same.
2. Understanding of the issues pertaining to sustainable businesses and the myriad perspectives pertaining to the role of business in sustainability.
3. Understanding of the business risks and opportunities created by the new global order and the need to adopt more sustainable practices along with understanding the challenges posed by sustainable development for companies and their associated responsibilities and the scope of their actions.
4. Understanding of the concepts of sustainability at the individual, organisational and societal level, with a special emphasis on the evolving role of business in society.
5. Understanding of the various sustainable business management practices.
6. Understanding of the international legal environment pertaining to sustainable business.

**UNIT I**

Introduction to Climate Change and Sustainable Development; Millennium Development Goals; Historical and Emerging Themes in Sustainable Business; Business Case for Sustainability

**UNIT II**

Sustainable Firm – Corporate Social and Environmental Sustainability; Redefining the Traditional Business Models; Sustainability and New Product Development; Sustainable Retail; Supply Chain Restructuring

**UNIT III**

Sustainable Business Management –Sustainability Accounting and Reporting; Triple Bottom Line Accounting; Carbon Accounting and Auditing for Business; Socially Responsible Human Resource Management; Socially Responsible Investing and Finance

**UNIT IV**

(Re)Transformation of Business – Sustainable Infrastructure; Re-working Transportation Networks; Energy Efficiency; Green Buildings. International Legal Environment of Sustainable Business – International Trade Laws; Climate Change Treaties and their Impact on Business

**SUGGESTED READINGS:**

1. McDonough, W., & Braungart, M. Cradle to Cradle: Remaking the Way We Make Things. North Point Press.
2. Kaplan, R., & Norton, D. The Balanced Scorecard. Harvard Business Review.
3. York University-Research Report No. 32/2010: Global Warming: A Tragedy of the Commons-Maebh O'Gorman
4. Blackburn, W. R. The Sustainability Handbook: The Complete Management Guide to Achieving Social, Economic and Environmental Responsibility. Environmental Law Institute.
5. Hoffmann, A. J., & Woody, J. G. Climate Change: What's Your Business Strategy? Boston, MA: Harvard Business School Publishing.
6. Laszlo, C. The Sustainable Company: How to Create Lasting Value through Social and Environmental Performance. Island Press.
7. Rainey, D. L. Sustainable Business Development: Inventing the future through Strategy, Innovation, and Leadership. Cambridge University Press.

8. Wirtenberg, J., Russell, W. G., & Lipsky, D. The Sustainable Enterprise Field Book: When It All Comes Together. AMACOM Division American Management Association.
9. Willard, B. The Next Sustainability Wave: Building Boardroom Buy-in. New Society Publishers.
10. Willard, B., & Elkington, J. The New Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line. New Society Publishers.
11. Hardin, G. The Tragedy of the Commons. Science, 162(3859), 1243-1248.

**Note:** Only the latest editions of the above books are recommended.

**BUSINESS RESEARCH METHODS**  
**PAPER CODE: BBA/GNL/403**

Total credits: 4  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Outline the significance of research and research methodology and to analyze the problems in conducting social science research in India.
2. Formulate research problem and research design.
3. Determine the sample size in consonance with the research problem and research design.
4. Collect and tabulate required primary and secondary data for analysis.
5. Prepare a report on the basis of collected data.

**UNIT I**

Concept, objectives, and significance of Research; Approaches and types of Research; Research Methodology; Research Process; Criteria of Good Research; Challenges in conducting social science research in India.

**UNIT II**

Defining the Research Problem and Research Design; Components, selection and formulation of Research Problem; meaning and need of Literature Review; Meaning of Research Design, Features of a good research design; types of Research Design.

**UNIT III**

Meaning of Census and Sample; Meaning, need, significance and principle of sampling; Essentials of a good sampling; Methods of sampling; Determination of sample size.

**UNIT IV**

Types of data; Methods of collection of primary data: Collection of Secondary Data; Use of computer and internet in collection of data; limitation of primary and secondary data. Tabulation of data for analysis, Research Proposal, Research Report: Qualities of good report, steps in report writing.

**SUGGESTED READINGS:**

1. Madan, P., Paliwal, V., & Bhardwaj, R. Research Methodology: Methods & Techniques. New Delhi: New Age International Publishers.
2. Kothari, B. L. Research Methodology: Tools and Techniques. Jaipur: ABD Publishers.
3. Borse, M. N. Research Methodology—Modern, Methods & New Techniques. Jaipur: Shree Niwas Publishers.
4. Rao, K. V. Research Methodology in Commerce and Management. Noida, Uttar Pradesh: Sterling Publishers Private Limited.
5. Sharma, R. D., & Chahal, H. Research Methodology in Commerce and Management. New Delhi: Anmol Publications.

**Note:** Only the latest editions of the above books are recommended.

**BUSINESS RESEARCH LAB**  
**PAPER CODE: BBA/GNL/404**

Total credits: 4  
Practical marks: 75  
Internal marks: 25

**Course Outcomes:**

After the successful completion of this course, students will be able to:

1. Learn data management using software.
2. Perform various statistical tests using software.
3. Analyse quantitative data.
4. Conduct research work with the help of software.

**UNIT-I**

Introduction and functions of statistical softwares; data coding, entry and checking; descriptive statistics; tables and graphs.

**UNIT-II**

Using SPSS - reliability testing, parametric tests – types of T-test

**UNIT-III**

Using SPSS - correlation, simple linear regression

**UNIT-IV**

Using SPSS - Factor analysis

**SUGGESTED READINGS:**

1. Field, A. Discovering Statistics Using IBM SPSS Statistics. Delhi: Sage Publisher.
2. Morgan, G. A., Leech, N. L., Gloeckner, G.W., & Barrett, K. C. SPSS for Introductory SPSS – Use and Interpretation. London: Lawrence Erlbaum Associates.
3. Hair, J.F., Black, W.C., Babin, B. J., & Anderson, R. E. Multivariate Data Analysis. Delhi: Pearson.
4. Chauhan, A. Research Analytics: A Practical Approach to Data Analysis. Delhi: Dreamtech Press.

**Note:** Only the latest editions of the above books are recommended.



**EFFECTIVE CORPORATE COMMUNICATION (ECC)**  
**PAPER CODE: AEC-103-N3**

Total credits: 2  
External marks: 75  
Internal marks: 25

**Course Objectives:**

- CO1: To acquaint students with the appropriate grammatical structures in written forms.
- CO2: To enable the students to understand the significance of technical writing and formal communication.
- CO3: To equip students to develop and demonstrate effective writing skills in varied forms.
- CO4: To inspire students to deliver persuasive presentations.

**UNIT-I**

Writing Skills and Basics of Grammar: Subject-verb agreement; sentence correction; tense-verb usage; Composition of a Paragraph; Characteristics of a Good Paragraph; Use of Idioms and Proverbs; Literary Tropes and Use of Figures of Speech.

**UNIT-II**

Technical Writing and Reports: SPSE structure; IMRD structure; Report Writing: Types of Reports and Structure of a Long Report. Hedging, Nominalization; Memos; Agenda and MoM; Case Study Method; Presentations; Business Letters-quotation and placing order.

**UNIT-III**

Drafting proposals: From essays to proposals; Types of Essay Writing: Structure of an essay; Argumentative essays; Expository essays; Narrative essays; and Descriptive essays; Structure of an Essay Reading, Writing and Comprehension. Drafting proposals; Synopsis Writing; Definitions; Comparisons and Contrasts; Hedging; Nominalization, proposal presentations

**UNIT-IV**

Exercises in Proposal Presentations: Drafting and Presenting Proposals.

**Course Outcomes:**

- CO2: The students will be acquainted with the appropriate grammatical structures in written forms.
- CO3: The students will be able to understand the significance of technical writing and formal communication.
- CO4: The students will be able to develop and demonstrate effective writing skills in varied forms.
- CO5: The students will be able to deliver persuasive presentations.

**SUGGESTED READINGS:**

1. Kaul, A. Effective Business Communication.
2. Bussom, C. Professional Communication for Business.
3. Raman, M., & Sharma, S. Business Communication and Technical Writing.

**HEALTH PSYCHOLOGY**  
**PAPER CODE: VAC-108-N1**

Total credits: 2  
External marks: 75  
Internal marks: 25

**Course Outcomes:**

After completion of this course, the student will be able to:

1. Gain understanding regarding the concept of health and role of psychology in it.
2. Get acquainted with well-being and its significance.
3. Develop insight into scientific knowledge regarding negative consequences of stress and other health related disorders.
4. Appreciate the positive impact of health enhancing behaviours on well-being and mental health.

**UNIT I :** Introduction to Health Psychology: Nature, Goals and Scope. Relationship between mind and body. Emergence of Health Psychology.

**UNIT II :** Well-being: Components of Well-being: Eudemonia and Hedonism, Life Satisfaction Affect. Assessment of Health and Well-being.

**UNIT III:** Stress, Illness and Pain: Causes and Consequences; Coping with Stress, Pain and Illness. Health, Related Disorders- Coronary Heart Disease, Cancer, Diabetes, HIV and AIDS.

**UNIT IV:** Health Enhancing Behaviours: Psychological factors - Resilience, Hope, Optimism; Exercise; Safety and Nutrition. Implications for Well-being.

**SUGGESTED READINGS:**

1. DiMatteo, M. R., & Martin, L. R. Health Psychology. New Delhi: Pearson.
2. Sarafino, E. P. Health Psychology: Bio Psychosocial Interactions. New York: Wiley.
3. Snyder, C. R., & Lopez, S. J. Positive Psychology: The Scientific and Practical Explorations of Human Strengths. Thousand Oaks, CA: Sage.
4. Taylor, S. E. Health Psychology. New York: Tata McGraw Hill.

**Note: Only latest available edition books are recommended.**

# NGF College of Engineering and Technology

*Department of Management Studies*

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## Career Scope for BBA Graduates

A **Bachelor of Business Administration (BBA)** degree offers diverse career opportunities across industries. Graduates can pursue roles such as:

### 1. Marketing Executive

- **Focus:** Promoting products and services through marketing strategies.
- **Role:** Develop campaigns, analyze market trends, and enhance brand presence.

### 2. Human Resource Executive

- **Focus:** Managing employee relations and organizational development.
- **Role:** Handle recruitment, employee engagement, and performance management.

### 3. Finance Analyst

- **Focus:** Financial planning and analysis.
- **Role:** Prepare financial reports, analyze data, and support decision-making.

### 4. Business Development Executive

- **Focus:** Expanding market reach and acquiring new clients.
- **Role:** Identify business opportunities and develop client relationships.

### 5. Operations Manager

- **Focus:** Overseeing daily operations and ensuring efficiency.
  - **Role:** Manage processes, optimize performance, and ensure smooth operations.
-