Curriculum and Credit Framework for Undergraduate Programme

(Multi-Disciplinary) as per NEP-2020

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Four Year Under-Graduate Programme
3rd and 4th Semesters
For Batch w.e.f. Session 2022-23

Department of Business Administration
Chaudhary Devi Lal University
Sirsa-125055
2023

Table 1: Course and Credit Scheme of BBA

BBA wef 2022-23

Semester	Discipline Specific Courses (4Credit)	Minor/ Vocational (4Credit)	Multi Disciplinary Courses (MDC) Credits each	Ability Enhancement Courses (AEC)	Skill Enhancement Courses (SEC) **	Value Added Courses (VAC) **	Total Credits
III	Business Statistics	Indian Economy	Essentials of Public Relations	*	Computer Application in Business	EVS	**26**
	Management Accounting	Management Information System					
IV	Corporate Social Responsibility	Corporate Governance	*	*	Cyber Space	Professional Skills	**24**
	Disaster Management	Corporate Leadership			Introduction to Financial Literacy		

List of Courses

Course Code	Nomenclature	L	T	P	Total	Level
Discipline Specific Courses (DSC)						
BBA/MD/3/DSC/201	Business Statistics	4	-	-	4	200
BBA/MD/3/DSC/202	Management Accounting	4	-	-	4	200
BBA/MD/4/DSC/203	Corporate Social Responsibility	4	-	-	4	200
BBA/MD/4/DSC/204	Disaster Management	4	-	-	4	200
Minor Courses (MIC)						
BBA/MD/3/MIC/201	Indian Economy	4	-	-	4	200
BBA/MD/3/MIC/202	Management Information System	4	-	-	4	200
BBA/MD/4/MIC/203	Corporate Governance	4	-	-	4	200
BBA/MD/4/MIC/204	Corporate Leadership	4	-	-	4	200
Multidisciplinary Courses (MDC)						
BBA/MD/3/MDC/201	Essentials of Public Relations	3	-	-	3	200
Skill Enhancement Courses (SEC)						
BBA/MD/3/SEC/201	Computer Application in Business	3	-	-	3	200
BBA/MD/3/SEC/202	Cyber Space	3	-	-	3	200
BBA/MD/4/SEC/203	Introduction to Financial Literacy	3	-	-	3	200
Value Added Courses (VAC)						
EVS/2/AECC3	EVS	4	-	-	4	200
CDLU/VAC/102	Professional Skills	2	-	-	2	200

THIRD SEMESTER

BUSINESS STATISTICS
(BBA/MD/3/DSC/201)

Course Credits: 4
External: 70
Internal: 30
Total Marks: 100
Time Allowed: 3 Hours

Course Objective: To acquaint the students with the basics of statistical techniques and their applications to business problems.

Course Outcomes:
After completing the course students would be able to:
CO1: Identify the role of Statistics in Business and decisions.
CO2: Measure Central Tendency.
CO3: Analyze Correlation and Regression.
CO4: Identify and evaluate Index Numbers.

Course Contents:

Unit 1 Introduction to Statistics: Meaning, Definition in singular and Plural Sense, Scope, Significance, Functions and Limitations of Statistics; Classification and Tabulation of Data; Diagrammatic and Graphic Presentation of Data.

Unit 2 Measures of Central Tendency: Mean, Median, Mode; Measures of Dispersion: Range, Mean Deviation, Standard Deviation and Variance, Coefficient of Variation.

Unit 3 Correlation Analysis: Concept, Types and Significance; Karl Pearson's and Spearman's Rank Coefficients of Correlation and Concurrent Deviation Method; Regression Analysis: Principle of least square and regression lines; Regression equation and estimation; properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate.

Unit 4 Index numbers: meaning, Types and uses; Methods of constructing index numbers; Test of Adequacy; Time Series Analysis: Meaning, Components and trend Analysis, Seasonal Variations.

Suggested Readings:

- Beri, G. C., *Statistics for Management*; McGraw Hill., New Delhi.
- Chokravarty, S.K.; Business Statistics, New Age International Publishers, New Delhi.
- Gupta, S. P. and Gupta M. P., *Business Statistics*; Sultan Chand and Sons, New Delhi.
- Hooda, R. P., *Statistics for Business and Economics*; MacMillan, New Delhi.
- Sharma, J. K., *Business Statistics*; Prentice Hall of India, New Delhi.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit

MANAGEMENT ACCOUNTING
(BBA/MD/3/DSC/202)

Course Credits: 4
External: 70
Internal: 30
Total Marks: 100
Time Allowed: 3 Hours

Course Objective: The objective of this paper is to make the students capable in understanding and analyzing the financial statements so as to facilitate in managerial decision-making.

Course Outcomes:
After completing the course students would be able to:
CO1: Identify the concept of Management Accounting.
CO2: Differentiate Financial Accounting and Management Accounting.
CO3: Analyse and develop the concept of Budget.
CO4: Identify Marginal and Standard Costing.

Course Contents:

Unit 1 Management Accounting: Nature, scope, functions and significance; Distinction between Financial Accounting and Management Accounting, and Cost Accounting and Management Accounting.

Unit 2 Budgetary control: Nature, objectives and significance; Types of Budgets: Operational/Functional Budgets, Financial budgets and Master Budget; Performance Budgeting, Zero Base Budgeting.

Unit 3 Marginal Costing: Nature, Significance, Applications and Limitations, CVP Analysis and Break Even Analysis; Distinction between Marginal Costing and Absorption Costing, Management reporting; Meaning and significance, Types of reports, Principles of reporting.

Unit 4 Standard Costing: Meaning, objectives, importance and limitations; Difference between Estimated Cost and Standard Cost, and Standard Costing and Budgetary Control; Analysis of Material and Labour Variances.

Suggested Reading:
- Arora M. N., *Cost and Management Accounting*, Vikas Publishing House, New Delhi.
- Kothari Rajesh, *Management Accounting – concepts and applications*, MacMillan, New Delhi.
- Maheshwari S. N., Mahaeshwari S. K., *Accounting for Management*, Vikas Publishing House, New Delhi.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit

INDIAN ECONOMY
(BBA/MD/3/MIC/201)

Course Credits: 4
External: 70
Internal: 30
Total Marks: 100
Time Allowed: 3 Hours

Course Objective: The main objective of this course is to apprise the students of Economic Policies of Government of India and to help them in understanding parameters of Indian Macro Economic Environment.

Course Outcomes:
After completing the course students would be able to:
CO1: Identify the concept of Indian Economy.
CO2: Understand Economic System.
CO3: Understand Importance of Agriculture, Industry and Services Sectors in Economy.
CO4: Identify Role of Government and LPG in Economic System.

Course Contents:

Unit 1 Nature of the Indian Economy, Features of Indian Economy, Major Problems of Indian Economy, Factors affecting Economic Growth, Distinction between Economic Growth and Economic Development, Poverty and its Causes, Unemployment - Causes and its Types.

Unit 2 Population - Reasons for Population Growth, Effects of Population Explosion, Remedial Measures for Population Growth, Inflation and its Effects, Agriculture in India – Relative Importance of Agriculture, Causes of Low Productivity of Indian Agriculture and Measures to Improve Productivity.

Unit 3 Introduction to Economic System – Capitalist, Socialist and Mixed economy, Infrastructure – Types, Difference between Economic Infrastructure and Social Infrastructure, Importance of Promoting Infrastructure, Role of Infrastructure in Economic development.

Unit 4 Industry – Large- and Small-Scale Industries, Classification of Industries in India, Role of Industries in Economic Development. Economic Planning in India – Objectives, Achievements and Failure, Concept of Liberalization, Privatization and Globalization.

Suggested Readings:
- Aggarwal, A. N., *Indian Economy*, New Age Publishers, New Delhi.
- Ashwathappa, K., *Business Environment*, Himalaya Publishing House, New Delhi.
- Cherunilam, Francis, *Business Environment*, Himalaya Publishing House, New Delhi.
- Dhar, P. K., *Indian Economy*, Kalyani Publishers, Ludhiana.
- Misra and Puri, *Indian Economy*, Himalaya Publishing House, New Delhi.
- Ruddardutt & Sundaram, K. P. M., *Indian Economy*, S. Chand Publications, New Delhi.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit.

MANAGEMENT INFORMATION SYSTEM
(BBA/MD/3/MIC/202)

Course Credits: 4
External: 70
Internal: 30
Total Marks: 100
Time Allowed: 3 Hours

Course Objective: The objective of this course is to acquaint the students with Information Systems in Management.

Course Outcomes:
After completing the course students would be able to:
CO1: Identify MIS and its functions.
CO2: Know about life cycle of System.
CO3: Identify and innovate MIS Applications.
CO4: Know about different Management Data Resources.

Course Contents:

Unit 1 MIS - Definition, Nature, Scope; Impact of Information System on Organizational Decision Making; Information- Types, Characteristics; Types of Information System in organizations and their interrelationships.

Unit 2 System Development Life Cycle, Role of System Analyst, System Analysis and Design; IT infrastructure and platforms; Telecommunications, Networks and the Internet; Role and Importance of Wireless Communication in Organizations, Trends in Information Technology.

Unit 3 MIS Applications: Operational Excellence and Customer Intimacy through Information System, Knowledge Management System, Executive Support System; Designing for Online and Distributed Environment; Implementation and Control of Project.

Unit 4 Managing Data Resources- DSS and RDBMS; Enterprise Resource Planning (ERP), E-Commerce, E- Governance, Evaluation of Information System, M-commerce; Ethical, Social and Security Issues in MIS.

Suggested Readings:
- Goyal D. P., *Management Information System*, Vikas Publishing House, New Delhi.
- James O Brien, *Management Information System*, McGraw Hill Publishing, New Delhi.
- Kenneth C. Laudon, Jane P. Loudon, *Management Information System – Managing the Digital Firm*, Pearson Education, New Delhi.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit

ESSENTIALS OF PUBLIC RELATIONS
(BBA/MD/3/MDC/201)

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Course Credits: 3
External: 50
Internal: 25
Total Marks: 75
Time Allowed: 3 Hours

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Course Objective: To develop basic skills among students to independently handle the Public Relationship.

Course Outcomes:
After completing the course students would be able to:
CO1: Understand the historical background and role Public Relations in various areas
CO2: Have insight into the use of the technological advancements in Public Relations
CO3: Comprehend tools of Public Relations in order to develop the required skills.
CO4: Understand the ethical aspects and future of Public Relations in India

Course Contents:

Unit 1 Public Relations-Meaning, Definition, Nature and Scope, Historical Background, Technological Revolution and Role in Business, Politics and NGOs.

Unit 2 Concepts of Public Relations-Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services, Tools of Public Relations, Press Conferences, Meets, Press Releases, Announcements, Webcasts.

Unit 3 Verbal Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations and Social Responsibility.

Suggested Readings:
- Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.
- Cutlipscottetal, Effective Public Relations, London, 1995.
- Black Sam, Practical Public Relations, Universal Publishers, 1994.
- S.M.Sardana, Public Relations: Theory and Practice.

Note for the Paper Setter: The question paper will consist of **seven** questions in all. The **first** question will be compulsory and will consist of **four** short questions of **2** marks each covering the whole syllabus. In addition, **six** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one** compulsory question and **three** more questions selecting at least **one** question from each unit.

BBA/MD/3/SEC/201: COMPUTER APPLICATIONS IN BUSINESS

DURATION: 3 HOURS

Credits: 3

External Theory: 50

Internal (Practical): 25

Total Marks: 75

Course Objective: This paper aims to impart computer knowledge that will enable them with the ability to handle and analyse data for decision making and presenting it to the person concerned in the form of presentations and/or reports in the fast-moving business world.

Course Learning Outcomes: After completion of the course, learners will be able to:

CO1: describe the various concepts and terminologies used in computing, computer networks.

CO2: examine document creation for report making and communication.

CO3: identify and make good presentations.

CO4: identify the spreadsheet knowledge acquired through this paper in solving real life problems that help in decision making.

Unit I

Computing: Concept of computing, Data and information; Computing Interfaces: Graphical User Interface (GUI), Command Line Interface (CLI), Touch Interface, Natural Language Interface (NLI); data processing; applications of computers in business. Computer Networks: Meaning of computer network; objectives/ needs for networking; Applications of networking; Basic Network Terminology; Types of Networks; Network Topologies; Distributed Computing: Client Server Computing, Peer- to- peer Computing; Wireless Networking; Securing Networks: firewall.

Unit II

Introduction to word Processing, Word processing concepts, Use of Templates and styles, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto-text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, page break, table of contents, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge (including linking with spreadsheet files as data source); Printing documents; Citations, references and Footnotes.

Unit III

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, hyperlinking, Media; Design; Transition; Animation; and Slideshow, exporting presentations as pdf handouts and videos.

Suggestive Readings:
- Jain, H. C. & Tiwari, H. N. —Computer Applications in Business. Taxmann, Delhi.
- Joseph, P.T., S.J. E-Commerce: An Indian Perspective, 6th ed. PHI Learning
- Mathur, S. & Jain, P. —Computer Applications in Business. Galgotia Publishing Company ● Madan, S. —Computer Applications in Business. Scholar Tech Press, Delhi.

- Sharma, S.K. & Bansal, M. —Computer Applications in Business. Taxmann, Delhi. ● Thareja R (2019). Fundamentals of Computers. Oxford University Press.
- Thareja R (2018). IT & Its Business Application. Oxford University Press

Note for the Paper Setter: The question paper will consist of seven questions in all. The first question will be compulsory and will consist of four short questions of 1 marks each covering the whole syllabus. In addition, six more questions of 14 marks each will be set unit-wise comprising of two questions from each of the three units. The candidates are required to attempt one compulsory question and three more questions selecting at least one question from each

ENVIRONMENTAL STUDIES

EVS/2/AECC3

Credit: 4   **Maximum Marks= 100**

Maximum Duration   : 3Hours   **(Theory 70+ Internal 30 Marks)**

Objective: The objective of this paper is to create the awareness among the students towards Environmental concepts and issues for smooth life of species and human at earth.

UNIT I

Introduction to Environment: The multidisciplinary nature of environmental studies: Definition, Scope and importance, need for public awareness. Environmental Etihics: anthropocentric and eco-centric perspective.

Natural resources: Renewable and non-renewable resources: Natural resources and associated problems. Forest resources: use and over-exploitation, Deforestation, Timber extraction, mining, dams and their efforts on forests and tribal people. Water resources: Use and over-utilization of surface and ground water, floods, drought, dams- conflicts over water and problems. Minerals resources: Use and exploitation, environmental effects of extracting and using minerals resources. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer pesticide problems, water logging, salinity, Energy resources; Growing energy needs, renewable and non-renewable energy resources. Land resources: Land as resource: land degradation man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable life style. Sutainable development: concept, initiatives for sustainable development: regional, state and global

UNIT II

Ecosystem: Concept of an Ecosystem, Structure and function of an Ecosystem. Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and Ecological pyramids, Introduction, types, characteristics features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, desert ecosystem, Aquatic ecosystem(Ponds, streams, lakes, rivers, oceans, estuaries)

Biodiversity and its conservation: Introduction-Definition: Genetic, species and Ecosystem diversity, Bio-geographical classification of India. Value of Biodiversity: consumptive use, productive use, social, ethical; aesthetic and optional. Biodiversity at local, National and Local

levels. India as Mega-diverse a Nation. Hot spots of Biodiversity. Threats to biodiversity, Habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and Endemic species, conservation of biodiversity: In situ and Ex-situ, conservation of biodiversity.

UNIT III

Water pollution: Natural and anthropogenic sources of water pollution and their effects. Marine pollution, Thermal pollution, Eutrophication, Ground water pollution. **Air pollution**: Sources, Classification and properties of air pollutants (Particulate matter, Inorganic gaseous pollutants, Organic gaseous pollutants), Effects of air pollution on Human health.**Soil pollution**: Soil pollution from the use of agrochemicals (viz. Fertilizers and Pesticides), Heavy metals, Industrial effluents and Detrimental effects of soil pollutant, Remedial measures for soil pollution. Types and sources Solid waste, Electronic waste **Radioactive and Noise pollution**: Definition Sources of radioactive pollution, Radioactivity, effects of radioactive pollution, Sound pressure level, Frequency, noise monitoring and sound level meter, Sources and effects of noise pollution, Effects of noise pollution on human health. Role of individual in prevention of pollution. **Disaster Management:** floods, earthquake, cyclone and landslides, **Natural Disaster Management:** Causes, effects and control measures of natural disasters.

Social issue and the Environment: From Unsustainable to sustainable development. Urban problem related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and Rehabilitation of people; its problems and concerns. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Wasteland reclamation, Consumerism and waste products. **Environmental legislation:** Air (Prevention and control of pollution) Act, water (Prevention and control of pollution) Act, Wildlife Protection Act, Forest conservation Act. Issues involved in the enforcement of environmental legislation Public awareness.

UNIT IV

Demography: Human population and the Environment: Population Growth, variation among nations. Population explosion- family Welfare Programme. Human rights, Value Education. HIV/AIDS. Women and Child welfare. Role of information technology in environment and Human health.

Suggested Readings

1. Agarwal K.C (2001) Environmental Biology. Nidhi Pub.Ltd Bikaner
2. C.P Kaushik & Anubha Kaushik . Perspective in Environmetal Studies. New Age International limited Publishers. New Delhi
3. Text book of Environmetal Studies for Undergraduates courses.(2021) Erach Bharucha.Orient Blackswan Pvt.Ltd.
4. R.J Ranjit Daniels, Jagdish Krishnaswamy(2013).Publisher Wiley
5. Text book of Environmental Studies (2022).

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit

FOURTH SEMESTER

CORPORATE SOCIAL RESPONSIBILITY
(BBA/MD/4/DSC/203)

Course Credits: 4
External: 70
Internal: 30
Total Marks: 100
Time Allowed: 3 Hours

Course Objective: To familiarize the students with the various Social Responsibilities for Corporate.

Course Outcomes:
After completing the course students would be able to:
CO1: Understand the concept of CSR.
CO2: Identify different strategies for CSR.
CO3: Relationship between Sustainability and Social Responsibility.
CO4: Identify different International Standards and Global Reporting.

Course Contents:

Unit 1 Introduction, Meaning and Scope of CSR- Evolution- Need and Responsibility of CSR; Benefits of CSR, Advantages and Disadvantages of CSR, Types of Social Responsibility, Corporate citizenship and its stages, CSR Initiatives of Indian Companies

Unit 2 Strategies for CSR-Challenges and implementation-Evolution of corporate governance-Governance practices and regulation-Structure and development of boards.

Unit 3 Sustainability: Meaning and Scope- Corporate Social Responsibility and Corporate Sustainability-Sustainability Terminologies Corporate Sustainability Reporting Frameworks.

Unit 4 Global Reporting Initiative Guidelines-National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business- International Standards.

Suggested Readings:
1. Samuel & Celine, Theory and Practice of Corporate Social Responsibility, Springer
2. Maria Aluchna, Samuel The Dynamics of Corporate Social Responsibility, Springer
3. B.N. Mandal, Corporate Social Responsibility in India, Global Vision Publishing House.
4. Subhasis Ray & S.Siva Raju, Implementing Corporate Social Responsibility, Springer.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit.

DISASTER MANAGEMENT

(BBA/MD/4/DSC/204)

Course Credits: 4
External: 70
Internal: 30
Total Marks: 100
Time Allowed: 3 Hours

Course Objective: To familiarize the students with the various aspects of disaster management.

Course Outcomes:

After completing the course students would be able to:

CO1: Understand the disaster phenomenon, its different contextual aspects and impacts

CO2: Analyse the process of disasters and related management aspects

CO3: Know about importance of community involvement in disaster management

CO4: Develop a deep understanding of disaster resilience, risk mitigation, and recovery policies.

Course Contents:

Unit 1 Introduction to Disaster: Concept and Definition, Objectives and Importance of Disaster Management, Factors of Disaster, Approaches to Disaster Management, Difference between Disaster and Hazard.

Unit 2 Disaster Management Cycle, Disaster Classification – Natural and Man-made Disasters - Causes and Effects of Earthquake, Tsunami, Cyclone, Flood, Drought, Landslide, Forest Fire, Industrial Hazard, Epidemic, Heat wave.

Unit 3 Pre and Post Disaster Measures, Role and Responsibility of Central, State, District and Local Administration in Disaster Management, Role of Various Agencies in Disaster Mitigation – Local Bodies, Corporate Agencies, Armed Forces, Government Agencies, Panchayati Raj and Media.

Unit 4 Disaster Management in India: Disaster Management Strategies, Major disasters in India, Role of Technology in Disaster Management.

Suggested Readings:

- Bose B. C., *Introduction to Disaster Management*, Neha Publishers, New Delhi.
- Carter, Nick, *Disaster Management: A Disaster Manager's Handbook*. Asian Development Bank, Manila Philippines.
- DangiRaisi, *Disaster Management*, Raj Publication, New Delhi.
- Jeyadevi J., *Disaster Management*, Neel Kamal Publication, New Delhi.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit

CORPORATE GOVERNANCE
(BBA/MD/4/MIC/203)

Course Credits: 4
External: 70
Internal: 30
Total Marks: 100
Time Allowed: 3 Hours

Course Objective: To familiarize the students with the various Governances for Corporate.

Course Outcomes:

After completing the course students would be able to:

CO1: Understand the importance of ethics and corporate governance in the day-to-day working of organizations

CO2: Learn the issues involved in maintaining ethics and how to deal with such situations

CO3: Learn scope of business ethics in organization.

CO4: Understand Moral issues in Business.

Course Contents:

Unit 1 Corporate Governance: concept, need to improve corporate governance standards, Features of good governance, corporate governance abuses, Role played by regulators to improve corporate governance.

Unit 2 Different Approaches to Corporate Governance, Leadership and Corporate Governance, Different models of Corporate Governance.

Unit 3 Rights and Privileges of shareholders, Investor's Problem and protection, Corporate Governance and Other Stakeholders, Board of Directors, Business Ethics and Corporate Governance.

Unit 4 Moral issues in business: Importance of moral issues and reasoning, Principles of moral reasoning, implications of moral issues in different functional areas of business.

Suggested Readings:

1. Fernando A.C.: Business Ethics – An Indian Perspective, Pearson.
2. Velasquez Manuel G: Business ethics- concepts and cases, PHI.
3. Sharma J P: Corporate Governance, Business Ethics & CSR, Ane Books.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit

CORPORATE LEADERSHIP
(BBA/MD/4/MIC/204)

Course Credits: 4
External: 70
Internal: 30
Total Marks: 100
Time Allowed: 3 Hours

Course Objective: To familiarize the students with the various Leadership skills for Corporate.

Course Outcomes:

After completing the course students would be able to:

CO1: Develop the Skills of cooperation and coordination within the organization.

CO2: Identify different Leadership Theories.

CO3: Determine and provide needful directions to entrepreneurs for making team spirit among people.

CO4: To develop skills in entrepreneurs for attainment of common organizational goals.

Course Contents:

Unit 1 Leadership: Concept and Dynamics- Concept, Approaches to defining leaders and leadership characteristics, roles, motives, skills, and functions of leadership

Unit 2 Leadership Vs Management, Effective leadership behaviors and attitudes, impact of leadership on organizational performance.

Unit 3 Leadership Styles and Theories- Concepts and Meaning of Leadership styles, Popular leadership styles,

Unit 4 Transactional Vs Transformational leadership, Trait, different Theories and models of Leadership, Leadership Training, Coaching, Mentoring and Experiential Learning

Suggested Readings:

1. Peter. G Northouse, Leadership: Theory and Practices, Sage Publication, New Delhi.
2. Aarti Gaurav, Leadership + Teamwork=Success, Buzzing stock Publishing House, New Delhi.
3. Yukl G, Leadership in Organisations, Prentice Hall, New Delhi.
4. Hurlock., Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi.

Note for the Paper Setter: The question paper will consist of **nine** questions in all. The **first** question will be compulsory and will consist of **seven** short questions of **2** marks each covering the whole syllabus. In addition, **eight** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **four** units. The candidates are required to attempt **one** compulsory question and **four** more questions selecting at least **one** question from each unit.

Skill Enhancement Course BBA/MD/3/SEC/202: Cyber Space								
Course Type	Course Component	Course Credit	Contact Hours/ Week	Delivery Mode	Maximum Marks		Exam Duratio n	Assessment Methods
					External	Internal		
SEC	Theory	03	03	Lecture	50	25	3 Hours	TEE/MTE/ Assignment/ Attendance

Note for the Paper Setter: The question paper will consist of *seven* questions in all. The first question will be compulsory and will consist of four short questions of 1 marks each covering the whole syllabus. In addition, six more questions of 14 marks each will be set unit-wise comprising of two questions from each of the three units. The candidates are required to attempt one compulsory question and three more questions selecting at least one question from each unit.

Course Objectives: Objective of this course is to make the students familiar with the functioning of the Internet, email, web-browsers, and e-commerce; surfing the Internet and downloading contents therefrom; legal and payment issues in e-commerce.

Course Outcomes	At the end of this course, the student will be able to:
CO1	define: Internet and its applications, ISP, HTML, Email, Web Browsers, Social Media and E-commerce.
CO2	explain: internet, intranet, internet service provider, HTML, structure and working of email, configuration of mail client like Outlook Express with mail server, functionality of web browsers, social media and concept of E-commerce.
CO-3	illustrate: internet and its applications, evolution of internet, structure of HTML, various tags with their uses in HTML, structure and working of email, concept and use of different type of web browser, searching and downloading from websites, use of social media and introduction to E-commerce
CO4	categorize: applications of internet, ISP, HTML elements, email messaging, function of web browsers, searching software's, various social media networks, their impact and issues and concept of e-commerce with payment issues.
CO5	compare: internet and intranet, different internet service providers on the basis of their service, email advantages and disadvantages, working of various web browsers and social media types.
CO6	design: various types of HTML application with the help of different elements along with their attributes and development of webpages.

Course Content: Cyber Space	
Unit - I	Basics of internet and Intranet, Applications of Internet, Evolution of Internet, Internet Service Provider (ISP). Introduction to HTML, Structure of HTML, Web Page, Head and Body Sections, General structure of HTML tags-starting and ending a tag, various text formatting tags in HTML, Adding images, audio and video objects, Hyper linking.
Unit - II	Email: Basic Introduction, Advantages and Disadvantage, Structure of an E-Mail Message, Working of E-Mail (sending & receiving messages), Managing Email (creating new folders, deleting messages, forwarding messages, filtering messages), Configuration of Outlook Express.
Unit - III	Introduction to the Functionality of Web Browsers: Internet Explorer, Netscape Navigator Concept of WWW, surfing through web sites. Web Browsing (opening, viewing, saving a web page and book mark). Searching and downloading of different sites and software. Introduction to Social Media: Twitter, Facebook, YouTube, Whatsapp, LinkedIn, their advantages/disadvantages and issues. Introduction to E-commerce, its history, advantages, challenges, payment issues, legal issues.
Text/Reference Books	
Text Books	1. Ritendra Goel, "e-commerce", New Age International Publisher, 2008 2. Dougals E. Comer, "Computer Network and Internet", Pearson, 2008 3. Thomas A. Powell, "HTML - The Complete Reference", Tata McGraw-Hill, ISBN: 0074633325 4. Khurana R., "HTML", APH Publishing
Reference Books	1. Oliver Heathcote, "Internet Right From The Start" BPB Publications

Credits: 3 (Theory)   **Max. Marks: 75**
Lectures: 45   **Final Term Exam: 50**
Duration of Exam: 3 Hrs.   **Internal Assessment: 25**

Course Objective: This course on Financial Literacy is an essential skill to plan personal and professional finances. The objective of this course is to make students more knowledgeable consumers, savers, users of credit, investors.
CO1: To develop insights into various concepts of Finance.
CO2: To understand various savings and loan products
CO3: To learn about various insurance products.

Unit I-
Introduction to Financial literacy: Need and Importance of Financial Literacy; Basic of Savings and investment, Concept of Risk and Return.

Unit II-
Savings Related Products: Types of bank accounts: Savings account. Current account, fixed deposits, recurring deposits, Special Term Deposit Schemes, Loans and Types of loans. Various modes of transfer through banking channel: NEFT, RTGS. IMPS, UPI. Account opening process and importance of KYC norms. Credit cards and Debit cards.

Unit III-
Insurance related Products: Role of Insurance as risk management tool, Various types of Insurance: Life Insurance, Term Life Insurance, Endowment Policies, ULIP, Health Insurance, Regulatory role of IRDAI.

Books for References:
1. Investment Planning by SEBI
2. Indian financial System, by T.R.Jain and R.L.Sharma, VK GlobalPublisher
3. Money and Banking by T.R. Jain and R.K. Kaundal, VK Global Publisher
4.Kothari, R. (2010).Financial Services in India-Concept and Application. NewDelhi: Sage Publications India Pvt. Ltd
5. Zokaityte, A. (2017). Financial Literacy Education, London: Palgrave Macmillan.
6.Avadhani, V.A. (2019). Investment Management. Mumbai: Himalaya Publishing House Ltd.

Note for the Paper Setter: The question paper will consist of *seven* questions in all. The **first** question will be compulsory and will consist of **four** short questions of **2** marks each covering the whole syllabus. In addition, **six** more questions of **14** marks each will be set unit-wise comprising of **two** questions from each of the **three** units. The candidates are required to attempt **one** compulsory question and **three** more questions selecting at least **one** question from each unit.

CDLU/VAC/102

Professional Skills

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Credits: 2 (Theory)   **Max. Marks: 50**
Lectures: 30   **Final Term Exam: 35**
Duration of Exam: 2 Hrs.   **Internal Assessment: 15**

COURSE OBJECTIVES
• Acquire career skills and fully pursue to partake in a successful career path
• Prepare a good resume
• Prepare for interviews and group discussions

LEARNING OUTCOMES
• Participate in a simulated interview.
• Actively participate in group discussions towards gainful employment.
• Capture a self-interview simulation video regarding the job role concerned.

Unit-1

Résumé Skills: Preparation and Presentation, Introduction of Résumé and Related Terms, Importance of Preparing a Good Résumé, Difference between a CV, Résumé, and Biodata, Essential Components of a Good Résumé, Résumé Skills: Common Errors, Common Errors, Guidelines for Résumé Preparation.

Interview Skills: Preparation and Presentation, Meaning of Interview, Types of Interview, STAR Approach for Facing an Interview, Interview Procedure, Do's and Don'ts, Important Questions Generally Asked in a Job Interview, Interview Skills: Common Errors, Common Errors, Interview Questions for Assessing Strengths and Weaknesses, Simulation, Job Simulation Formats, Comment Critically on Simulated Interviews, Demonstrate an Ideal Interview.

Group Discussion: Meaning of a Group Discussion, Importance of a Group Discussion, Types of Group Discussions, Procedure of a Group Discussion, Methodology, Ground Rules, Stages of group formations, Evaluation of Group Discussion, Common Errors, Simulation.

Process of Career Exploration: Knowing Yourself, Personal Characteristics, Knowledge about the World of Work, Requirements of Jobs Including Self-employment, Sources of Career Information, preparing for a Career Based on Potentials of Learners and Availability of Opportunities.

Cognitive Skills: Meaning, types of cognitive skills, and strategies, Critical Thinking Skills, Problem-solving Skills, Ability to Learn.

Non-cognitive Skills: Meaning, Types of Non-Cognitive skills and Strategies, Empathy, Teamwork, Creativity, Collaboration, Resilience, Interpersonal Skills, Perseverance, Self-Control, Social Skill, Peer Pressure, Stress and Stress Management.

Unit-2

Presentation Skills: Meaning and Types, Meaning of Presentation, Types of Presentations, Presentation for Internal and External Communication, Presentation Strategies, Ways to Improve Presentation Skills over Time.

Trust and Collaboration: Explain the importance of trust in creating a collaborative team, Definition of Trust, Importance of Trust in Creating a Collaborative Team, Strategies to Build Trust with Employees, Criteria for Evaluation of Trust and Collaboration in Teams, Agree to Disagree and Disagree to Agree– Spirit of Teamwork, Understanding Fear of Being Judged and Strategies to Overcome Fear, Understanding the Fear of Being Judged, Signs and Symptoms of Social Anxiety Disorder, Strategies to Overcome Fear or Social Anxiety.

Listening as a Team Skill: Listening Skill, Advantages of Effective Listening Skills, Types of Listening, Listening as a Team Member and Team Leader, Listening as a Team Leader, Listening as a Team Member, Improving Listening Skills, Uses of Active Listening Strategies to Encourage Sharing of Ideas, The Importance of Active Listening in the Workplace, Strategies for Improving Active Listening Skills to Encourage Sharing of Ideas.

Brainstorming: The Meaning and Process, Procedure for Conducting Brainstorming, Importance of Using the Brainstorming Technique, Types of Brainstorming, Learning and Showcasing the Principles of Documentation of Team Session Outcomes.

Social and Cultural Etiquettes: Meaning, Need for Effective Interpersonal Relationships, Aspects of Social and Cultural/Corporate Etiquette in Promoting Teamwork, Social Etiquette, Cultural Etiquette and its role in promoting teamwork, Corporate/Professional Etiquette.

Internal Communication: Meaning, Need for Internal Communication, Use of Various Channels of Transmitting Information to Team Members including Digital and Physical.

Suggested Readings: Follow Curriculum and Guidelines for Life Skills (Jeevan Kaushal) 2.0 at UGC website:
https://www.cdlu.ac.in/assets/admin/miscellaneous/Implementation%20of%20Curriculum%20and%20Guidelines%20on%20Life%20Skills%20(Jeevan%20Kaushal)%202.0.pdf

Note for the Paper Setter: The question paper will consist of **five** questions in all. The first question will be compulsory and will consist of **seven** short questions of **1** marks each covering the whole syllabus. In addition, **four** more questions of **14 marks each** will be set unit-wise comprising of **two** questions from each of the **two** units. The candidates are required to attempt **one compulsory question** and **two more questions** selecting at least one question from each unit.