

SARDAR PATEL UNIVERSITY, MANDI (H.P)

Course Structure

BACHELOR IN BUSINESS ADMINISTRATION (BBA)



(National Education Policy 2020)

Sardar Patel University
Undergraduate Curriculum Framework
(As per National Education Policy-2020)
BACHELOR IN BUSINESS ADMINISTRATION (BBA)
(Three- and Four-Year Course)

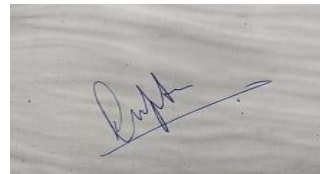
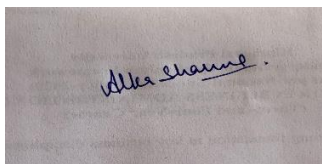
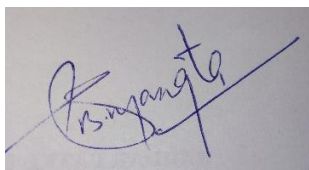
Programme Objectives:

- To provide students with a strong foundation in key business disciplines, including finance, marketing, management, and operations.
- To equip students with problem-solving, decision-making, and leadership skills to navigate complex business environments.
- To instill ethical business practices, social responsibility, and a global mindset to prepare students for diverse and international markets.
- To bridge theory and practice through hands-on learning, industry exposure, and the integration of modern business technologies.

Programme Outcomes:

This program aims to equip industries, banking sectors, insurance companies, financial institutions, transport agencies, retail businesses, warehousing, and other sectors with highly skilled professionals to meet evolving industry demands. Further, after completing the program, graduates will:

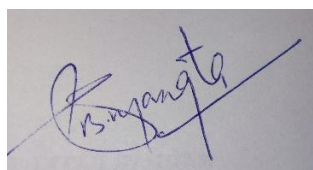
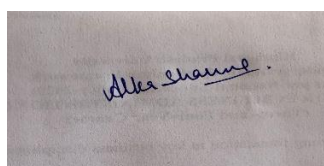
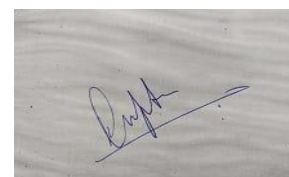
- Demonstrate a strong foundation in business principles and effectively apply them to real-world challenges.
- Analyze complex business issues, interpret data, and make strategic decisions to drive organizational success.
- Exhibit leadership, teamwork, and communication skills to collaborate effectively and manage business operations.
- Uphold ethical standards, corporate social responsibility, and adaptability to thrive in diverse and global business environments.
- Utilize digital tools, data analytics, and emerging technologies to enhance business efficiency and competitiveness.



Program Structure Proposed Scheme of Teaching & Evaluation for BBA Programme

Semester-I								
Sr. No.	Course Code	Title of Courses	Course Type	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
1	BBA 101	Business Organisation & Management	DSC -I	4+0+0	70	30	100	4
2	BBA 102	Statistics for Business Decisions	DSC- II	4+0+0	70	30	100	4
3	BBA 103	Managerial Economics	MC -1	4+0+0	70	30	100	4
4	BBA 104	Business Environment	MDC-1	3+0+0	50	25	75	3
5	BBA 105	Personality Development & Communication Skills	SEC-1	3+0+0	50	25	75	3
6		Foundation Course in English	AEC-1	2+0+0	35	15	50	2
Sub-Total (A)					345	155	500	20

Semester-II								
Sr No.	Course Code	Title of Courses	Course Type	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
7	BBA 201	Business Accounting	DSC -III	4+0+0	70	30	100	4
8	BBA 202	Macroeconomics	DSC- IV	4+0+0	70	30	100	4
9	BBA 203	Entrepreneurship Development	MC -II	4+0+0	70	30	100	4
10	BBA 204	Ethics & Corporate Social Responsibility	MDC-II	3+0+0	50	25	75	3
11	BBA 205	IT Tools in Business	SEC-II	3+0+0	50	25	75	3
12		Environment Education and Awareness	VAC-I	2+0+0	35	15	50	2
13		Internship	I/A/P/C	As per guidelines of the University				4
Sub-Total (B)								24

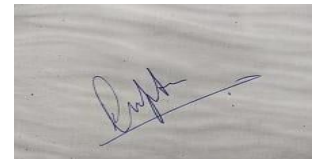
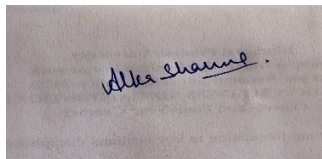
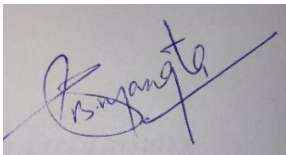




Notes:

1. One Hour of Lecture in a week is equal to 1 Credit.
2. Two Hours of Practical in a week is equal to 1 Credit. Practical Classes may be conducted in the Business Lab, Computer Lab, or Classroom depending on the requirement.

3. Acronyms Expanded:

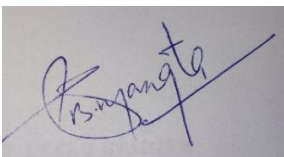
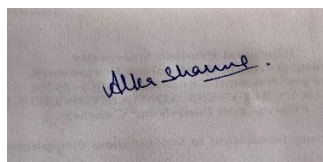
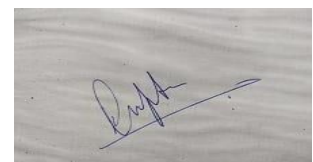
- **AEC:** Ability Enhancement Course
- **DSC:** Discipline-Specific Core (Course)
- **SEC-SB/VB:** Skill Enhancement Course-Skill Based/ Value-Based
- **MC:** Minor Course
- **MDC:** Multi-Disciplinary Course
- **VAC:** Value addition Course
- **DSE:** Discipline Specific Elective
- **SEE:** Semester End Examination
- **CIE:** Continuous Internal Evaluation
- **L+T+P:** Lecture + Tutorial + Practical(s)
- **I/A/P/C:** Internship/Apprenticeship/Project/Community Outreach



Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA101 Name of the Course: Business Organization & Management Course Category: DSC-I		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits (L+T+P= 4+0+0)	4 Hours	60 Hours
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to identify and compare different forms of business organizations, understand management concepts and organizational theories, develop strategic plans and apply decision-making techniques, evaluate organizational structures and authority types, apply leadership and motivation theories for effective management, and implement control techniques to enhance organizational efficiency.		
Syllabus		
Section 1: Business Enterprises		Hours=15
Forms of Business Organization include Sole Proprietorship, HUF, Partnership Firm, Joint Stock Company, Co-operative Society, Limited Liability Partnership, MNC, and Public Enterprises, along with the Choice of Form of Organization.		
Section 2: Management Theory		Hours=15
Conceptual framework of Management: Management: Meaning, Significance, Managerial Function-An overview, Emerging issues in Management. Evolution of Management Thought: Classical Approach -Taylor, Fayol, Neo-Classical and Human relations approaches-Mayo, Hawthorne experiments, Behavioural approach, Systems approach, contingency approach, MBO Peter F. Drucker.		

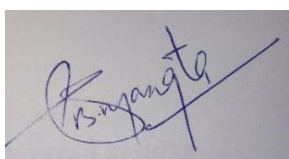
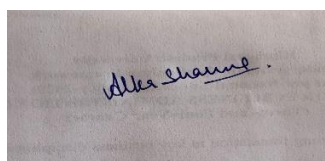
Section 3: Planning & Organizing	Hours=15
Planning: Introduction-Meaning-Nature-Purpose-Types of plans-Planning process; Importance and Limitations; Decision-making-Concept, Process &-Importance. Organizing: Concept and Process of Organizing Principles of Organizing: Common Organization Structures: Delegation and Decentralization: Factors affecting the extent of Decentralization, Process and Principles of Delegations.	

Section 4: Staffing, Directing and Controlling	Hours=15
Staffing & Directing: Concept of Staffing, Staffing Process: Supervision, communication, leadership: concept and styles, Motivation: concept, importance, theories. Controlling: Types and Techniques of Control, Control Process.	
Textbooks: 1. Harold Koontz and Heinz Weihrich (2017), Essentials of Management: An International and Leadership Perspective, McGraw Hill Education, 10th Edition. 2. Stephen P Robbins and Madhushree Nanda Agrawal (2009), Fundamentals of Management: Essential Concepts and Applications, Pearson Education, 6th Edition. 3. James H. Donnelly, (1990) Fundamentals of Management, Pearson Education, 7th Edition. 4. B.P. Singh and A.K.Singh (2002), Essentials of Management, Excel Books 5. P C Tripathi & P N Reddy (2005), Principles of Management, TMH Publications, 3rd Edition. 6. Koontz Harold (2004), Essentials of Management, Tata McGraw Hill.	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA102 Name of the Course: Business Statistics Course Category: DSC-II		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits (L+T+P= 4+0+0)	4 Hours	60 Hours
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to understand and apply various statistical data analysis tools for effective decision-making, with a strong emphasis on the practical application of learned concepts to real-world scenarios.		
Syllabus		
Section 1: Measures of Central Tendency		Hours=15
Measures of Central Values: Characteristics of an ideal measure; Measures of Central Tendency – means, median, mode, harmonic mean and geometric mean. Suitability of averages. Relationship between averages.		
Section 2: Measures of Dispersion		Hours=15
Measures of Dispersion: Meaning and Significance. Absolute and Relational measures of dispersion-Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Measures of Skewness –Karl Pearson’s, Bowley’s & Kelly’s Methods.		
Section 3: Correlation &Regression Analysis		Hours=15
Correlation Analysis: Meaning and Significance. Correlation and Causation, Types of correlation, Methods of Studying simple correlation - Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation coefficient.		
Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression. Regression Lines (X on Y, & Y on X).		

Section 4: Index Numbers& Time Series	Hours=15
Index Numbers: Meaning and significance Problems in the construction of index numbers Methods of constructing index numbers- weighted and unweighted Test of adequacy of Index numbers. Analysis of Times Series: Meaning and Significance, Components of time series, Measurement of trend: Method of least squares.	
Textbooks: 1. S.P.Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition. 2. Richard Levin & David Rubin: Statistics for Management, Prentice Hall. 3. Anderson, Sweeny & Williams: Statistics for Business and Economics, South Western.	


Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA103 Name of the Course: Managerial Economics Course Category: MC-I		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits (L+T+P= 4+0+0)	4 Hours	60 Hours
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to apply microeconomic concepts and techniques to evaluate business decisions made by firms. They will learn to utilize standard price theory tools to formulate decision problems, assess alternative courses of action, and make informed choices.		
Syllabus		
Section 1: Theory of Demand, Supply, and Consumer Behavior		Hours=15
Demand Theory: The Law of Demand, Individual Demand, Market Demand, Individual Supply, Market Supply, Market Equilibrium, Price Elasticity of Demand, Income Elasticity of Demand, and Cross Price Elasticity of Demand.		
Theory of Consumer Behavior: Cardinal Utility Theory, Ordinal Utility Theory (Indifference Curves, Budget Line, Consumer Choice, Price Effect, Substitution Effect), and Revealed Preference Theory.		
Section 2: Production Analysis, Costs, and Scale		Hours=15
Producers and Optimal Production Choice: Law of diminishing marginal productivity, and the three stages of production. Isoquants, iso-cost lines, and the optimal combination of resources.		
Theory of Cost: Traditional Theory of Cost: Short-run and long-run cost curves, including envelope curves. Modern Theory of Cost: Short-run and long-run cost behavior. Economies of Scale: Understanding cost advantages due to increased production.		

Section 3: Market Structure – Perfect Competition	Hours=15
Perfect competition: Meaning, Definition, and Features of Perfect competition, Price determination under Perfect competition, Role of time in determining the Price. Equilibrium of a firm and the Industry in the short and long runs, measuring producer surplus under Perfect Competition, effect of changes in Demand, Cost and imposition of Taxes.	
Section 4: Monopoly and Monopolistic Competition	Hours=15
Monopoly and Monopolistic Competition: Basic Features, Short run Equilibrium, Long run Equilibrium, effect of changes in Demand, Cost and Imposition of Taxes, Price Discrimination Oligopoly: Basic Feature, demand and cost, Short run Equilibrium, Long run Equilibrium, excess capacity, Oligopoly; Features of Oligopoly, Pricing under Oligopoly, Kinked Demand Curve Model.	
Textbooks: 1. Dominick Salvatore (2009).Principles of Microeconomics (5thed.)Oxford University Press. 2. Lipseyand Chrystal(2008).Economics(11th ed.) Oxford University Press. 3. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan. 4. Pindyck, Rubinfeld and Mehta.(2009).Micro Economics (&thed.) Pearson.	

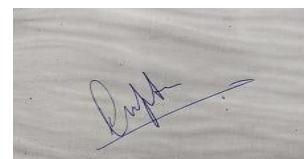
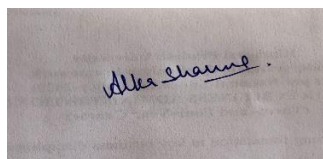
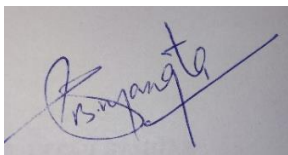
Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA104 Name of the Course: Business Environment Course Category: MDC-I		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits (L+T+P= 3+0+0)	3 Hours	45 Hours
Course Outcomes: On successful completion of the course, the students will be able to understand the social, economic, political, and international business environment.		
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Syllabus:		
Section 1: Business Environment		15Hours
Business Environment: concept, component, and importance, Relationship between business and environment, Factors affecting the environment to the business, Indian business environment.		
Section 2: Economic, Social & Political Environment		15Hours
Economic Environment of Business: structure of the economy, economic trends, economic policies, economic conditions. Economic roles of the government, Social environment: Business and society, social institutions and groups, social responsibility of business. Political Environment: Relationship between Government and Business, Legal Environment.		
Section 3: International & Technological Environment:		15Hours
International Environment: Globalization, Foreign Direct Investment in India, its impact on Indian Economy, International Institutions: WTO, World Bank, IMF. Technological environment: Concept and significance of technological environment.		
Textbooks: 1. Francis Cherunilam, 20002, Business environment, Himalaya Publishing House, 11th Revised Edition, India. 2. Dr. S. Sankaran, Business Environment, Margham Publications 3. K.Ashwathappa, 1997, Essentials of Business Environment, Himalaya Publishing House		

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA105 Name of the Course: Personality Development & Communication Skills Course Category: SEC-I		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits (L+T+P= 3+0+0)	3 Hours	45 Hours
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to develop their personality in relation to various behavioral dimensions that play a crucial role in enhancing organizational effectiveness.		
Syllabus		
Section 1: Techniques in Personality development & Written communication		Hours=15
Techniques in Personality development a) Self-confidence b) Mnemonics c) Goal setting d) Time Management and effective planning. Written communication: Basics of Letter writing, memorandum, notice, email, and report writing. Resume writing.		
Section 2: Communication skills		Hours=15
Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking		
Section 3: Corporate Grooming and Interview		Hours=15
Corporate Grooming, Dressing Etiquette, Preparing for Interview, Emotional Quotient.		

Textbooks:

1. Kaushal, S. J., & Sharma, D. (2023). Personality development and communication skills. Lakshay Publications.
2. Kadam, J. R. (2018). Communication skills and personality development. Dreamtech Press.
3. Rai, S. M., & Rai, U. (2020). Personality development and communication skills-I. Himalaya Publishing House.
4. Covey, S. R. (2020). The 7 habits of highly effective people: Powerful lessons in personal change (30th-anniversary ed.). Simon & Schuster.
5. Carnegie, D. (2021). How to win friends and influence people. Simon & Schuster.

Note: Latest edition of textbooks may be used.



Semester-I
Course: Foundation Course in English

AEC ENG 115

(Credits 2: Lectures 2; Tutorials 0)

Max Marks: 50(35-15) Duration of Exam: 1.5 Hours

Course Outcome:

Targeted at any Under-graduate student, the AEC offered here aims at imparting the theoretical know-how of the most commonly used language in the world for communication, both, personal and professional: English. The focus shall be on nurturing the theoretical framework required for a hands-on training of the various aspects of Communicating in English.

Section I

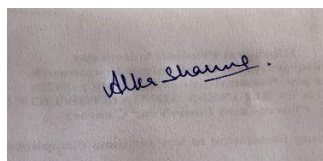
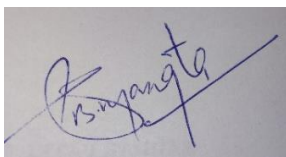
- a Articles
- b Prepositions
- c Conjunctions
- d Verb Forms/Tenses

Section II

- a Narration (Direct and Indirect Speech)
- b Voice(Active and Passive)
- c Paragraph Writing
- d Comprehension

Essential Reading:

Sinha, R. P. *Current English Grammar and Usage with Composition*. Oxford University Press
2017.



Suggested Reading:

Eastwood, John. *Oxford Practice Grammar*. 1992. Oxford University Press, 2nd edition, 10th impression, 1999.

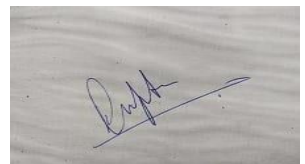
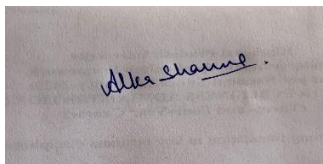
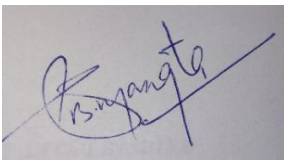
Fluency in English. Part I. Macmillan, 2005.

Martin, Hewing. *Advanced English Grammar*. Cambridge University Press, 2010.

New Headway. Intermediate Student's Book. 3rd Edition. Oxford University Press, 2012.

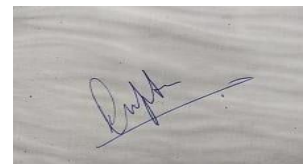
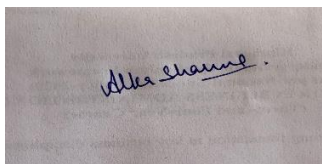
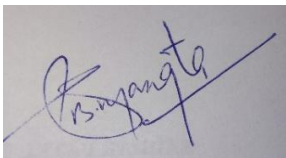
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Young, David, J. *Introducing English Grammar*. Routledge, 1984.

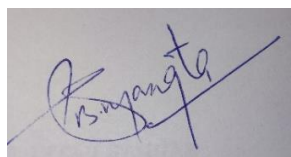
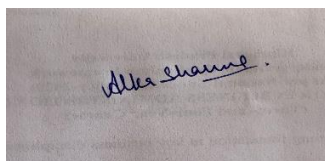


BBA 2nd Semester

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 201 Name of the Course: Business Accounting Course Category: DSC-III		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits (L+T+P= 4+0+0)	4 Hours	60 Hours
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to understand the theoretical framework of financial accounting, including its importance, scope, and limitations. They will develop proficiency in recording transactions using various accounting books, preparing ledger accounts, and generating financial statements for a sole proprietor, including the Trial Balance, Trading Account, Profit & Loss Account, and Balance Sheet with adjustment entries. Additionally, students will gain expertise in depreciation accounting using different methods and learn to prepare a Bank Reconciliation Statement, understanding its purpose and methods.		
Syllabus		
Section 1: Theoretical Framework		Hours=15
Financial Accounting, Accounting as an Information System, Importance, Scope, and Limitations, Uses of Accounting Information, Basis of Accounting, Generally Accepted Accounting Principles, The Accounting Equation, Nature of Accounts, and Rules of Debit and Credit.		



Section 2: Accounting Process	Hours=15
Recording Transactions in General Journal, Recording Transactions in Three-Column Cash Book, Overview of Subsidiary Books, Preparation of Ledger Accounts.	
Section 3: Preparation of Financial Statements of Sole Proprietor	Hours=15
Preparation of Trial Balance, Preparation of Trading Account, Profit & Loss Account, and Balance Sheet for a Sole Proprietor with Adjustment Entries.	
Section 4: Depreciation Accounting & Bank Reconciliation Statement	Hours=15
Depreciation Accounting, Methods of Charging Depreciation: Straight-Line Method and Written-Down Value Method. Bank Reconciliation Statement: Meaning, Reasons for Preparing, and Methods of Preparing a Bank Reconciliation Statement.	
Textbooks: 1. S.N. Maheshwari, Suneel K. Maheshwari and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing, Vikas Publishing House Pvt. Ltd. 2. R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd. 3. Charles T. Horngren, Gort L. Sundem, John A. Elliott and Donna R. Philbrick, Introduction to Financial Accounting Pearson. 4. J.R. Monga, Financial Accounting: concepts and application, Mayur Paperbacks. 5. T. P. Ghosh, Financial Accounting for Managers: Taxmann Allied Services Pvt. Ltd. Note: Latest edition of textbooks may be used.	


Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 202 Name of the Course: Macro-Economics Course Category: DSC-IV		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits (L+T+P= 4+0+0)	4 Hours	60 Hours
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to understand the principles of Macroeconomics. The coverage includes determination of and linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates. The course is designed to study the impact of monetary and fiscal policy on the aggregate behaviour of individuals.		
Syllabus		
Section 1: Measurement of macroeconomic variables		Hours=15
Measurement of macroeconomic variables: National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment: Quantity Theory of Money.		
Section 2: Keynesian theory of Income and employment		Hours=15
Keynesian theory of Income and employment: Simple Keynesian Model, Components of aggregate demand, equilibrium income, changes in equilibrium, multiplier, ISLM model: properties of ISLM curves, factors affecting the position and slope of ISLM curves, determination of equilibrium income and interest rates, effect of monetary and fiscal policy, relative effectiveness of monetary and fiscal policy.		

Section 3: Money & Inflation	Hours=15
Money: Functions of money, quantity theory of money, determination of money supply and demand, H theory of money multiplier, indicators and instruments of monetary control. Inflation: meaning, demand and supply side factors, consequences of inflation, anti-inflationary policies, natural rate theory, monetary policy-output and inflation.	
Section 4: Open Economy, monetary and fiscal policy	Hours=15
Open Economy: brief introduction to BoP account, market for foreign exchange and exchange rate, monetary and fiscal policy in open economy, Mundell Fleming model (perfect capital mobility and imperfect capital mobility under fixed and flexible exchange rate)	
Textbooks: 1. Froyen, R.P. (2011): Macroeconomics-theories and policies (8th ed.) . Pearson: 2. Dornbusch and Fischer (2010). Macroeconomics (9thed.). Tata McGraw Hill 3. N Gregory Mankiw (2010). Macroeconomics (7thed.). Worth Publishers 4. Olivier Blanchard, Macroeconomics (2009). (5thed.) Pearson Note: Latest edition of textbooks may be used.	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 203 Name of the Course: Entrepreneurship Development Course Category: MC II		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits (L+T+P= 4+0+0)	4 Hours	60 Hours
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to understand the fundamentals of entrepreneurship, its various dimensions, and its role in addressing societal challenges. They will also develop business plans, evaluate feasibility, and understand resource mobilization strategies for startups, including managing contracts and operational challenges.		
Syllabus		
Section 1: Entrepreneurship & Dimensions of entrepreneurship		Hours=15
Entrepreneurship: Meaning, elements, determinants and importance of entrepreneurship and creative behaviour; Entrepreneurship and creative response to the society' problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship and social entrepreneurship.		
Section 2: Business groups and Contemporary role models in Indian business		Hours=15
Business groups: Concept of business groups and role of business houses and family business in India; Conflict in family business and its resolution. Contemporary role models in Indian business: The contemporary role models in Indian business: their values, business philosophy and behavioural orientations.		

Section 3: Public and private system of stimulation	Hours=15
Public and private system of stimulation: Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups, The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.	
Section 4: Business Plan and Mobilisation of resources	Hours=15
Business plan: Sources of business ideas and tests of feasibility, Significance of writing the business plan; Contents of business plan; Designing business processes, location, layout, operation, planning & control; preparation of project report. Mobilisation of resources: Mobilising resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems.	
Textbooks: 1. Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning. 2. Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, McGraw-Hill Education 3. Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House. 4. Dollinger, Mare J. Entrepreneurship: Strategies and Resources. Illinois, Irwin. 5. Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi. 6. Plsek, Paul E. Creativity, Innovation and Quality. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8. 7. Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED. 8. S.S Khanka, Entrepreneurial Development, S. Chand & Co, Delhi. Note: Latest edition of textbooks may be used.	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 204 Name of the Course: Ethics and Corporate Social Responsibility Course Category: MDC II		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits (L+T+P= 3+0+0)	3 Hours	45 Hours
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to understand the importance of ethics in business, apply the principles of good corporate governance, and evaluate the significance of corporate social responsibility (CSR) in influencing business decisions and societal impact.		
Syllabus		
Section 1: Conceptual framework of business ethics		Hours=15
Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business; Theories of Business Ethics, Globalization and Business Ethics. Moral Issues in business: An alternative to moral principles; Moral issues in Business; Worker's and employee's right and responsibilities, profit maximization v/s social responsibility.		
Section 2: Corporate Governance		Hours=15
Concept of Corporate Governance: Need to improve corporate governance standards, Features of good governance, Models of Corporate Governance, Benefits of Good Corporate Governance. Major Corporate Governance Failures: Junk Bond Scam (USA), Enron (USA), Andersen Worldwide (USA), Satyam Computer Services Ltd. (India); Common Governance Problems Noticed in various corporate failures is corporate Governance always the cause for Corporate failures?		

Section 3: Concept of Corporate social responsibility	Hours=15
Concept of Corporate social responsibility: Meaning, Evolution of corporate social responsibility, CSR and Corporate Sustainability, Business social performance. Issues in CSR: Environmental aspect of CSR, Common indicators for measuring social responsibility, CSR Models, Drivers of CSR.	
Textbooks: 1. Manuel G Velasquez: Business ethics- concepts and case Pearson. 2. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA 3. A.C. Fernando: corporate Governance Pearson Education. 4. A.C. Fernando: Corporate Governance Pearson Education. 5. Adrian Davies: strategic approach to corporate governance Gower Pub Co. 6. N. Gopalswamy: Corporate governance a new paradigm A H wheeler Publishing Co Ltd. 7. Marianne M Jennings: Cases in Business Ethics Indian South_ Western college Publishing. 8. Kevin Gibson: ethics and business, an Introduction, Cambridge Applied ethics Cambridge University Press 9. Bhanumurthy K. V Ethics and Social Responsibility of Business, Pearson Education India. Note: Latest edition of textbooks may be used.	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 205 Name of the Course: IT Tools in Business Course Category: SEC II		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits (L+T+P= 3+0+0)	3 Hours	45 Hours
Pedagogy: Classrooms lecture, Practical, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to understand and utilize Information Technology tools, including various Office Automation Tools, to enhance productivity and efficiency for both individuals and corporate environments.		
Syllabus		
Section 1: MS Office and MS- Word		Hours=15
Microsoft Office: Elements, Introduction to Microsoft Office, Customizing the Office Environment, Managing Files in Office, Text Tools, Drawing and Graphics Tools. Word Processing: Definition, Benefits, Features & uses of MS Word, Menus, Toolbars, Cursor control keys, Short cut keys, Hot keys, Editing Text, Document Formatting, Reusable formatting with Styles and Templates, File handling (opening, creating, saving, printing, editing), Formatting text, Find and replace, Tables and Columns, Advanced Page Layout in Word, Automating Information with Fields, Managing Long Documents, Spellcheck, Thesaurus, File protection, Mail Merge, Labels, and Envelopes, Macros.		
Section 2: Spreadsheets and MS-Excel		Hours=15
Spreadsheets: Definition, Benefits, Features & Uses of MS-Excel, Menus, Toolbars, Worksheets, Formatting Worksheets and Restricting Data, Calculating with Formulas and Functions, Ranges, Auto fill, Data (sort, filter, validation, subtotal), Viewing and Manipulating Data with charts and PivotTables, Print, Goal seek, Scenario, Macros, Creating Excel Databases.		

Section 3: Presentation Software and MS-PowerPoint	Hours=15
Presentations: Definition, Benefits, Features & Uses of MS-PowerPoint, Menus, Toolbars, Creating and Editing Slides, adding graphics, Multimedia, and Special Effects to Slides, Insert (picture, slide, text), Master slide, Views, Animation, Action buttons, Macros.	
Textbooks: 1. Lambert, J. (2021). Microsoft Office 2021 and Microsoft 365 step by step. Microsoft Press. 2. Wempen, F. (2022). Office 365 all-in-one for dummies (2nd ed.). Wiley. 3. Walkenbach, J., Tyson, H., Bucki, L., & Wempen, F. (2018). Microsoft Office 365 Bible. Wiley. 4. Curtis, J., Lambert, J., Frye, C., & Lambert, S. (2018). Microsoft Office 2019 step by step. Microsoft Press. 5. Foulkes, L. (2018). Learn Microsoft Office 2019: A comprehensive guide. Packt Publishing. Note: Latest edition of textbooks may be used.	

Environment Education and Awareness

Course Code: VAC-ENV

Credit weightage: 2

Total Marks: 50

End Semester Examination: 35

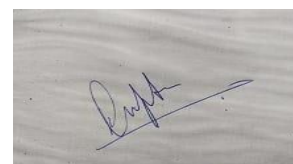
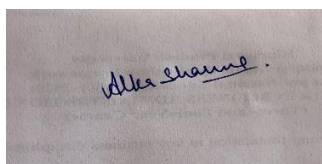
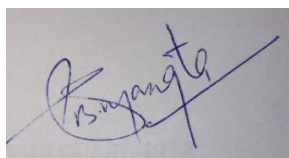
Internal Assessment: 15

Course Objectives

- a. To understand the importance of the environment and the various issues it faces.
- b. To assess students' knowledge and understanding of environmental education and awareness.
- c. To foster a positive attitude among students towards the environment and ecology from a social perspective.
- d. To develop scientific, interpretive, and creative thinking skills related to environmental issues in students.
- e. To examine the challenges, we encounter in understanding nature, particularly concerning socio-economic solutions for sustainable development.

Learning Objectives:

- a. Have awareness of the issues related to environmental pollution, its effects, and potential solutions.
- b. Acquire knowledge about natural resources, their importance, and how human activities impact these resources in the environment.
- c. Familiarize students with the significance of biodiversity conservation.
- d. Understand the necessity of sustainable development for the future and strive to become a competent and socially responsible citizen of India.



UNIT-I

Introduction to Environmental Studies

- Environmental Studies: Introduction and scope
- Segments of Environment: Atmosphere, hydrosphere, lithosphere, biosphere
- Concept of sustainability and sustainable development

Biodiversity and Conservation

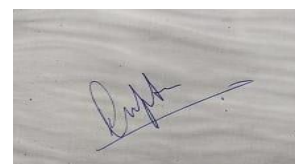
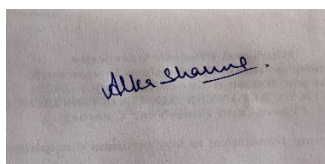
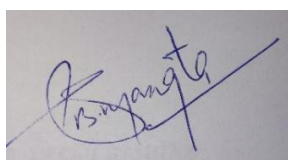
- Levels of biological diversity: Genetic, species, and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts;
- Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity and values of biodiversity.

Ecology & Ecosystems

- Structure and function of ecosystem, energy flow, food chains, food webs, and ecological succession.
- Forest ecosystem, grassland ecosystem, desert ecosystem, and aquatic ecosystems (case studies of local ponds/ streams/ lakes/rivers/ etc.).

Natural Resources

- Introduction and classification, biotic and abiotic, renewable and non-renewable resources
- Land resources and land use change; land degradation, soil erosion, and desertification.
- Forest Resources: Importance and causes of deforestation including mining and dam building (Case Studies of Himachal Pradesh)
- Water resources: Use and over-exploitation of surface and groundwater, floods, droughts
- Energy resources: renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs.



UNIT-II

Environmental pollution

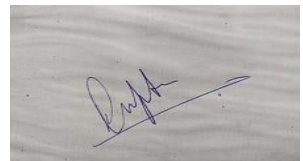
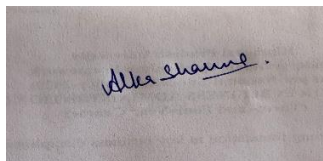
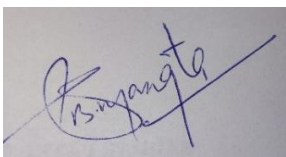
- Definition, types and causes, effects and controls: Air, water, soil, noise, and radiation Pollution
- Emerging pollutants, fireworks, and their ill-effects, climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture, case studies on pollution

Environmental Policies & Practices

- Environment Laws: Wildlife Protection Act, Water (Prevention and Control of Pollution) Act, Forest Conservation Act, Air (Prevention & Control of Pollution) Act, Environmental Protection Act
- Environmental Impact Assessment, International agreements: Montreal and Kyoto protocols, Convention on Biological Diversity (CBD).
- Nature reserves, local populations and rights, and human-wildlife conflicts in Himachal context

Human Communities and the Environment

- Human population growth: Impacts on the environment, human health and welfare.
- Resettlement and rehabilitation of project-affected populations: A case study of Bhakra Nangal Dam/ or any nearby such site
- Disaster management: Floods, earthquakes, cyclones and landslides.
- Environmental ethics and environmental movements: Chipko and the *Devbans* in environmental conservation.
- Environmental communication and public awareness, case studies of Himachal Pradesh, the role of HIMCOSTE and Department of Environment, Science Technology & Climate Change (H.P)



Internal Evaluation weightage: 15 Marks

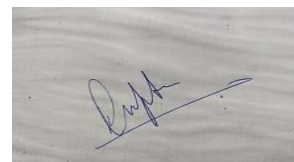
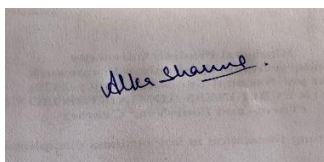
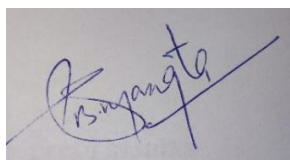
The internal evaluation will be based on the student's active participation through handwritten reports on the following activities:

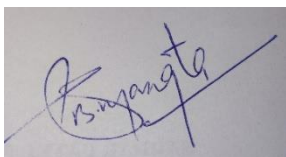
- Campus cleanliness, plantations, nature camps drives
- Documentation of campus biodiversity
- Campus environmental management activities: Solid disposal, water management & sewage treatment
- Documentation of environmental assets: River/ forest/ flora/fauna/ etc.
- Visit a local polluted site: Urban/Rural/Industrial/Agricultural.
- Study common plants, insects, birds, and basic principles of identification.

Study of simple ecosystems- pond, river, dam, pond/ etc.

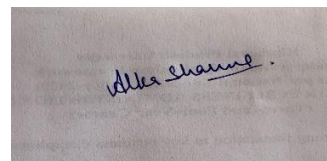
Suggested Readings

- Anubha Kaushik and C P Kaushik, *Perspective in Environmental Studies*, New Age International Publishers.
- D. Dave and S. S. Katewa, *Text Book of Environmental Studies*, Cengage Learning.
- J.S. Singh, S. P. Singh and S.R. Gupta, *Ecology, Environment and Resource Conservation*, Anamaya Publications <https://sdgs.un.org/goals>
- S.E. Manahan, *Environmental Chemistry*, (11th ed.), CRC Press <https://doi.org/10.1201/9781003096238>.
- Ministry of Environment, Forest and Climate Change, *A Handbook on International Environment Conventions & Programmes* (2019). <https://moef.gov.in/wp-content/uploads/2020/02/convention-V-16-CURVE-web.pdf> 3.
- Kanchi Kohli and Manju Menon, *Development of Environment Laws in India*, Cambridge University Press.
- Barrie Pittock, *Climate Change: The Science, Impacts and Solutions*, 2nd Edition, Routledge.
- V.K. Ahluwalia, *Environmental Pollution, and Health*, The Energy and Resources Institute (TERI).
- R. Rajagopalan, *Environmental Studies: From Crisis to Cure*, Oxford University Press.



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Dr. Balbir Mangta
Assistant Professor
Member, Board of Studies

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Dr. Alka Sharma
Assistant Professor
Member, Board of Studies

A handwritten signature in blue ink, appearing to read 'K. Gupta', with a long horizontal stroke extending to the right.

Dr. Karan Gupta
Associate Professor
Chairman, Board of Studies