

O P JINDAL UNIVERSITY



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Scheme & Syllabus

Of

Bachelor in Business Administration

[BBA-Honours/Research]

Programme Code- 02UG010

(Four Years Full Time Programme)

Programme Structure 2024-2028

Background Note:

BBA Students are expected to exhibit the following abilities of learning after the completion of the Graduate Program in Business Administration –

1. Effective communication and professional presentation skills.
2. Comprehensive knowledge on concepts of Business Management.
3. Proficiency in technological skills necessary for business decision making.
4. Critical thinking and analytical skills for business problem solving.
5. Innovation and creativity for striving towards an entrepreneurial mindset.
6. Leadership abilities to build efficient, effective, productive and proactive teams.
7. Responsible citizenship towards social ecosystem.
8. Inclusivity and respect towards diversity in culture and societies.
9. Attitude towards continuous learning and improvement.

Need for Syllabus Revision:

As per the feedback of students, alumni, teachers and Employers, a need was felt to update the curriculum of the BBA program to make it industry ready. In addition, with New Education Policy 2020, the curriculum of BBA was required to incorporate the features such as: CBCS, Multi-entry and Multi-exit, Academic Bank of Credits, etc. The current syllabus and scheme has been worked out for 3 and 4 years with flexible entry and exit.

General Course Structure & Credit Distribution

A. Definition of Credit:

- 1 Hr. Lecture (L) per week - 1 Credit
- 1 Hr. Tutorial (T) per week - 1 Credit
- 1 Hr. Practical (P) per week- 0.5 Credit
- 2 Hours Practical (P) per week - 1 Credit

Course Level/Duration/System: Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit. The following option will be made available to the students joining BBA Research Program:

- One year:** Under Graduate Certificate in Business Administration
- Two years:** Under Graduate Diploma in Business Administration
- Three years:** Bachelor in Business Administration (BBA)
- Four years:** Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

- BBA (Honours with Research): Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- For BBA (Honours): BBA Degree

Note : The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

PROGRAM OUTCOMES (PO) - Management Graduation

- 1. Knowledge and Problem Solving:** Understand the management concepts and apply the knowledge to the various managerial problems to identify, formulate and analyze complex problems.
- 2. Logical thinking:** Develop logical thinking and expertise by critically analyzing the facts in decision making with reasoning and analytical skills required to qualify for various competitive exams.
- 3. Ethics and citizenship:** Able to recognize different managerial value systems and ethical principles; and commit to professional ethics, norms, and responsibilities of the management practice; and act with informed awareness to participate in civic life activities.
- 4. Society, Environment and Sustainability:** Enhance ability to elicit views of others and understand the impact of various solutions in the context of societal, cultural economic, health, legal, safety and environment for sustainable development.
- 5. Communication:** Communicate effectively their knowledge of marketing, finance and human resources from basic concepts to specific details presentations through a variety of oral and written means of communications to a diverse group of people using appropriate traditional and emerging presentation tools.
- 6. Leadership and Team Work:** Able to work effectively as a member of team, lead as a team leader by applying managerial concepts.
- 7. Innovation and Entrepreneurship:** Ability to develop entrepreneurial skills with precision, analytical mind, innovative thinking, creative thoughts and systematic approach.
- 8. Life-long learning:** Acquire fundamental knowledge for lifelong learning to work in the dynamic business environment through planning, organizing and coordinating for achieving effective results as a self-directed professional and a leader.

PROGRAM SPECIFIC OUTCOMES (PSO) – Bachelor of Business Administration (BBA – Hons. / Research)

- 1. PSO – 1** - Inculcate basic knowledge of marketing management, human resource management, financial management and family business management.
- 2. PSO – 2** - Ability to resolve complex problems through managerial skills of leadership, interpersonal relationship, communications etc.
- 3. PSO – 3** - Ability to work in the dynamic business environment through planning, organizing and coordinating for achieving effective results.
- 4. PSO – 4** - Ability to a perform effectively through strategic thinking, problem solving and decision making.

The New Education Policy 2020 focuses on skill development among students to prepare them to develop academic and industry-oriented skills in order to gain knowledge of business practices and be absorbed in the industry. This Four-Year BBA Honours/ BBA Honours with Research program will provide the students with flexibility to complete the courses at their own pace with the option of multiple entry and exit at various levels from the Academic Year 2023-24. This will remove the rigid boundaries and provide new avenues to choose and learn. This shall aim to provide opportunities to experience the full range of holistic and multidisciplinary education as per the student's preference. The students shall be able to analyse the world marketplace, create an awareness of business issues and management practices.

Course Name:

1. BBA
2. BBA (Honours) and BBA
(Honours with Research)

Course Level/Duration/System:

- BBA - Three years
BBA (Hons.) and BBA (Hons. With Research) – Four Years

BBA Research Program:

- a. One year: Under Graduate Certificate in Business Administration
- b. Two years: Under Graduate Diploma in Business Administration
- c. Three years: Bachelor's in Business Administration (BBA)
- d. Four years: Bachelor's in Business Administration Honours: BBA (Honours)

and

Bachelor's in Business Administration Honours with Research: BBA (Honours with Research)

Eligibility: The minimum eligibility criteria for opting the course in the fourth year will be as follows:

BBA (Honours with Research): Minimum 60% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

For BBA (Honours): BBA Degree

The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

Structure of BBA Program

The BBA courses are divided into five distinct areas, namely:

Ability Enhancement Courses (AECC): Ability enhancement courses are the generic skill courses which are basic and needed for all to pursue any career. These courses ensure progression across careers. They enable students to develop a deeper sense of commitment to oneself and to the society and nation largely.

Skill Enhancement Courses (SEC): Skill Enhancement courses are to promote skills pertaining to a particular field of study. The purpose of these courses is to provide students life-skills in hands-on mode so as to increase their employability/ Self-employment. The objective is to integrate discipline related skills in a holistic manner with general education.

Discipline Specific Electives (DSE): Foundation /Introductory courses bridge the gap for a student if he/she has not got a basic groundwork in a specific area of discipline. These courses will supplement in better understanding of how to integrate knowledge to application into a society.

Core Courses (CC): The core courses aim to cover the basics that a student is expected to imbibe in that particular discipline. They provide fundamental knowledge and expertise to produce competent, creative graduates with a strong scientific, technical and academic acumen. These courses are to be taught uniformly across all universities with minimum deviation.

Generic Elective (GE): Generic Elective Courses are courses chosen from an unrelated discipline/subject, with an intention to seek exposure beyond discipline/s of choice. The purpose of these is to offer the students the option to explore disciplines of interest beyond the choices they make in core and discipline specific elective courses.

FIRST SEMESTER

SN	Subject Code	Course Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+(T+P/2)
				L	T	P	PRE		ESE	Total Marks	
							Mid Sem	T A			
1	MGT24-B-MJ101	MAJOR-1	Principles of Management	3	1	-	15	15	70	100	4
2	MGT24-B-MN101	MINOR-1	Business Economics	3	1	-	15	15	70	100	4
3	MGT24-B-SE101	SEC-1	Business Mathematics	3	1	-	15	15	70	100	4
4	MGT24-B-VA101	VAC-1	Yoga Health Happiness And Wellbeing		-	4		15	35	50	2
5	MGT24-B-AE101	AEC-1	Business Communication	2	-	-		15	35	50	2
6	MGT24-B-VA102	VAC-2	*MOOC/Indian Knowledge System	3	1	-	15	15	70	100	4
				14	4	4	70	80	350	500	20

SECOND SEMESTER

S N	Subjec t Code	Cours e Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+T+(P/ 2)
				L	T	P	PRE		ES E	Total Mark s	
							Mid Se m	TA			
1	MGT24- B- MJ102	MAJOR- 2	Marketing Management	3	1	-	15	15	70	100	4
2	MGT24- B- MJ103	MAJOR- 3	Human Resource Management	3	1	-	15	15	70	100	4
3	MGT24- B- MN102	MINOR- 2	Finance for Managers	3	1	-	15	15	70	100	4
4		MDC- 1	Choose from Bucket*	3	-	-	15	15	70	100	3
5	MGT24- B- SEC102	SEC-2	Business Statistics	3	1	-	15	15	70	100	4
6	MGT24- B- SEC103	SEC-3	Fundamental s of Computer	1	-	2		15	35	50	2
7	MGT24- B- AEC102	AEC-2	Environment al Science & Disaster Management	2	-	-		15	35	50	2
8	MGT24- B- VAC103	VAC-3	Human Values and Professional Ethics	2	-	-		15	35	50	2
				2 0	4	2	75	12 0	455	650	25

*Multidisciplinary Bucket (BBA)-

Sl. No	Departmen t	Course Code	Name of the Course
1	BBA	MGT24-B-MD101	Social media marketing
		MGT24-B-MD102	Entrepreneurship and startups.
		MGT24-B-MD103	Fundamentals of Investing

*The student is required to choose one MOOC course of 4 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level and after completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution during the first semester.

The students shall have an option to study the paper of Indian Knowledge Management instead of MOOC.

UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION

Exit Criteria after First Year of BBA Programme:

1. The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a UG Certificate in Business Administration.
2. The exiting students will submit the Report during the end of the second semester and the same will be evaluated for the assessment.
3. Eligibility Criteria to get Certificate in Business Administration - Total 53 Credits to be earned from 1st Year BBA curriculum.

Re-entry Criteria in to Second Year (Third Semester): The student who takes an exit after one year with an award of certificate may be allowed to re-enter into Third Semester for completion of the BBA Program within a period of maximum 3 years, subject to the condition that the total term for completing the degree course should not exceed 7 years.

BBA Curriculum (NEP-2020)

Semester - I

FIRST SEMESTER

S N	Subjec t Code	Cours e Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Cred its: L+(T +P/2)
				L	T	P	PRE		ES E	Total Marks	
							Mid Sem	T A			
1	BBA-B- 24- MJ101	MAJOR- 1	Principles of Management	3	1	-	15	1 5	70	100	4
2	BBA24- B- MI101	MINOR- 1	Business Economics	3	1	-	15	1 5	70	100	4
3	BBA24- B- SEC101	SEC-1	Business Mathematics	3	1	-	15	1 5	70	100	4
4	BBA24- B- VAC101	VAC-1	Yoga Health Happiness And Wellbeing		-	4		1 5	35	50	2
5	BBA24- B- AE101	AEC-1	Business Communicatio n	2	-	-		1 5	35	50	2
6	BBA24- B- VAC102	VAC-2	*MOOC/India n Knowledge System	3	1	-	15	1 5	70	100	4
				1 4	4	4	70	8 0	350	500	20

Programme:	BBA	Semester:	I
Name of the Course:	Principles of Management	Course Code:	MGT24-B-MJ101
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: The basic aim of this course is to familiarize the students with the basics of management and its far-reaching applications in business organisations.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the basic concepts of management and demonstrate the roles, skills, and functions of a manager.
CO2	Describe and analyze the various management theories in a contemporary business environment.
CO3	Develop managerial skills to understand and evaluate the contemporary issues in management.
CO4	Apply the various management principles and theories to solve complex management problems.
CO5	Apply the controlling & directing techniques for management problem

Syllabus

Unit I: Introduction

Meaning, Nature & Significance; Management Vs Administration; Evolution of Management Thought and different approaches to management; Levels of Management; Elements of managerial Processes; Styles & Roles of Managers in Organizations; Scientific and Operational Management; Behavioural Science Systems and Contingency approaches.

Unit II: Planning

Nature & Significance; Process of Planning; Planning and Environmental Uncertainties; Types of Planning; Advantages and Limitations of Planning; Decision Making- Process of Decision Making

Unit III: Organization

Nature & Significance; Authority & Responsibility; Span of Control; Process of Delegations; Barriers to Delegation; Centralization & Decentralization; Concept of Line & Staff organisation; Organization Structures-Types, Advantages & Disadvantages; Staffing Concept.

Unit IV Staffing

Scope of Staffing Functions, Staffing process, Recruitment & Selection, Motivation & Leadership, Theories of Motivation Maslows need hierarchy, Two-factor theory Leadership Styles.

Unit V: Directing and Controlling

Concept & Importance; Direction & Supervision; Role of Supervisor; Techniques of directing; Nature and Scope of Co-ordination; Principles, Techniques and Barriers to Co-ordination; Controlling- Concept and process; effective control system; Techniques of control

Text Books:

1. L. M. Prasad - Principles and Practice of Management, Sultan Chand
2. Robbins, SP- Management, Prentice Hall.

Reference Books:

1. Wehrich and Koontz, et al - Essential of Management, TMH.
2. Stoner, Freeman, Gilbert - Management, PHI.
3. Terry, Franklin - Principles of Management, AITBS.

CO-PO & PSO Correlation

Course Name: Principles of Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		1	1			1	2	3		2	3
CO2:	2	2			2				2	2		
CO3:	1			2		2		1		3	2	3
CO4:	1	2	3					2	2		2	
CO5:		2		3	1	2				2		1

Note: 1: Low 2: Moderate 3: High

Programme:	BBA	Semester:	I
Name of the Course:	Business Economics	Course Code:	BBA24-B-MN101
Credits :	4	No of Hours :	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course offers lectures and case studies to impart teaching and learning to develop problem solving approaches to acquaint with various micro economic behaviors in an organizational setup which will facilitate in the decision-making process.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understanding basic concepts of consumer behavior, like the degree of response to the change in price and, the equilibrium condition of demand and supply.
CO2	Comprehend short-run and long-run economic implication of production.
CO3	Understanding concepts and theories of cost, along with analysis of break-even.
CO4	Understanding the theory of market structure and concept of perfectly competitive market.
CO5	Understanding the monopoly market segment and comparing welfare under perfect competition and monopoly.

Syllabus

Unit I: Theory of Consumer Behaviour

Micro & Macro Economics- basic concepts, Consumer equilibrium and numerical: Utility Analysis – Cardinal & Ordinal approach, Law of Demand, Consumer Surplus, Elasticity of Demand, Law of supply, the elasticity of supply, Demand and supply equilibrium.

Unit II: Theory of Production

Production function: Laws of Variable Proportion, iso-quant and iso-cost line and producer equilibrium, Laws of Return to scale, Economies of scale, Numerical based on a short-run and long-run production function.

Unit III: Theory of Cost

Theory of cost, concepts of cost, short run and long run cost functions. The modern development in cost theory- L shape cost curve, the learning curve, and Numerical cost functions.

Unit-IV: Market structure

Theory of revenue under the perfect and imperfect market structure, producer surplus, Perfect competition: short-run and long-run equilibrium, break-even analysis, shut down condition, zero economic profit.

Unit-V: Monopoly

Imperfect competition: Monopoly: Short-run and long-run equilibrium, price discrimination, monopoly power, deadweight loss, monopoly resource allocation and social welfare, Numerical problems.

Text Books:

1. H. L. Ahuja – Advanced Microeconomics
2. P. L. Mehta - Managerial Economics- Sultan Chand

References

1. A. Koutsoyiannis- Modern Microeconomics- Macmillan Education.
2. S.P.S. Chauhan-Micro Economics an Advanced Treatise-PHI

CO-PO&PSO Correlation

Course Name : Business Economics												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2				1							
CO2:		1		1		1				2		2
CO3:	1	1		1			2	2	2			
CO4:	1			1		1					2	
CO5:	1	1	2	2				1				

Note: 1: Low 2: Moderate 3: High

Programme:	BBA	Semester:	I
Name of the Course:	Business Mathematics	Course Code:	MGT24-B-SE101
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: The business mathematics course will enable the students in terms of understanding of analyzing the real data set through the various concepts related to it.

Course Outcomes: After Completion of the course, Students will be able to:

CO Number	Course Outcome
CO1	Understand the basic concepts of Business Mathematics.
CO2	Apply the basic concepts of algebra in Business applications
CO3	Apply matrices and other various mathematical concepts useful in business problem
CO4	Interpret and solve real-life business problems using such concepts as differentiation.
CO5	Apply Integration concepts useful in business problem solving

Syllabus

Unit I: Basic Algebra and Sets Theory

Linear equation, quadratic equation, curvilinear equation, Introduction and representation of sets, Types & Basic operations on set, Problems, Laws of set algebra, Venn diagram, Problems. Functions and its types

Unit II: Ratio and Proportions (12 Lectures)

Ratio- Definition and Continued Ratio, Inverse Ratio and Proportion, Continued Proportion, Direct Proportion, and Inverse Proportion, Percentage-Meaning, Computations of Percentages, Time and Distance problem.

Unit III: Matrix Algebra (12 Lectures)

Definition of Matrix, Types of Matrix, Matrix Operations. Transpose of a matrix, Determinants, Cramer’s rule, Inverse of a Matrix, Solution of Non-Homogeneous System of Linear equations (not more than three variables) Gaussian Elimination methods. Application of Matrices to business related problems. (Word problems related to matrix application)

Unit IV: Differential Calculus

Derivatives: Rules of Differentiation; Partial and Total Differentiation and applications; second and higher order derivatives. Cost function, Revenue Function, Profit maximization under perfect competition, Use of Lagrangian multipliers in the production function.

Unit V: Integral Calculus

Indefinite Integrals, Techniques of Integration, Definite Integrals. Applications in Business: Consumer’s Surplus, Producer’s Surplus, Learning curve using Integration.

Text Books:

1. Business Mathematics by Dr. Amaranth Dikshit & Dr. Jinendra Kumar Jain. Himalaya Publishing House, Book Edition – 3rd Business.
2. Business Mathematics by V. K. Kapoor - Publisher- Sultan Chand & Sons, Delhi.
3. Business Mathematics by Dr. J. K. Sharma

Reference Books:

1. Statistics Techniques in Business and Economics by Lind, Marchal, &Wathen. By McGraw Hill.
2. Quantitative Methods for Business by Kipp Martin, Camm, Williams, Anderson and Sweeney by Cengage.

CO-PO & PSO Correlation

Course Name: Business Mathematics												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1		1		2		1	2		3		2
CO2:		1		1		2					3	
CO3:	1	2			1		1			2		3
CO4:	2		3	1	2			3	3			2
CO5:		1	2		2	2		3	3		2	2

Note: 1: Low 2. : Moderate 3: High

Programme:	B.COM (H)	Semester:	I
Name of the Course:	YOGA HEALTH HAPPINESS AND WELLBEING	Course Code:	MGT24-B-VA101
Credits:	2	No of Hours:	30
Max Marks:	50	L-T-P:	1-1-0

Course Introduction:

The course Yoga Happiness and Wellbeing is designed to introduce students to the ancient practice of yoga, exploring its history, philosophy, and various techniques. This course aims to provide a comprehensive understanding of yoga's principles and practices, emphasizing physical postures (asanas), breathing techniques (pranayama), meditation, and the ethical foundations of yoga. Through both theoretical knowledge and practical application, students will gain the tools to integrate yoga into their daily lives for improved physical health, mental clarity, and emotional balance.

Course Outcomes:

Upon completion of this course, students should be able to:

CO Number	Course Outcome
CO1	Understand the aims, objectives and principles of Yoga.
CO2	Illustrate the basic knowledge various types of yoga and Indian Philosophy.
CO3	Understand the brief history and various yoga traditions.
CO4	Learn to be aware of wellness and illness with reference to the concept of wellness.
CO5	Understand and analyze basic knowledge of Yoga as preventive health care and Yogic lifestyle.

Syllabus

Unit-1: GENERAL INTRODUCTION TO YOGA

Brief introduction to origin of Yoga, Psychological aspects leading to origin of Yoga, History and Development of Yoga, Etymology and Definitions of Yoga, Aim and

Objectives of Yoga, Misconceptions about Yoga, True Nature of Yoga. Brief Introduction to Samkhya and Yoga Darshana.

Unit-2: YOGA AND INDIAN PHILOSOPHY

General Introduction to Schools (Streams) of Yoga, Principles of Yoga and Yogic practices for healthy living; Meaning and definitions of Darshana and Philosophy, Salient features of Indian Philosophy (Bharateeya darshana), Branches of Indian Philosophy (Astika and Nastika Darshanas). Modern Yoga Traditions including the Neo-Vedantic Yoga Movements.

Unit-3: FOUNDATIONS OF YOGA AND YOGA TRADITIONS

Introduction to Prasthanatrayee, Purushartha Chatushtaya and the goal of human life. Concept of Sthitaprajna, Bhakti, Karma and Dhyana in Bhagavad Gita. Concept of Chitta, Chitta Bhumi, Chitta Vritti, Chitta Vikshepa, Chittaprasadanam and their relationship with wellness. Bahiranga Yoga of Maharishi Patanjali (Yama, Niyama, Asana, Pranayama, Pratyahara), Antaranga Yoga of Maharisi Patanjali (Dharana, Dhyana, Samadhi).

Unit-4: CONCEPT OF WELLNESS AND ILLNESS

Concept of health (Modern and Ancient View); Concept of Wellness and illness (Modern and Ancient View); Concept of Body (Pancha Kosha according to Taittiriya Upanishad); Potential causes of illness according to Yoga Vasishta - Concept of Adhi and Vyadhi and their consequences on the body.

Unit-5: YOGIC CONCEPT OF HOLISTIC HEALTH AND HAPPINESS

Yogic concept of mental hygiene: Maître, Karuna, Mudita & Upeksha). Importance of psychosocial environment for health and wellness. Yogic concept and principles of Ahara (Mitahara, Yuktahara), Nidra and Brahmacharya in wellbeing. Total Human Development through Yogic practices for Pancha Kosha (Annamaya Kosha, Pranamaya Kosha, Manomaya Kosha, Vijnanamaya Kosha and Ananda maya Kosha) and its integration with Ashtanga Yoga of Patnajali.

Textbooks and Reference Books

Iyengar, B.K.S. (1995). Light on Yoga: The Bible of Modern Yoga. Schocken Publishers, USA.

Kaminoff, L. et al (2007). Yoga Anatomy. Human Kinetics, USA.

Kirk, M. (2005). The Hatha Yoga Illustrated. Human Kinetics, USA.

Mukerji, A.P. (2010). The Doctorine and Practice of Yoga. General Books, LLC, New Delhi.

Norton, W.W. (2010). Yoga for Osteoporosis: The Complete Guide. W.W. Norton & Company, USA.

Sarin N (2003). Yoga Dawara Rogoon Ka Upchhar. Khel Sahitya Kendra

Sri Swami Rama, (2001). Breathing. Rishikesh Sadhana Mandir Trust.

Swami Ram (2000). Yoga & Married Life. Rishikesh Sadhana Mandir Trust

Agarwal M M : Six systems of Indian Philosophy, Chowkhambha Vidya Bhawan, varanai, 2010

Swami Bhuteshananda: Nararad Bhakti Sutra, Advaita Ashrama Publication-Dept. Kolkata, II Edition, 2009

Hiriyanna M : Outlines of Indian Philosophy, Motilal Banarsidas, Delhi, 2009

Bhat, Krishna K.: The Power of Yoga: SuYoga Publications Mangalore, 2006

Swami Prabhavananda : Spiritual Heritage of India (English). Sri Ramkrishna Math, Madras, 2004

CO- PO Correlation

Course Name: Yoga Happiness and Wellbeing								
	Program Outcome							
Course Outcomes	1	2	3	4	5	6	7	8
CO1				1		2		2
CO2							2	2
CO3					1	2		2
CO4						2	2	2
CO5						2	2	2

Note: 1: Low 2: Moderate 3: High

Programme:	BBA	Semester:	I
Name of the Course:	Business Communication	Course Code:	MGT24-B-AE101
Credits:	2	No of Hours:	30
Max Marks:	50	L-T-P:	2-0-0

Course Description: This course is formulated to give students a perfect view of communication, its scope and importance in business world. It is designed to study principles, elements, and practices of effective business communication. The course focuses on approaches for planning, creating, and transmitting business information within a variety of business situations found in the global perspective. This provides opportunities for improving academic and workplace language proficiency also.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the basics concepts of business communication and demonstrate the process, principles and types of communication.
CO2	Describe and analyse the various characteristics, methods and guidelines of presentation and group communication.
CO3	Develop writing skills to be efficient in drafting business writings.

Syllabus:

Unit I: Introduction to Business Communication & Listening Skill

Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs of Communication, Types of Communication, Barriers of Communication, Verbal & Non-Verbal Communication, Purpose of listening, Types of Listening, Barriers to Listening, Overcoming Listening Barriers.

Unit II: Presentation and Group Communication Skills

Characteristics of Presentation, Planning, structuring and Delivery of presentation, use of visual aids, appearance & posture, Controlling nervousness and stage fright, Group Communication, Group discussion, Methodology of Group Discussions, Guidelines of Group Discussion, Role Function in Group Discussions, Improving Group Performance, Different Topics for Group Discussion, Dealing with Abstract topics.

Unit III: Business Letter Writing & Resume Writing –

Business letters – Definition, concepts, structure, kinds of business letter, Essentials of effective business letter, Types of Business letter, Inquiry letter, complaint letter. Writing Resume and Letter of Job Application.

Text Books:

1. Meenakshi Raman and Prakash Singh, Business Communication, Oxford University Press.
2. R. C. Sharma and Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw Hill.
3. Rajendra Pal, J.S. Korhahalli; Business Communication, Sultan Chand and Sons, New Delhi.

Reference Books:

1. A, Bovee, Thill, J. Business Communication Today, Pearson publication, New Delhi.
2. Sanjay Kumar and Pushplata, Communication Skills, New Delhi: Oxford University Press, 2011.
3. Pearce, C Glenn etc., Business Communications; Principles and Applications, John Wiley, New York.
4. Randall E. Magors; Business Communication; Harper and Row, New York.

CO-PO & PSO Correlation

Course Name: Business Communication												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:		1			2	1	1		2	3	2	1
CO2:	2			1	2			1		3	2	1
CO3:		1		1	2	2				3	1	

Note: 1: Low 2: Moderate 3: High

Programme:	BBA	Semester:	I
Name of the Course:	Indian Knowledge System	Course Code:	MGT24-B-VA102
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: "Exploring the Indian Knowledge System" aims to provide students with a comprehensive understanding of the rich and diverse knowledge systems that have evolved in India over thousands of years. Through a multidisciplinary approach, this course will delve into various aspects of Indian philosophy, science, arts, and spirituality, shedding light on the profound insights and contributions made by Indian thinkers throughout history

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Comprehend the concepts, philosophy and strategies of traditional Indian knowledge system.
CO2	Examine and understand how Indian traditional philosophy is relevant to modern management concepts and strategies by the lessons from Bhagwat Gita .
CO3	Demonstrate the implementation of the traditional Indian knowledge system in corporate decisions making.
CO4	Evaluate various Indian cultural diversity and understand the science behind Indian knowledge systems.

Syllabus:

Unit I: Indian Knowledge System: An Introduction

Meaning, Nature, Significance and Importance of Indian Knowledge system. Evolution of Indian knowledge system. Silent aspects of IKS. Indian Scheme of Knowledge. The knowledge triangle. Means of valid knowledge, ambiguities in existing knowledge. Framework for establishing valid knowledge.

Unit II: Management Philosophy of Bhagavad Gita

Concepts of karma and work ethics, bhakti yoga and loyalty and commitment, and moksha and satisfaction; Vishada Yoga and management of frustration; Sankhya yoga and core value; Karma Yoga and dedication; Gyana-Karma-Sanyasa Yoga and continuous learning; Dhyana Yoga and focus in work; Gyana-Vigyna Yoga; Raja Yoga and work culture. Triguna's role in work culture.

Unit III: Management Philosophies of Indian Scriptures.

Dharma; Raja dharma; Role of Struggle in life; Leadership style of Rama and Krishan; Motivation from Mahabharata and Ramayan, Team Sprit from Mahabharata and Ramayan; Work Ethics from Mahabharata and Ramayan, People empowerment from Mahabharata and Ramayan. Philosophies from Pauranic scriptures.

Unit IV: Cultural diversity and Management Philosophies of India.

Different festivals and its significance in society. Unity in diversity through cultural celebration. Scientific importance of Indian Astronomy Time Calculation (Kaalgadna), Significance of Indian Temples. Ancient Indian monetary system. Introduction to Kautilya'SArthasastra.

Text Books:

1. Mahadevan, B., Bhat VinayakRajat, NagendraPavana R.N. (2022), "Introduction to Indian Knowledge System: Concepts and Applications", PHI Learning Private Ltd. Delhi.

Reference Books:

1. Kapoor Kapil, Singh Avadhesh (2021). "Indian Knowledge Systems Vol – I & II", Indian Institute of Advanced Study, Shimla, H.P.
2. Dasgupta,S. (1975). A History of Indian Philosophy- Volume 1, Motilal Banarsi dass, New Delhi.
3. Shrimad Bhagwat Gita-Geeta Press-Gorakhpur
4. Valmiki-Ramayan-Geeta Press-Gorakhpur
5. Ramcharitmanas-Geeta Press-Gorakhpur
6. Mahabharat.-Geeta Press-Gorakhpur.

CO-PO & PSO Correlation

Course Name: Indian Knowledge System												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	3	2	3				3	2		3	2
CO2:	3	3	2	3	2	3	1	3	3	3	2	3
CO3:	3	3	3	3	2	3	2	3	1	2	3	3
CO4:			2	2	3	2		2				

Note: 1: Low 2: Moderate 3: High

BBA Curriculum (NEP-2020)

Semester - II

SECOND SEMESTER

S N	Subjec t Code	Cours e Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+T+(P/ 2)
				L	T	P	PRE		ES E	Total Mark s	
							Mid Se m	TA			
1	MGT24- B- MJ102	MAJOR- 2	Marketing Management	3	1	-	15	15	70	100	4
2	MGT24- B- MJ103	MAJOR- 3	Human Resource Management	3	1	-	15	15	70	100	4
3	MGT24- B- MN102	MINOR- 2	Finance for Managers	3	1	-	15	15	70	100	4
4		MDC- 1	Choose from Bucket*	3	-	-	15	15	70	100	3
5	MGT24- B- SEC102	SEC-2	Business Statistics	3	1	-	15	15	70	100	4
6	MGT24- B- SEC103	SEC-3	Fundamental s of Computer	1	-	2		15	35	50	2
7	MGT24- B- AEC102	AEC-2	Environment al Science & Disaster Management	2	-	-		15	35	50	2
8	MGT24- B- VAC103	VAC-3	Human Values and Professional Ethics	2	-	-		15	35	50	2
				2 0	4	2	75	12 0	455	650	25

Programme:	BBA	Semester:	II
Name of the Course:	Marketing Management	Course Code:	MGT24-B-MJ102
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P	3-1-0

Course Description: The course aims to provide basic knowledge, concepts, principles, tools and techniques of marketing. This course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Remember and comprehend basic marketing concepts.
CO2	Understand marketing Insights on application of basic marketing concepts.
CO3	Analyzing Business/ Consumer Markets
CO4	Identify & evaluate Market Segments and Targeting
CO5	Apply and develop Marketing Strategies and Plans

Syllabus:

Unit I: Introduction

Overview of Marketing, Definition, nature & scope of Marketing, Need for marketing, Evolution of marketing concepts, Marketing mix, Marketing environment.

Unit II: Market Segmentation

Segmentation concept, bases for segmentation, Target market selection, positioning concept, Branding, packaging and labelling.

Unit III: Product and Pricing

Product concept, Types of products, Product levels, PLC – Product life cycle, New Product Development, Pricing: Concept, Factors influencing pricing, Process and methods of pricing.

Unit IV: Distribution Channels

Concept, Importance, Marketing flows in marketing channels, Selection and management of distribution channels. *Wholesaling and Retailing*: Concept, Functions and types.

Unit V: Promotion Mix

Introduction, Promotion mix elements, Advertising, Sales promotion, Personal selling, Publicity and Public relation, direct marketing.

Text Books:

1. Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.
2. Marketing Management - Ramaswamy V. S. & Namakumari S, 6/e, Sage Publication India Pvt Ltd., 2018.

Reference Books:

1. Marketing Management - Tapan Panda, 5/e, Excel Publication, 2007.
2. Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 14/e, McGraw Hill Education Publishers, 2015.
3. Marketing: Asian Edition Paul Bainies, Chris Fill Kelly Page third edition, Oxford.

CO-PO & PSO Correlation

Course Name: Marketing Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	1	2	1			2	2	3		3
CO2:	3				2				3		3	2
CO3:		2	1				2		3		2	
CO4:	3			1		2		2	3	2	2	2
CO5:	3		1			2		2	2	3	2	

Note: 1: Low 2: Moderate 3: High

Programme:	BBA	Semester:	II
Name of the Course:	Human Resource Management	Course Code:	MGT24-B-MJ103
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the concepts and functions of HRM
CO2	Implement the methods of recruit, train, and appraise the performance of employees.
CO3	Prepare the rational design of compensation, salary administration & Industrial Relations
CO4	Review the employee issues and evaluate the new trends in HRM
CO5	Appraise the function of Human Resource & Employee Relations

Syllabus:

Unit I: Introduction to Human Resource Management

Nature and scope of HRM, HRM functions, HRM models, understanding concepts of Personnel Management, Human Resource Development and Strategic Human Resource Management, HR Environment, Changing Role of HR.

Unit II: Recruitment, Training & Development

Human Resource Planning, Job Analysis, Recruitment, Selection, Placement and Socialization. Training and Development, Performance Appraisal, Career Planning & Development, Succession Planning, Job Evaluation & Compensation Management.

Unit III: Maintenance & Integration

Employee Welfare, Industrial Relations, Conflicts & Grievances, Trade Unions, Workers Participation in Management.

Unit IV: Emerging Trends in HRM

Work Life Balance, Work Stress & Counseling, Employee Empowerment, Human Resource Information System (HRIS), HR audit, Strategic HRM.

Unit V: Employee Relation

Grievance Handling: Concept of Grievance - Causes of Grievance- Need for a Grievance Redressal Procedure, steps in a Grievance redressal Procedure. Definition and Concept of Discipline: Types of Disciplinary Actions, Code of Discipline in Indian Industry: Industrial Employment Standing Orders Act, 1946. Collective Bargaining, Collective Bargaining.

Text Books:

1. L. M. Prasad - Principles and Practice of Management, Sultan Chand
2. Robbins, SP- Management, Prentice Hall.
3. Garry Dessler, Human Resource Management, Pearson Publications

Reference Books:

1. Wehrich and Koontz, et al - Essential of Management, TMH.
2. Stoner, Freeman, Gilbert - Management, PHI.
3. Terry, Franklin - Principles of Management, AITBS.

CO-PO & PSO Correlation

Course Name: Human Resource Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			2		2		2	2		2	
CO2:		2		2			2			2		3
CO3:	2		2			2			3			2
CO4:		2	3		2		3	2		3		2
CO5:	3		2		2		2		3		2	

Note: 1: Low 2: Moderate 3: High

Programme:	BBA	Semester:	II
Name of the Course:	Finance for Managers	Course Code:	MGT24-B-MN102
Credits:	4	No of Hours:	60
Max Marks:	100	LTP	3-1-0

Course Description: The basic objective of this course is to impart to students with the basic knowledge of finance and financial management, and understand the role of finance managers in an organisation. Preparation of financial plans, and evaluate the financial needs and overcome finance shortcomings.

Course Outcomes: After completion of the course the students will be able to:

CO No.	Course Outcomes
CO1	Understand the need and importance of finance for a business.
CO2	Evaluate the finance need and make arrangements of financial requirements.
CO3	Understand the sources of finance and supporting agencies for fulfilment of finance requirements.
CO4	Plan the business size and the size of operating cycles by overcoming finance shortcomings.
CO5	Apply managerial skills to plan and manage the available finance and arrange for new requirements.

Syllabus:

UNIT I: INTRODUCTION

Meaning and nature of Finance, need and objectives of finance for a business, profit maximisation vs wealth maximisation, Types of Business finance, role of finance managers, Fundamental Principle of Finance

UNIT II: SOURCES OF FINANCE

Long term finance- Meaning, need and objectives, factors affecting long term finance, Sources of long term finance. Short term finance- Meaning, need and objectives, factors affecting long term finance, Sources of short term finance.

UNIT IV: FINANCIAL INSTITUTIONS

Statutory Institutions: RBI, IDBI, SIDBI, NABARD, IFCI, ICICI, SFCs. Banking and Non- Banking Financial Institutions (NBFC)-Meaning, role and institutions.

UNIT IV: CAPITAL STRUCTURE PLANNING

Fixed capital- Meaning, Concept and determinants of fixed capital Working capital- Meaning, Concept and determinants of fixed capital Over and Under capitalization- Consequences and remedies

UNIT V: FINANCIAL MANAGEMENT

Meaning, nature and objective of financial management, problems faced by managers in managing finance, Factors affecting Financial Decisions in a Firm, Goal of Financial Management.

Text Books:

1. I.M.Pandey; Financial Management, Vikas Publication; S.Chand Publication
2. Prasanna Chandra; Financial Management; McGraw Hill
3. M Y Khan and P K Jain; Financial Management; McGraw Hill

Reference Books:

1. Sahani&Mehrotra; Business Finance, Thakur Publication
2. S.P Gupta: Business Finance, SahityaBhawan

CO-PO & PSO Correlation

Course Name: Finance for Managers												
	Program Outcomes								PSOs			
CO	1	2	3	4	5	6	7	8	1	2	3	4
CO1	2		3	1					3		2	
CO2		2				2				2		2
CO3			2	2			2		3			2
CO4	2		3	1			2	1	2	3	4	2
CO5		2		2				1		2	2	

Note: 1: Low 2: Moderate 3: High.

Programme:	BBA	Semester:	III
Name of the Course:	Business Statistics	Course Code:	MGT24-B-SEC102
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: The course will enable the students to understand the statistical aspects of business, thereby enhancing their skills in this regard. To make the students understand the concepts of statistics and probability. To understand quantitative methods and statistical tools to business problems which would enable to take decisions and quantify various business plans.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the importance of statistics in applied form. Distinguish between inferential and descriptive statistics.
CO2	Use the concepts of frequency distribution to summarize the statistical data and present in appropriate form with the help of graphical tools.
CO3	Apply various measures of central tendency and dispersion, and identify the advantage & disadvantages of various measures.
CO4	Anticipate and device the concept of probability. Identify and execute experimental Outcomes, Events and Their Probabilities.

Syllabus:

Unit I: Introduction of Statistics

Meaning and Importance of statistics. Elements of Statistics, Characteristics of Statistics, Functions of Statistics, Limitations of Statistics, Statistics in Business and Management, Distrust of Statistics, Differentiate between descriptive and inferential statistics. Classify variables as qualitative or quantitative, and discrete or continuous. Distinguish between nominal, ordinal, interval, and ratio levels of measurement.

Unit II: Collection, Classification, and Presentation of Data

Data Collection, Data Classification & Data Gathering, Data Presentation- Summarize qualitative variables with frequency and relative frequency tables. Display a frequency table using a bar or pie chart. Summarize quantitative variables with frequency and relative frequency distributions. Display a frequency distribution using a histogram or frequency polygon.

Unit III: Measure of Central Tendency and Dispersion

Compute and interpret the mean, the median, and the mode. Compute a weighted mean. Compute and interpret the geometric mean. Compute and interpret the range, variance, and standard deviation. Explain and apply Chebyshev's theorem and the Empirical Rule. Compute the mean and standard deviation of grouped data.

Unit IV: Simple Correlation-Regression and Probability

Correlation Analysis- Measures of variations, The Scatter diagram, Karl Pearson coefficient of correlation coefficient, Properties of correlation coefficient, Regression Analysis- The linear regression equation, Standard error of the estimate. Probability -Experiments and the Sample Space, Assigning Probabilities to Experimental Outcomes, Events and Their Probabilities, Events and Their Probabilities, Bayes' Theorem, Conditional probability.

Text Books:

1. Statistics Techniques in Business and Economics by Lind, Marchal, &Wathen. By McGraw Hill.
2. Quantitative Methods for Business by Kipp Martin, Camm, Williams, Anderson and Sweeney. By Cengage.

Reference Books:

1. Fundamentals of Business Statistics by Dr. J.K. Thukral, Taxmann's Publications, 4th Edition.
2. Business Statistics 17th Edition, by M. P. Gupta, and S. P. Gupta, Publisher: Sultan Chand and Sons

CO-PO & PSO Correlation

Course Name: Business statistics												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	2								3	2	2
CO2:			2					2	2			2
CO3:	2	2					1	2		2	2	
CO4:	1	2		2	1		2		2			3

Note: 1: Low 2: Moderate 3: High

Program	BBA	Semester	I
Name of Course	Fundamentals of Computer	Course Code	MGT24-B-SEC103
Credits	2	No. of Hours	30
Max Marks	50	L-T-P	1-0-2

Course Description: This course is designed to provide students with a working knowledge of computer concepts and essential skills necessary for work and communication into day's society.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcomes
CO1	Understand the Computer Hardware and Software Fundamentals.
CO2	Describe briefly some of the technologies that are used to support Online applications.
CO3	Draft Document, Worksheet, and Presentation.

Syllabus:

Unit I: Introduction to Computer

Introduction, Definition, Characteristics of computer, Evolution of Computer, Generations of Computer, Classification, and Applications of Computer, Capabilities, and limitations of computer. Number System: Positional & Non-Positional, Binary, Octal, Decimal, Hexadecimal. Conversion from one number system to another. Role of devices in a computer system, Input Units, Output Units.

Unit II: Storage Fundamentals & Software

Storage: Primary Vs Secondary Storage, Data storage & retrieval methods, Primary Storage, Secondary Storage. Software and it's needs, Types of Software. System Software: Operating System, Utility Programs. Programming Language: Machine Language, Assembly Language, High-Level Language their advantages & disadvantages. Application Software and its types. Assemblers, Compilers, and Interpreters. Types of Operating System: Batch Processing, Multiprogramming. Multi-Tasking, Multiprocessing, Time Sharing.

Unit III: Introduction to MS-Office

MS-Word: Overview, Page Setup, Margins, Tabs, Header, and Footer. MS-Powerpoint: Overview, Working with themes, Charts, Graphics and Tables. MS-Excel: Overview, working with the spreadsheet, Formatting Cells, Formulas and Functions, Graphs, Conditional Formatting, Sorting and Filtering Data.

Text Books:

1. Introduction to Information Technology, RAJARAMAN, V,PHILearning
2. Computer Fundamentals, P.K. Sinha, Priti Sinha, BPB Publications, Fourth Edition.

Reference Books:

1. Leon & Leon Introduction to Computers, Vikas publishing House, New Delhi.
2. June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.
3. White, Data Communications & Computers Network, Thomson Learning, Bombay.

CO-PO & PSO Correlation

Course Name: Fundamentals of Computer												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	2		2		3				2	2	
CO2:	2		3	2		2	2		2	3		
CO3:	2	3	2	2		2	2	3	2		2	3

Note: 1: Low 2: Moderate 3: High

Programme:	BBA	Semester:	II
Name of the Course:	Environmental Science & Disaster Management	Course Code:	MGT24-B-AEC102
Credits	2	No of Hours:	30
Max Marks:	100	L-T-P:	2-0-0

Course Description: This course offers lecture and case studies to impart teaching and learning to develop environmental problem-solving issues, general concept of disaster both natural and man-made. The objective of this course is to make the students understand the element of environment, how does environment shape human society, impact of modern industrialization on environment, how Indian and global societies are dealing with environmental challenges etc. It defines human responsibilities within the framework of an understanding of development, with vulnerability and disaster risk reduction as an integral part of development.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the environmental elements & Disasters in detail
CO2	Plan for optimum use of resources and sustainable development thinking.
CO3	Analyse various types of disasters, their preparedness and mitigation measures and Apply the knowledge to encourages and pursue healthy lifestyle.

Syllabus:

Unit I: Nature of Environmental Studies & Natural Resources

Definition, Scope and Importance. Need for Public Awareness – Institutions in Environment, People in Environment. Natural Resources and associated problems, Non-renewable Resources- Forest, Water, Mineral, Food, Energy and Land. Renewable Resources. Role of individual in conservation of Natural Resources, water conservation and rainwater harvesting, watershed management.

Unit II: Environmental Pollution & Management

Causes, effects and control measures of air, water, soil, marine, noise, thermal and radioactive pollutions; climate change, global warming, acid rain, ozone layer depletion, nuclear holocaust; Causes, effects and control measures of urban solid waste; case study; Sustainable development-concept, models, indicators & goals; Population and the environment.

Unit III: Introduction to Disaster Mitigation and Management Techniques of Disaster

Hazards and Disasters, Risk and Vulnerability in Disasters, Natural Disasters, Man Made Disasters, Slow Disasters and Rapid Onset Disasters, Difference between Accidents and Disasters, Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change. Basic principles of disasters management, Disaster Management cycle, Disaster Mitigation, Disaster management policy, National and State Bodies for Disaster Management, Early Warning Systems, Disaster Preparedness, Capacity Building, and Community based Disaster Preparedness Plan, Technologies for Disaster Management, Disaster Resilience.

Text Books:

1. Environmental Studies: Basic Concepts by V K Ahluwalia. Sold by the Energy and Resources Institute, Delhi.
2. Kurian Joseph & R. Nagendran, "Essentials of Environmental Studies", 1st Edition, Pearson Education, 2004.
3. M. M. Sulphrey, Disaster Management, PHI Learning
4. Dr. S. Arulsamy & J. JEYA DEVI, Disaster Management, Neel Kamal

Reference Books:

1. Earth: Making a Life on a Tough New Planet Bill McKibben 2010 Climate change
2. Earth from the Air Yann Arthus-Bertrand (photographer) 2010 Aerial landscape photography
3. William L. Waugh, Handbook of Disaster Management, Crest Publishing House
4. B. K. Singh, Handbook of Disaster Management: Techniques and Guidelines, Rajat Publications

CO-PO & PSO Correlation

Course Name: Environmental Science & Disaster Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	2		2	1		1		2		3	2
CO2:		2				2				3	2	3
CO3:	2	2	2		2			1	3	2		2

Note: 1: Low 2: Moderate 3: High

Programme:	BBA	Semester:	II
Name of the Course:	Human Values and Professional Ethics	Course Code:	MGT24-B-VAC103
Credits:	2	No of Hours:	30
Max Marks:	50	L-T-P	2-0-0

Course Description: This course is to provide basic knowledge, concepts and principles of Human value, further, it helps students to distinguish between values and skills, and understand the need, basic guidelines, content and process of value education.

Course Outcomes: After completion of the course the students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the significance of value inputs in a classroom and start applying them in their life and profession
CO2	Evaluate the role of a human being in ensuring harmony in society and nature.
CO3	Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment.
CO4	Apply the human values and professional ethics practices in day-to-day life

Syllabus:

Unit I: Introduction to Value Education

Value Education, Definition, Concept and Need for Value Education. The Content and Process of Value Education. Basic Guidelines for Value Education. Self-exploration as a means of Value Education. Happiness and Prosperity as parts of Value Education.

Unit II: Harmony in the Human Being, Family & Society and Harmony in the Nature

Human Being is more than just the Body. Harmony of the Self ('I') with the Body. Understanding Myself as Co-existence of the Self and the Body. Family as a basic unit of Human Interaction and Values in Relationships. Comprehensive Human Goal: The Five Dimensions of Human Endeavour. Harmony in Nature: The Four Orders in Nature.

Unit III: Social Ethics

The Basics for Ethical Human Conduct. Universal Human Order and Ethical Conduct. Human Rights violation and Social Disparities.

Unit IV: Professional Ethics

Value based Life and Profession. Professional Ethics and Right Understanding. Issues in Professional Ethics – The Current Scenario.

Text Books:

1. A.N Tripathy, New Age International Publishers, 2003.
2. Bajpai. B. L, New Royal Book Co, Lucknow, Reprinted, 2004
3. Bertrand Russell Human Society in Ethics & Politics.

Reference Books:

1. Corliss Lamont, Philosophy of Humanism
2. Gaur. R.R., Sangal. R, Bagaria. G.P, A Foundation Course in Value Education, Excel Books, 2009.
3. Gaur. R.R., Sangal. R, Bagaria. G.P, Teachers Manual Excel Books, 2009.
4. I.C. Sharma. Ethical Philosophy of India Nagin & co Julundhar
5. Mortimer. J. Adler, – Whatman has made of man
6. William Lilly Introduction to Ethic Allied Publisher

CO-PO & PSO Correlation

Course Name: Human Values and Professional Ethics												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		2					1	2		3	2
CO2:	1				2					2		3
CO3:	2			2		1		2	3		3	2
CO4:		2						1		3	2	

Note: 1: Low 2: Moderate 3: High