

**PUNJAB TECHNICAL UNIVERSITY
KAPURTHALA**

**Scheme and Syllabus
of
Bachelor of Rural Development &
Management (BRDM)
Batch 2014 onwards**

**By
Board of Studies
Management/Commerce/Business
Economics**

Punjab Technical University

First Semester

Contact Hours: 28 Hrs.

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
HVPE 101	Human Values and Professional Ethics	3	-	-	40	60	100	3
BBA 101	Principles of Management	4	1	-	40	60	100	5
BBA 102	Microeconomics	4	1	-	40	60	100	5
BBA 103	Financial Accounting	4	1	-	40	60	100	5
BBA 104	Business Communication –I	4	1	-	40	60	100	5
BBA 105	Introduction to Computers	4	1	-	40	60	100	5
Total		23	5	-	240	360	600	28

Second Semester

Contact Hours: 30 Hrs.

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBA 201	Organization Behaviour	4	1	-	40	60	100	5
BBA 202	Macroeconomics	4	1	-	40	60	100	5
BBA 203	Business Mathematics	4	1	-	40	60	100	5
BBA 204	Corporate Accounting	4	1	-	40	60	100	5
BBA 205	Business Communication –II	4	1	-	40	60	100	5
BBA 206	Computer Applications	4	1	-	40	60	100	5
BBA 207	Viva Voce	-	-	-	-	50	50	1
Total		24	6	-	240	410	650	31

Third Semester

Contact Hours: 29 Hrs.

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBA 301	Human Resource Management	4	1	-	40	60	100	5
BBA 302	Marketing Management	4	1	-	40	60	100	5
BBA 303	Cost Accounting	4	1	-	40	60	100	5
BBA 304	Business Statistics	4	1	-	40	60	100	5
BBA 325	Agrarian Relations, Laws and Peasant Struggle	4	1	-	40	60	100	5
BBA 326*	Seminar on Contemporary Issues in Rural development	4			100		100	4
Total		24	5	-	240	360	600	29

Fourth Semester

Contact Hours: 30 Hrs.

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBA 401	Research Methodology	4	1	-	40	60	100	5

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BBA 422	Rural society and Polity	4	1	-	40	60	100	5
BBA 423	Rural Economy and Development	4	1	-	40	60	100	5
BBA 424	Agriculture-I (Crop Production)	4	1	-	40	60	100	5
BBA 425	Management of Land and Water Resources	4	1	-	40	60	100	5
BBA 426	Ecology, Forestry and Wasteland development	4	1	-	40	60	100	5
BBA 407	Viva Voce	-	-	-		50	50	1
Total		24	6	-	240	410	650	31

Fifth Semester

Contact Hours: 25 Hrs.

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBA 501	Business Environment	4	1	-	40	60	100	5
BBA 522	Rural Financing	4	1	-	40	60	100	5
BBA 523	Agriculture-2 (Animal Production Management)	4	1	-	40	60	100	5
BBA 504	Managing across culture	4	1	-	40	60	100	5
BBA 525	Legal Framework Governing Human Relations	4	1	-	40	60	100	5
BBA 506	Seminar on Training Report	-	-	-	100	-	100	5
Total		20	5	-	300	300	600	30

Sixth Semester

Contact Hours: 27 Hrs

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BBA 601	Corporate Strategies	4	1	-	40	60	100	5
BBA 602	Small Business and Entrepreneurship	4	1	-	40	60	100	5
BBA 623	Self Help Group and Women Empowerment	4	1	-	40	60	100	5
BBA 624	Rural Marketing	4	1	-	40	60	100	5
BBA 625	Agribusiness Management	4	1	-	40	60	100	5
BBA 606*	Project Presentation	-	-	-	40	60	100	5
EVSC 101	Environmental Science	2		-	20	30	50	2
Total		22	5	-	260	390	650	32

*The project viva of BBA 606 will be conducted by the external examiner.

Instruction to the Paper Setters:

- **There will be two sections of Question Paper; Section A and Section B**
- **Section A (20 Marks):** It consists of 10 compulsory short notes of two marks each that covers all the units equally.
- **Section B (40 Marks):** Its consists of 08 questions (ques. 2 to ques. 9) of 10 marks each (two questions from each unit as mentioned below)
 - **Ques 2 and Question 3 from Unit I** (*Choice between 2 and 3 only*) ○
Ques 4 and Question 5 from Unit II (*Choice between 4 and 5 only*)
 - **Ques 6 and Question 7 from Unit III** (*Choice between 6 and 7 only*)
 - **Ques 8 and Question 9 from Unit IV** (*Choice between 8 and 9 only*)
- **It is compulsory to attempt one question from each unit.**
- **In Numerical based papers the paper setter should set one numerical question from each unit wherever it is possible.**

***Note:**

- BBA 326 will be evaluated on the basis of a Seminar presentation with the involvement of students and subject experts from the related field.
- A seminar report will be taken from the students which will be followed by the presentation of the same.

First Semester

HVPE 101 Human Values & Professional Ethics

Objective/s and Expected outcome:

To help the students to discriminate between valuable and superficial in the life. To help develop the critical ability to distinguish between essence and form, or between what is of value and what is superficial, in life - this ability is to be developed not for a narrow area or field of study, but for everyday situations in life, covering the widest possible canvas. To help students develop sensitivity and awareness; leading to commitment and courage to act on their own belief. It is not sufficient to develop the discrimination ability, it is important to act on such discrimination in a given situation. Knowingly or unknowingly, our education system has focused on the skill aspects (learning and doing) - it concentrates on providing to its students the skills to do things. In other words, it concentrates on providing "How to do" things. The aspects of understanding "What to do" or "Why something should be done" is assumed. No significant cogent material on understanding is included as a part of the curriculum. A result of this is the production of graduates who tend to join into a blind race for wealth, position and jobs. Often it leads to misuse of the skills; and confusion and wealth that breeds chaos in family, problems in society, and imbalance in nature. This course is an effort to fulfill our responsibility to provide our students this significant input about understanding. This course encourages students to discover what they consider valuable. Accordingly, they should be able to discriminate between valuable and the superficial in real situations in their life. It has been experimented at IIITH, IITK and UPTU on a large scale with significant results.

PART A

1. Course Introduction - Need, Basic Guidelines, Content and Process for Value Education

- Understanding the need, basic guidelines, content and process for Value Education.
- Self Exploration-what is it?- its content and process; „Natural Acceptance“ and Experiential Validation- as the mechanism for self exploration.
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in **harmony** at various levels

(6 Hrs.)

2. Understanding Harmony in the Human Being - Harmony in Myself!

- Understanding human being as a co-existence of the sentient „I“ and the material „Body“
- Understanding the needs of Self („I“) and „Body“ - *Sukh* and *Suvidha*
- Understanding the Body as an instrument of „I“ (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of „I“ and harmony in „I“
- Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
- Programs to ensure *Sanyam* and *Swasthya*

(6 Hrs.)

3. Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship

- Understanding harmony in the Family- the basic unit of human interaction.
- Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*; Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship.
- Understanding the meaning of *Vishwas*; Difference between intention and competence
- Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family!

(6 Hrs.)

PART B

4. Understanding Harmony in the Nature and Existence - Whole existence as Co-existence

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
- Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence

(4 Hrs.)

5. Implications of the above Holistic Understanding of Harmony on Professional Ethics

- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
 - Ability to utilize the professional competence for augmenting universal human order
 - Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems
 - Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
 - At the level of individual: as socially and ecologically responsible engineers, technologists and managers
 - At the level of society: as mutually enriching institutions and organizations

(6 Hrs.)

Recommended Books:

1. R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

Suggested Readings / Books:

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Publishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome’s report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

BBA101 Principles of Management

Objective/s and Expected Outcome: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

Unit I (12 Hrs.)

Introduction: Definition, nature, scope, importance, functions of management and manager, managerial roles and skills. **Evolution of management thoughts and Thinkers:** Scientific Management, General administrative theories, Quantitative approach, Behavioural approach, Systems approach, Contingency approach.

Unit II (12 Hrs.)

Planning: Nature, scope and objectives of planning, types of plans, planning process, business forecasting, concept and process of MBO. **Decision-Making:** Importance, types, process, approaches and decision making conditions.

Unit III (12 Hrs.)

Organising: Concept, nature, types, process and significance, principles of an organization, span of control. **Departmentation;** Delegation; centralization and Decentralization. **Staffing:** Concept, nature and importance of staffing.

Unit IV (12 Hrs.)

Controlling: Nature, scope, control process, tools and techniques of control. **Modern management techniques:** introduction to various latest techniques: Business process Re engineering, business outsourcing, benchmarking, kaizen, six sigma, knowledge management, just in time management, total quality management

Suggested Readings / Books:

- Harold Koontz & Heinz Wehrich, *Essentials of Management*, Tata McGraw Hill
- Stephen Robbins & Coulter Mary, *Management*, Pearsons
- V S P Rao & V H Krishna, *Management*, Excel Books
- Heinz Wehrich & Harold Koontz, *Management (A Global Perspective)*, Tata McGraw Hill
- K Ghuman & Kashwathappa, *Management*, Tata McGraw Hills
- Stoner, Freeman, Gilbert Jr., *Management*, Prentice Hall

- Robins, *Principles of Management*, AITBS

BBA102 Micro Economics

Objective/s and Expected Outcome: This course will cover the area of economics commonly defined as microeconomics which is concerned with the individual parts of the economy such as individual businesses or industries, individual consumers, and individual products. The course aims to provide a thorough introduction to economic theory. Starting from the basic concepts of microeconomics, utility functions, production functions, demand and supply, effect of market forces. The goal is to study whether the economy uses our limited resources to obtain the maximum satisfaction possible for society.

Unit I (12 Hrs.)

Meaning, Nature and scope of micro economics, limitations of microeconomic theories. **Basic Concepts:** Marginal and incremental principle contribution, opportunity cost, equilibrium, basic problems of economy. **Utility:** Cardinal utility approach, diminishing marginal utility, law of equi-marginal utility, ordinal utility approach, indifference curve, marginal rate of substitution, budget line and consumer equilibrium

Unit II (12 Hrs.)

Determinants of demand, law of demand, exceptions to law of demand, Measurement and degrees of elasticity of demand-Price, income and cross elasticity; Relationship between average revenue, marginal revenue and total revenue

Unit III (12 Hrs.)

Short run and long run production functions, laws of returns, optimal input combination, classification of costs, short run and long run cost curves and their interrelationship, Planning curve and envelope curve, internal and external economics of scale, revenue curves, optimum size of the firm, factors affecting the optimum size

Unit IV (12 Hrs.)

Equilibrium of the firm and industry- perfect competition, monopoly, monopolistic competition, discriminating monopoly, aspects of non-price competition; group equilibrium, excess capacity, selling costs, oligopolistic behaviour, characteristics of various factors of production, marginal productivity theory and modern theory of distribution, determination of rent; quasi rent; classical and loanable funds theory, alternative theories of interest and wages.

Suggested Readings/ Books:

- D. Salvatore, *Microeconomic Theory*, Tata McGraw Hill.
- D N Dwivedi, *Managerial Economics*, Vikas Publishing
- R H Dholkia and A.N. Oza, *Microeconomics for Management Students*, Oxford University Press.
- P.L. Mehta, *Managerial Economics*, Sultan Chand.
- D Kreps, *MicroEconomics for Managers*, Viva Books Pvt. Ltd.
- L. Peterson and Jain, *Managerial Economics*, Pearson Education
- Koutsayiannis, *Modern Microeconomics*, Macmillan Publications

BBA103 Financial Accounting

Objective/s and Expected Outcome: The aim is to provide an understanding of the basic principles of accounting and their application in business. The course is designed to make the student familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

Unit I (12 Hrs.)

Introduction to Accounting: Meaning Objectives Basic Accounting Terms. **Accounting Principles:** Meaning and nature, Accounting Concepts. Bases of Accounting, Nature of Accounts, Origin of Transactions Source Documents and Vouchers Accounting Equations Rules of Debit and Credit Recording of Transactions: Book of Original Entry-Journal, Special Purpose Journal, Ledger Posting From Journal and ledger Balancing, Subsidiary Books

Unit II (12 Hrs.)

Trial Balance: Meaning, Objectives and Preparations of trial balance, Errors: Types of Errors and Rectification of errors, Bank Reconciliation Statement, Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure

Unit III (12 Hrs.)

Accounting For Depreciation, Provision and Reserves. Preparation of Manufacturing, Trading and Profit and Loss Account, Balance Sheet (With Simple Adjustment in Preparation of Financial Statements)

Unit IV (12 Hrs.)

Accounting For Non Profit Organisations: Receipts and Payment Account, Preparation of Income and Expenditure Accounts and Balance Sheet from Receipts and Payment Account with Additional Information

Suggested Readings/Books:

- S.N. Maheshwari, *An Introduction to Accountancy*, Vikas Publication
- Mukherjee & Hanif, *Fundamentals of Accounting*, Tata McGraw Hill
- Khatri, *Financial Accounting*, Tata McGraw Hill
- Libby, *Financial Accounting*, Tata McGraw Hill
- Guruprasad Murthy, *Financial Accounting*, Himalaya Publishing.

BBA104 Business Communication – I

Objective/s and Expected Outcome: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of communications. This course is designed to make student conversant with the basic forms, formats and techniques of business communications. This course will give student the exposure of all relevant communicational theories so that they become a highly confident and skilled writer.

Unit I (12 Hrs.)

Basic parts of speech: Noun, pronoun, verb, adjective, adverb, preposition, article, idioms, one word substitution. **Tenses:** introduction, uses of present, past and future tense, Use of prepositions conjunctions and interjections. Use of punctuations.

Unit II (12 Hrs.)



Sentences: simple compound and complex formation, transformation of sentence: active and passive, affirmative and negative interrogative and assertive, degree of comparison, conversation, Direct and indirect speech. **Correct word usage** – Homonyms, antonyms and synonyms.

Unit III (12 Hrs.)

Business Communication – its meaning & importance. Barriers to effective Communication. **Types of communication** – Verbal communication and non- verbal Communication **Basic Model of Communication:** History of communication theory, Shannon and Weaver's model of communication, encoding and decoding, feedback, noise. **Essentials of effective business communication** – 7 C's of communication.

Unit IV (12 Hrs.)

Business letter writing: need, functions and kinds, layout of letter writing, types of letter writing: persuasive letters, request letters, sales letters, complaints and adjustments; departmental communication: meaning, need and types: interview letters, promotion. letters, resignation letters, newsletters, circulars, agenda, notice, office memorandums, office orders, press release, job application, leave application. Business etiquettes: Email and net etiquettes, etiquette of the written word, etiquettes on the telephone, handling business meetings.

Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct. Review/summarizing of newspaper articles, features etc, on the spot writing of dialogues/ conversation building.

Suggested Readings/ Books:

- Wren & Martin, *English Grammar and Composition*, Sultan Chand & Sons.
- Lesikar, *Business Communication: Making Connections in a Digital World*, McGraw Hill
- S C Sharma, Shiv N. Bhardwaj, *A Textbook of Grammar and Composition*, Jawahar Book centre
- Boove, Thill, Chaturvedi, *Business Communication Today*, Pearson Education.
- Murphy and Hildebrandt, *Effective Business Communication*, Tata McGraw Hill Education.
- Krizan, Buddy, Merrier, *Effective Business Communication*, Cengage Learning
- S. J McGraw, *Basic Managerial Skills for All*, Prentice Hall of India.

BBA105 Introduction to Computers – I

Objective/ s and Expected Outcome: This is a basic paper of IT to familiarize the students with computer and its applications in the relevant fields and exposes them to some functions of Microsoft office and with its utility.

Unit I (12 Hrs.)

Computer Fundamentals: Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. **Data Representation:** Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion.

Unit II (12 Hrs.)

Computer Software: Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low and High Level Languages. **Computer Memory:** Primary Memory &

Secondary memory. Storage media. Introduction to windows operating system: All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, Renaming a File Using accessories such as calculator, paint brush, CD player, etc.

Unit III

(12 Hrs.)

Introduction to MS-Word: Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc. **Introduction to MS Powerpoint:** PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.

Unit IV

(12 Hrs.)

Introduction to MS-Excel: Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

Suggested Reading/ Books:

- P.K.Sinha, *Fundamental of Computers*, BPB
- Ron Masfield, *MS-Office*, Tech publication
- Leon & Leon, *Internet for Everyone Leon*, Tech World
- Curtin, Foley, Sen, Martin, *Information Technology*, Tata MCGraw Hill
- Sanjay Saxena, *A First Course in computers*, Vikas Publication

Second Semester

Objective/s and Expected Outcome: This course emphasizes the importance of human capital in the organizations of today. It gives an insight to the students regarding individual and group behaviour in any organization.

Unit I (12 Hrs.)

Introduction: Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour (OB), role of OB in management practices, challenges and opportunities for OB.

Unit II (12 Hrs.)

Individual behaviour in organization: Foundation of individual behaviour, understanding self; perception – nature, importance, perceptual selectivity, stereotyping, halo effect. Learning and its theories, behaviour modification. **Attitudes:** importance, components and major job attitude. Personality, meaning, self concept, self-esteem, major determinants of personality. Motivation, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

Unit III (12 Hrs.)

Group behaviour in organization: Group dynamics, Types of groups, Group norms and roles, Group cohesiveness, Group development and facilitation. Understanding work Teams and types of team, Creating effective team. Dynamics of managerial leadership: nature, leadership styles, trait, behavioral, contingency theories, and managerial grid.

Unit IV (12 Hrs.)

Inter- personal behaviour in organization: power and politics, Management conflict, Organisational culture, Organisational change, Stress management

Suggested Readings/ Books:

- Robbins, *Organization Behaviour*, Pearson Education Asia
- Luthans, *Organization Behaviour*, Tata McGraw Hill
- Newstrom, *Organizational Behaviour: Human Behaviour at Work*, Tata McGraw Hill
- L.M. Prasad, *Organisation Behaviour*, Sultan Chand
- Parikh, Gupta, *Organisational Behaviour*, Tata McGraw Hill
- Aswathappa, *Organization Behaviour*, Himalaya

BBA202 MACRO ECONOMICS

Objective/s and Expected Outcome: The Macroeconomics course is designed to provide students with a unified framework that can be used to analyze macroeconomic issues such as flow of income and expenditure, national income, consumption function, theory of investments, interest rates determinants, inflation, monetary and fiscal policies.

Unit-I**(12 Hrs.)**

Macroeconomics: Meaning, nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis. **Circular flow of income and expenditure.** **National income:** Concepts, measurement, difficulties and importance

Unit-II**(12 Hrs.)**

Theory of Income and employment: Classical theory of output and employment, Say's law of markets. Keynesian theory of income determination. **Consumption Function:** Meaning, determinants and importance. Theory of consumption: Absolute income hypothesis, Relative income hypothesis, Permanent income hypothesis, life Cycle Hypothesis.

Unit-III**(12 Hrs.)**

Theory of Investment: Types of investment, determinants of investment, marginal efficiency of capital, net present value, internal rate of return, **Interest rate determination:** Classical, Neo-classical and Keynesian theories. **Theory of Multiplier:** Static and dynamic multiplier, tax multiplier, foreign trade multiplier, balanced budget multiplier, leakages from multiplier, Importance and limitations

Unit-IV**(12 Hrs.)**

Inflation: Meaning, types, and theories. **Stabilization policies:** Monetary and fiscal policies. **Money:** Its function and role: Quantity theory of money, Fisher and Cambridge equations. Keynes views about money and prices.

Suggested Readings/ Books:

- Erol Soga, *Macro Economics*, Pearson Education.
- Aggarwal, *Macroeconomics Theory and Policy*, Pearson Education.
- Samuelson, Nordhaus, Chaudhri, *Macroeconomics*, Tata McGraw Hill
- D. N Dwivedi, *Macro Economics*, McGraw Hill Education.
- Mishra and Puri, *Modern Macro-Economics Theory*, Himalaya Publishing House.
- Shapiro, *Macro-Economics Analysis*, McGraw Hill Education.
- Mark Hirschey, *Fundamentals of Managerial Economics*, Cengage Learning.

BBA 203 Business Mathematics

Objective/s and Expected Outcome: This mathematics course emphasis the mathematics required in general business processes. This course is designed to prepared students for mathematical and analytical applications required in subsequent business and economic courses This course covers those topics which can be used in day to day business transactions and covers the mathematical processes and techniques currently used in the fields of business and finance

Unit I (12 Hrs.)

Logarithm and set theory- definition of set , methods of describing a set , types of set sub sets and their properties, compliment of set operations of sets , fundamental law of algebra of sets, de Morgan"s law, Venn Diagram, application of sets in problems based on number of elements of the set. **Logarithms:-**definitions fundamentals properties of logratihm with proofs, base changing formula with proof, problem solving without using log table, application of logarithm in solving problem based on compound intrtest, depreciation and population growth using log tables.

Unit II (12 Hrs.)

Matrices and Determinants: definition of matrix, equality of matrices, types of matrices, scaler multiplications, operation on matrices, transpose of matrices, symmetric and skew symmetric matrices, determinants- introduction, Minors & Cofactors, adjoint of a matrix, inverse of a matrix, application of matrices in solving system of linear equations, using Cramer"s Rule and matrix inversion method .

UNIT III (12 Hrs.)

Derivatives- definition of derivatives, derivative from first principle, derivative of sum, Difference, Product and Quotient of two functions, chain rule, derivative of parametric equations, differentiation of one function w.r.t. another function , Implicit functions, logarithmic Differentiation, Derivative of second order, application of derivatives- maxima and minima.

UNIT IV (12 Hrs.)

Binomial Theorem- introduction to binomial theorem, problems based on binomial theorem, general term, particular terms, middle term, binomial theorem for any index, applications of binomial theorem. **Logarithms-** definition , fundamental properties of logarithms with proofs, base changing formula with proof, problem solving without using log table, application of logarithms in solving problem based on compound interest, depreciation and population growth using log tables.

Suggested Readings/ Books:

- Trivedi, *Business Mathematics, 1st edition*, Pearson Education.
- Sncheti and Kapoor, *Business Mathematics*, Sultan Chand and Sons.
- Raghavachari M., *Mathematics for Management*, McGraw Hill Education.
- Cleaves, Cheryl, and Hobbs, Margie, *Business Mathematics 7th Edition*, Prentice Hall.
- Khan, Shadab, *A Text Book of Business Mathematics*, Anmol Publications
- Charles D. Miller, Stanley A. Saltzman, *Business Mathematics*, Pearson Education

BBA 204 Corporate Accounting

Objective/s and Expected Outcome: To make the student familiar with corporate accounting procedures and in-depth knowledge of preparation of various accounts related to corporate field.

Unit I (12 Hrs.)

Accounting For Share Capital Transactions - Issue Of Shares at Par, at Premium and at Discount; Forfeiture and Re-Issue of Shares; Buy-Back of Shares; Redemption of Preference Shares - Statutory Requirements, Disclosure In Balance Sheet; Rights Issue. **Issue and Redemption of Debentures: Issue of Debentures** - Accounting Treatment and Procedures; Redemption of Debentures; Conversion of Debentures into Shares. Underwriting of Issues; Acquisition of Business; Profits Prior To Incorporation; Treatment of Preliminary Expenses

Unit II (12 Hrs.)

Preparation And Presentation of Final Accounts: Provisions and Reserves; Determination of Managerial Remuneration; Appropriation out of Profits; Transfer of Profits to Reserves; Payment of Dividend, Transfer of Unpaid Dividend to Investor Education and Protection Fund; Bonus Shares and Payment of Interest out of Capital.

UNIT-III (12 Hrs.)

Accounting Treatment for Amalgamation and Reconstruction of Companies: Internal Reconstruction Holding and Subsidiary Companies - Accounting Treatment and Disclosures; Consolidation of Accounts Valuation of Goodwill and Shares

Unit IV (12 Hrs.)

Overview of Financial Reporting In Respect of Various Kinds of Financial Institutions Like Mutual Funds, Non Banking Finance Companies, Merchant Bankers, Stock Brokers, etc.

Computerised Accounting : Accounting Software: Role of Computers in Accounting.

Suggested Readings / Books:

- M.C. Shukla, T. S. Grewal & S. C. Gupta, *Advanced Accounts*, Sultan Chand & Company Ltd.
- R. L. Gupta & M. Radhaswamy, *Company Accounts*, Sultan Chand & Sons,
- S.N. Maheshwari, *Corporate Accounting*, Vikas Publishing House.
- T.P Ghosh, *Accounting Standards and Corporate Accounting*, Taxman"s, New Delhi.

BBA205 BUSINESS COMMUNICATION – II

Objective/s and Expected Outcome: The main aim of this course is to develop the reading, listening, writing and presentation skills of the undergraduate students. The students should be able to act with confidence, should be clear about their own personality, character and future goals.

Unit I (12 Hrs.)

Developing Reading Skills: identify the purpose of reading, factors effecting reading, learning how to think and read, developing effective reading habits, reading tactics and strategies: training eye and training mind, Recognizing a broad range of thought patterns in reading selections, reading and interpreting visuals, making inferences, recognizing facts and opinions.

Unit II (12 Hrs.)

Developing Listening Skills: importance, purpose of listening, art of listening, factors affecting listening, components of effective listening, process of listening, principles and barriers to listening, activities to improve listening.

Unit III (12 Hrs.)

Developing Writing skills: planning, drafting, revision, editing, paragraph writing, precis making. **Letter Writing:** Inter-office memorandums, notice, advertisement, faxes, e-mails, sales letters, request letters, order letters, good news and bad news letters. **Resume Writing:** planning, organising contents, layout, guidelines for good resume **Report Writing:** structure, types, formats, drafting of various types of report.

Unit IV (12 Hrs.)

Developing speaking skills advantages and disadvantages, Conversation as communication, extempore, speaking, art of public speaking, Meetings preparations , Group communication through committees, conference and other formal communication with public at large, seminar, symposia and conferences, Ambiguity avoidance. **Group Discussion-** Nature, uses and importance, guidelines for GD. **Presentations:** Four P's of presentation, structuring, rehearsing, and delivery methods, effective Presentations. **Interviews:** Preparation techniques, frequently asked questions, projecting a positive image

Suggested Readings/ Books

- Lesikar, Petit, *Business Communication*, All India Traveler bookseller.
- Pal, Rajendra & Korlahalli, *Essentials of Business Communication*, Sultan Chand & Sons
- Bovee, Thill and Chaturvedi, *Business Communication*, Pearson Education.
- Lillian, Chaney, *Intercultural Business Communication*, Pearson Education.
- Chaturvedi, Mukesh, *Business Communication: Concepts, Cases & Applications*, Pearson Education.

BBA206 Computer Applications – II

Objective/s and Expected Outcome: This is a basic paper of IT to familiarize the students with computer and it's applications in the relevant fields and exposes them with its utility.

Unit I (12 Hrs.)

Operating System Concept: Introduction to Operating System; Function of OS, Types of Operating Systems, Booting Procedure, Start-up Sequence, Details of Basic System Configuration. DOS: Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, CHKDSK. Difference between windows and DOS.

Unit II (12 Hrs.)

Introduction: definition of data, uses & need of data in organizations. Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and Storing Data in a DBMS, Queries in a DBMS, Structure of a DBMS, People who deal with Database.

Unit III (12 Hrs.)

Computer Network & Communication: Network types, Network topologies, Network Communication Devices, Physical Communication Media, Network Protocol (TCP/ IP). An Introduction to the World Wide Web:

Concepts of Web Technology, Web Browsers, Internet and Intranet, Various applications of Internet such as Search Engines, email, information gathering, retailing, Telnet, ftp etc.

Unit IV

(12 Hrs.)

Using Ms-Access: Getting Familiar with Access Objects: Tables, Queries, Forms, Reports, and Modules. Creating Tables, adding and deleting records, Querying: creating, saving and editing; joining tables in queries Forms: creating and using forms, Reports: creating and printing reports,

Suggested Readings / Books:

- Goyal, Anita, *Computer Fundamentals, 1st Edition*, Pearson Education.
- Leon and Leon, *Introduction to Information Technology*, Vikas Publishing House.
- Joseph A. Brady and Ellen F Monk, *Problem Solving Cases in Microsoft and Excel, 4th Annual Edition*, Thomson Learning.
- Rajaraman, V., *Introduction to Information Technology*, Prentice Hall of India.
- Deepak Bharihoke, *Fundamentals of Information Technology, 3rd E*

HUMAN RESOURCE MANAGEMENT BBA 301

Objective: To provide an in-depth overview of the field of HRM, what are the roles and responsibilities of HR professionals how the primary functions affect the broader business strategy.

Unit 1

Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements, HRM practices in India, issues and challenges

Unit II

Job analysis: steps in analysing job and introduction to methods of collecting job analysis information, Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement.

Unit III

Recruitment: sources of recruitment, policies and procedure of recruitment, selection process, testing and interviews, Placement and induction, transfer and promotion.

Unit IV

Human Resource Development: Identification of training needs and techniques of training, employee development and career planning, Wage and salary administration and incentives, Performance appraisal, methods and problems of performance appraisal.

Suggested Readings:

1. Rao V.S.P. Human Resource Management, Excel books
2. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
3. Dessler, Garg, Human Resource Management, Pearson education.
- 4 C.B. Memoria Personal Management Himalaya
- 5 K. Aswathappa Human Resource Management Tata McGrawHill
- 6 C.B. Gupta Human Resource Management Sultan Chand and Sons

MARKETING MANAGEMENT (BBA 302)

Objective: Marketing is one of the foremost functions of Management in present day corporate world, its understanding results in developing best products in terms of goods and services that brings consumer satisfaction. This course will imbibe the basic understanding among the students to become successful marketers.

Unit I

Marketing: Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro Environment

Unit II

Market segmentation: need, concept, nature, basis and strategies, mass marketing vs. Segmentation.

Marketing mix: 4Ps of products and 7Ps of services, components and factors affecting

Unit III

Product decisions: product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions

Pricing decisions: importance, objectives, designing strategies, Pricing Techniques

Unit IV

Product promotion: promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting.

Distribution: types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components

Suggested Readings:

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.
3. Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.
4. Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

COST ACCOUNTING BBA303

Objectives: To familiarize students with basic knowledge of cost and management accounting. To equip students with problem solving skills and to enable students to apply knowledge in decision making.

Unit I

Introduction: Cost and Cost Accounting, Scope, Objectives, Advantages and disadvantages, Installation of costing system. Differences Between Cost Accounting and Financial Accounting and Management Accounting, Analysis of Cost – Preparation of cost sheet, estimate, tender and quotation, Material Control: concepts and techniques, pricing of material issues, Labour control : labour turnover, idle time, methods of wage payment

Unit II

Overhead control: classification, allocation, apportionment and absorption of overheads, Marginal Costing: contribution, P/V ration; Break even analysis, margin of safety, application of marginal costing techniques.

Unit III

Standard Costing and Variance Analysis: material variances, labour variances, Reconciliation of cost and financial Accounts. Budgetary Control: Meaning, Classification, types of budget (fundamentals only).

Unit IV

Financial Statement analysis: Meaning, objectives and Techniques including Ratio Analysis. Cash Flow Statement (as per AS14),

Suggested Readings:

1. Khan & Jain, Cost Accounting, Tata McGraw Hill
2. Jawahar, Cost Accounting, Tata McGraw Hill
3. Wilson, Cost Accounting, Himalya publications
4. Gupta, Sharma, Ahuja, Cost Accounting, FK publications
5. Nigam & Jain: Principles & Practices, PHI Learning

Business Statistics BBA-304

Objective: the course will enable the students to understand statistics, how and when to apply statistical techniques to decision making situations and how to interpret the results.

Unit-I

Statistics : Definition, Importance & Limitation, Collection of data, classification and presentation of frequency distribution

Measures of Central Tendency and Dispersion : Meaning and objectives of measure of central tendency- arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; Measure of variation, range, quartile deviation, mean deviation and standard deviation, coefficient of variation.

Unit II

Correlation and Regression : Meaning of correlation , types of correlation positive and methods of studying correlation, Lines of regression, co-efficient of regression, standard error of estimate.

Unit III

Index numbers and Time series : Index number and their uses in business; construction of simple and weighed price, quantity and value index numbers, test for an ideal index number, Components of Time series - secular trend, cyclical, seasonal and irregular variations. Methods of estimating secular trend and seasonal indices : use of time series in business

Unit IV

Probability & Probability Distributions : Definition, Basic concepts, Events and experiments, random variables, expected value Types of probability: Classical approach, Relative frequency approach or empirical probability, Subjective approach to probability, Theorems of probability: Addition theorem, Multiplication theorem, Conditional probability, Bays Theorem,

Suggested Readings:

1. Sancheti and Kapoor V.K, Statistics Theory, Methods & Application, Sultan Chand & Sons,
2. R.P.Hooda, Introduction to Statistics, Macmillan,
3. S.C. Aggarwal & R.K Rana, Basic Statistics for Economists: V.K. India.
4. Lewin and Rubin, Statistics for Management, Prentice-Hall of India, New Delhi
5. S P Gupta Statistical Methods Sultan Chand
6. Beri, Business Statistics Tata Mc Graw Hill
7. Chandan J S, Statistics for Business and Economics Vikas Publications

Agrarian relations, Laws and Peasant Struggle BBA-315

Unit I: Land, Agriculture and Society; Custom, law and Jurisprudence.

Unit II: Pre British Agrarian Relations in India; Agrarian Relationships during British colonial Administration and the emergence of peasant struggles after the year 1950 in Punjab.

Unit III: The law of tenancy, Survey, settlement and the record of rights; Communitarian Agrarian Relations and the Scheduled Areas under the Constitution of India.

Unit IV: Land, Forests and Human Rights in India; Land reforms, wasteland development and the law.

Suggested Readings :

1. The Land system of British India by L B.H.Bedan Powelll, 1992, Atlantic Publishers Distributors, New Delhi.
2. The District Gazetteers and the survey and Settlement Reports of the Districts in Punjab.
3. The Constitution of India and Other relevant Agrarian Laws.

Seminar on contemporary Issues in Rural Development BBA 316

Max. Marks: 100
Internal Assessment: 100

Instructions for the Teachers

- To cover this course teacher can make it compulsory for the students to read newspaper and prepare news files.
- Group discussions in the class on various issues of business and economy
- Presentations on various topics by each Student.
 - At the end teacher can evaluate the student through news file viva, presentation and GDs conducted throughout the semester.

Fourth Semester

RESEARCH METHODOLOGY BBA 401

Max. Marks: 100

External Assessment: 60

Internal Assessment: 40

Objectives: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

UNIT I

Research Methodology: definition, objectives, role, scope in management research, process of research, limitations & types

Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors

UNIT II

Sampling: Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non- probability sampling techniques, Probability sampling techniques, Sampling and non sampling errors.

Data collection: primary, secondary data collection, observation methods and survey method:

UNIT III

Measurement Concept, Levels of measurement—Nominal, Ordinal, Interval and Ratio

Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques, **Questionnaire Designing:** Types, Guidelines for developing a good questionnaire

UNIT IV

Data Preparation And Analysis :: Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts)

Report Writing: Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report.

Suggested Readings:

1. C.R. Kothari : Research Methodology, New Age International Publishers
2. K.V. Rao : Research Methodology, Sterling Publishers,
3. Srivastava and Rego : Business Research Methodology Tata McGraw Hill
4. Rajinder Nargundhkar : Marketing Research, Tata McGraw Hill
5. Cooper and Schindler, Business Research Methods, Tata McGraw Hill

RURAL SOCIETY AND POLITY BBA 422

Max. Marks: 100
External Assessment: 60
Internal Assessment: 40

Objectives

The main objective of this course is to provide an understanding of basic concept of rural area and its society, different issues, challenges and approaches for the development.

Unit I

Understanding Rural Areas: What is rural area, Definition of urban area, Statutory towns, Census town, urban agglomeration (UA), out growths (OGs), Methodologies to define rural, and Criteria for distinguishing the rural social world from the urban social world.

Rural society in India: Social differentiation and stratification of rural society, Indological Perspective, Structural- Functional Perspective, Marxian Perspective, Subaltern Perspective, Non- Brahmanical Perspective, Jajmani System in Rural Society.

Unit II

Concept of development, social justice & weaker sections of society: Meaning of Development, concept of underdeveloped-developing and Third World countries, Defining social justice, types, weaker sections of the society, Basis for identifying weaker sections of society

Unit III

Social exclusion & Social capital:

Definition and multidimensionality of social exclusion, active and passive exclusion, Types of Capital, Sources and Dimensions of Social Capital.

Growth with equity and inclusive growth:

Understanding the concept of growth, Equity: concept and meaning, gender equity, factors influencing equity, growth versus equity, Concept of inclusive growth.

Gender and development:

Differences related to sex and to gender, Women's triple roles, Gender needs, Women In Development (WID) and Gender And Development

Unit IV

Participatory approaches to rural development and social development:

Questions on Participation, Supply Driven Development, Participatory Development, Sustainable Development, Demand/Community Driven Development People Centered/Controlled Development, Rights Based Approach,

shifts in development approaches, Distinction between participation in development and participatory development, Typology of participation.

References

- 1. Vivek P. S, Sociological Perspectives and Indian Sociology, Himalaya Publishing House, Mumbai,**
- 2. Das Veena, Critical Events, An Anthropological Perspective on Contemporary India, Oxford University Press, New Delhi,**
- 3. A.R. Desai (Ed). Introduction of Rural Sociology in India. C.B. Mammoria. Indian Social Problems**
- 4. Abraham M. F, Modern Sociological Theory, OUP, New Delhi,**
- 5. Shah Ghanshyam, Social Movements and the State, Sage Publications, New Delhi,**

RURAL ECONOMY AND DEVELOPMENT BBA 423

UNIT I

Concepts of rural area and rural development - definition - scope of rural development, causes of rural backwardness - need for rural development – historical evolution of the concept of rural development in indian context, population growth in india - analysis of trends and changes in the composition of rural population and rural work force

UNIT II

Problems of unemployment and underemployment in rural areas, conditions and problems of agricultural labor, levels of living of rural people poverty indicators - measurement of rural poverty - poverty line – integrated rural poverty

UNIT III

Education in rural areas - literacy rates - educational institutions - formal and non formal education - qualitative and quantitative aspects, health services in rural areas - structure - accessibility - maternal and child health - nutrition - icds - eradication of contagious diseases, issues in community health - aids control programme - national health policy of india

UNIT IV

Housing in rural areas - problems - rural housing programmes - low cost housing - appropriate technologies in rural housing, drinking water supply - sources - problems - programmes to solve drinking water problems, problems of sanitation in rural areas.

Suggested readings:

1. B.S. Khanna , Rural Development in south Asia , India, Deep and Deep publisher
2. E.F. Schumacher, Small is beautiful, Abacus
3. B.C. Mehta , Rural poverty in India, concept, publisher.
4. Rajaram Dasgupta, Indian agri. Economics, concept, publisher.

AGRICULTURE-1 (CROP PRODUCTION) BBA 424

To orient students with workable knowledge of efficient production of various important crops focusing on genetics, environmental , ethnic and economic factors of crop production.

Course content

Unit – 1: factors of crop production, genotype, phenotypic, ethnic ,etc. HYV and hybrid variety, impact of biotechnology on crops. Farm operations and implements

Unit -2 : Cultivation techniques for important crops. weeds and their control. Plant diseases and insect pest management

Unit – 3: vegetables and their cultivation; fruit growing , orchard establishment , propagation use of phytohormons.

Unit – 4: management information system in agriculture, food preservation and storage.

Suggested readings:

- 1. R.s.singh , plant diseases, oxford and IBH PUBLISHING CO.**
- 2. J.p.singh , crop protection in the tropics, vikas publishing house pvt. Ltd.**
- 3. D.v.s chouhan , vegetable production in india , ram Prasad and sons.**
- 4. V.s. rao , principle of weed science, oxford and IBN publishing co.**

MANAGEMENT OF LAND AND WATER RESOURCES BBA 425

Course Content

Unit 1: Principles of Agronomy, Land and water management. Soil: formation processes and factors, physical, chemical and biological composition and properties of soil, soil classification. Soil and water conservation factors influencing soil erosion and damages. Causes, control of soil erosion, soil and water conservation and management.

Unit 2: Manures and fertilizers, importance of organic matter for soil, manure and compost preparation green manuring, use of fertilizers, soil testing.

Unit 3: Water Management: Water: Importance source and various uses, concept, principles and practices of people's friendly watershed management.

Unit 4: Low cost technologies for land and water management cases and practical exercises. Dry land Farming and changes in the frontier, collective actions for coping the environmental stress.

Suggested Readings:

1. Lorentz. C.Pearson, principles of Agronomy, East West Press
2. H.D.Foth & I.M.Turk, Fundamentals of Soil Science, Wiley Eastern
3. Fenwick * Knapp, Soils-Process & Response, Duckworth.
4. Ojha & Michael, Principles of Agri.Engineering Vol.I & II, Jain Bro
5. T.N.Khosho & B.L.Deekshatulu (Eds.), Land and Soils, ARR Anand Publication
6. O.C.E.D, Management of Water Projects.
7. Nyle C.. Brady, The Nature & Properties of Soils, Eurasia Publishing House
8. I.C.A.R (C.R.I.D.A) Efficient Management of Dryland Crops
9. Yawalker, Agrawal & Bokde, Manures and Fertilizers, Agri-Hotricultural Publishing House.
10. Agarwal, Yadav & Gupta, Saline and Alkali Soil of India, I.C.A.R.

11. Raymond We. Miller Roy. L. Donahue, Soils, Prentice Hall of India.

ECOLOGY, FORESTRY AND WASTELAND DEVELOPMENT BBA 426

Objective :

The objective of this course is to provide basic knowledge of the structure and functioning of the ecosystem, forests, and practices of forestry including their importance and conservation.

Course content

Unit – 1 :

Concept of ecosystem and its relevance to development worker. Types of ecosystem and their structural and functional components. Food chains, food web and ecological pyramids, trophic dynamic concept with special reference to forest ecosystem and agro eco system.

Unit 2 :

Bio geochemical cycling of nutrients energy flow within the ecosystems and nature's metabolism, ecological succession. Impact of human activities of developmental and non – ecofriendly technologies on environment, global concern for environment.

Unit 3 :

Forestry- definition & classification; definition of forest – general, ecological and legal classification of forest based on method of regeneration, age, composition. Extent, role and importance of forests to rural and tribal people. Forest nursery – importance, types, selection of site, layout, seed beds, soil preparation, sowing of seeds in beds, weeding, planting out and transplanting, grading the nursery stock; maintenance of fertility in nursery beds.

Unit 4 :

Wastelands – definition, extent classification, cultivable and uncultivable wastelands, characteristics of wastelands, causative factors for formation of wastelands, characteristics of species used in waste land afforestation, species suitable for different types of wastelands, concept of social forestry, afforestation and JFM.

SUGGESTED READINGS

1. Ambashta, R.S. – a text book of plant ecology
2. Mishra, K.C. – text book of ecology
3. Kumar, H.D. – ecology
4. Odum, E.P.- elements of ecosystem

Fifth Semester

BBA501 Business Environment

Objective/s and Expected Outcome: This course is intended to make students understand various social, political, legal and economic and other factors that influence business in India so as to enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

Unit- I Business & Social Environment: Meaning, salient features, significance, internal & external environment, environment scanning: features, process & techniques, social responsibility of business, ecological environment protection Act.

Unit- II Political & Economic Environment: Three political institutions: legislature, executive & judiciary, salient features of economic system: basic philosophies of capitalism, socialism & mixed economy, liberalization, privatization & globalization. New industrial policy & its implication in India, disinvestment of public enterprises- rationale, objectives & implications fiscal policy: types, instruments: taxation & public expenditure & their impact on economy monetary policy: types, instruments, EXIM policy

Unit- III Technological, Legal and Regulatory Environment: Impact of Technology on Business, Technological Policies, Problems in Technology Transfer, Salient features of intellectual property rights and trademarks, Competition Act 2002: features, objectives, objectives, anti competitive agreement, abuses of dominance, regulations of combinations, leniency regulation, Foreign Exchange Management Act 1999 (FEMA): Features, objectives, application of the Act, FEMA Vs FERA.

Unit- IV International Environment: Trends in global trade & investment; balance of payments/ trade, foreign direct investment and collaboration. Economic Institutions: World Trade Organization, UNCTAD, IMF. Trade blocks: EU, NAFTA, SAARC, Foreign Trade: SEZ (Special Economic Zones).

Suggested Readings:

1. Dr Francis Cherunilam, Business Environment Text & Cases, Himalaya Publishing House,
2. Mishra, S.K. and Puri V.K, Economic Environment of Business, Himalaya Publishing House,
3. Paul Justice, Business Environment- Text and Cases, TATA McGraw Hill Publishing
4. K Aswathappa, Essential of Business Environment, Himalaya Publishing House,
5. Economic Survey, Government of India (Latest)

BBA522 Rural Financing

Objective/s and Expected Outcome: This course is intended to make students understand various issues related to financing agriculture and other activities in rural area to enable them understand various problems, options and challenges related to Rural Financing.

Unit-I

Basic Understanding of Rural and Development Financing.

Rural Indebtedness: Introduction, Causes and impact of Rural Indebtedness

Government role in Rural Financing: Central and State Government Role and Policies, Recent financing scheme of the Government.

Unit II

Institutional structure for rural financing in India: Policy and schemes of NABARD,

Development of cooperative banks in India with special reference to PACS, CCBs, LDBs.

Rural financing through commercial banks- Policies and objectives before and after

Nationalisation of banks, Branch Expansion policy and programmes.

Emergence of RRBs: Policy, objectives, functions, progress and achievements

Unit-III

Non Institutional Finance: Money lenders, Management of small groups, cluster and federation from credit and trade perspectives. Role of facilitating agencies: Kisan clubs, Rural Artisans.

Micro finance at small group level: concept, emergence, objectives and thrust areas. Case studies of recent success stories.

Linkages between small group and Banks. Convergence of with development programmes and implementing departments of government

Withdrawal strategy for facilitating organizations.

Unit IV

Financing for Allied Activities including Poultry, Fishery, Bee Keeping etc.

Post Harvest Finance for storage, processing and marketing of agriculture products

Finance for Infrastructural development for Agriculture Sector.

Suggested Readings:

1. Veerashekhara, Institutional finance for rural development, Rawat publishing, Jaipur and Delhi.
2. Rais Ahmed, Rural banking and economic development, Mittal publications, New Delhi.
3. K.Subramaniam and T.K.Velayudham, Banking reforms in India, Tata Mcgraw-Hill publishing Co. New Delhi.

4. Livinus K.Kindo, Credit Delinquency in India, Punthi pustak, Kolkata.
5. S.K.Sinha, Recovery of loans from farmers, Deep and Deep publications, New Delhi.
6. K.G.Karmakar, Rural Credit and self help groups, Sage Publications.
7. Thomas Fisher and M.S.Sri Ram, Beyond micro credit, Sage Publications.

BBA 523 Agriculture 2(Animal Production Management)

Objectives: This course is intended to make students an irreducible minimum knowledge of livestock production and rearing.

Course content

Unit 1

Rational for production of food from animals for human consumption- in terms of land use, efficiency of food production, nutrition, biological value and consumer demand. Potential ways of increasing food production from animal source. Reproduction and lactation

Unit 2

Growth, Nutrition and development of animals, Appetite, Efficiency in livestock production. Animal behaviour, Domestic Animals

Unit 3

Health and diseases in livestock, First Aid , Management of Livestock , Livestock Enterprises, Dairy, Pig Poultry etc, their types and production cycles.

Unit 4

Livestock improvement by breeding, Fishery, General Management of Farms.

Suggested readings:

1. Handbook of animal husbandry , ICAR, new Delhi
2. Livestock health and housing , Sainsbury, David, ELBS, 1971
3. Text book of animal husbandry, G.C.Banerjee, oxford and IBH publishing co. New Delhi

BBA 504 Managing Across Culture

Objectives: World is now global village. In this globalised world managers of international organizations have to travel across the world. They had to interact, manage people from various cultures. So they need to understand different cultures and respect cross culture differences. This course will help them to understand various cultures and they will learn to manage cross cultural differences.

UNIT- I

Introduction to cross cultural management: Understanding Culture, Culture dimensions, Significance and impact of cross culture on organizations, role of culture in Strategic Decision-Making . Influence of National Culture on Organizational Culture. Shift in Culture: significance of shift in Culture, Influence of economic factors and foreign intervention on shifts in local cultures

UNIT-II

Comparing Culture : Cultural and behavioral differences in different countries, various models for comparing cultural- Hofstede , Edward T Hall Study, GLOBE, Kluchohm & Stoodbeck ,Cultural Adaptation through Sensitivity Training, Political, Legal, Economic, Ecological and Technological Facing Business and their Management.

UNIT- III

Cross Cultural Human Resources Management – Staffing and Training for Global Operations
Global Staffing Choices – Expatriates or Local Managers, Dynamics of Cross-Cultural leadership, managing and motivating multi culture Teams. Cross –cultural Negotiation & Decision making: Culture and Dispute, Resolution of Conflicts and Disputes in cross culture context,

UNIT- IV

Emerging Models of Strategic Management in International Context, Achieving and Sustaining International Competitive Advantage; International Strategic Alliances, Cross-culture ethics: Ethics values across cultures and Ethics dilemma

Suggested Readings:

- 1, International management: Managing Across Borders And Cultural,4th Ed, Pearson,
2. Thakur, M., Burton & Gene, E (2002). International Management. Tata McGraw Hill.
3. Hodgetts, R. and Luthens, F. (2003). International Management. McGraw Hill Inc.
4. Esen Drlarry, Rchildress John, The Secret Of A Winning Culture: Building High- Performance Teams, Prentice Hall

BBA 525 Legal Framework Governing Human Relations

Unit I

Emergence and Objectives of Labour Laws and their Socio-economic Environment;
Industrial Relations: Industrial Relations-Concept , Theories and Evolution, System approach to IR-Actors, Context, Web of Rules & Ideology.

The Industrial Disputes Act: Scope and object. The settlement machinery and authorities under the act, introduction of strikes, lockouts, and layoffs, retrenchment.

Trade UNIONSIM, impact of trade unions on wages, The Trade unions Act ,1926: Definitions, Objectives, Registration, Rights and liabilities of Trade unions. {with amendments}.

Unit II

Minimum Wages Act, 1948
Payment of Bonus Act, 1965
Maternity Benefit Act,1961

Unit III

Workmen's Compensation Act 1923, Employees' State Insurance Act 1948,

Provident Fund & Miscellaneous Provision Act,1951
Gratuity Act,1972.

Unit IV

Evolution of labour welfare, classification of welfare work, agencies for welfare work. Welfare activities of govt. of India; welfare work by trade unions Labour welfare work by voluntary social organizations. Labour administration; agencies for administering labour welfare laws in India.

Suggested Readings

1. Malhotra, O.P. The law of Industrial Disputes. Vol. I and II,
2. Bombay, N.M Tripti, 1985.
3. Malik, P.L. Handbook of Industrial Law, Lucknow, eastern Book,
4. 1995.
5. Saini, Debi A. Labour Judiciary, Adjudication and Industrial Justice.
6. New Delhi, Oxford, 1995.
7. Saini Debi S. Redressal of Labour Grevances, Claims and Disputes New Delhi, Oxford & IBH, 1994.
8. Seth D.D. Industrial Dispute Act, 1947. Vol. I & II Bombay, N.M Tripti, 1995.
9. Srivastava S.C, Industrial Relations and Labour Law, New Delhi, Vikas, 1994.

SEMINAR ON TRAINING REPORT BBA506

Max. Marks: 100

Internal Assessment: 100

Between the fourth and the fifth semester the students are required to undergo summer training in any organization. The training is aimed at exposing the students to the practical aspects of management and the application of theories of management. They are required to carry out a project and submit a report to the institution at the end of training. This training report is required to be presented to the class and evaluated by a teacher/teachers of the college.

SEMESTER VI

BBA 601 Corporate Strategies

Objectives: The course aims at providing fundamental knowledge and exposure to the strategies at corporate level. It will help student understand the relationship amongst goals, objectives, strategies, tactics, plans, programs, procedures, rules etc.

UNIT I

Strategic Management: Introduction, Nature & Scope, Need, Level at which Strategy Operates, Strategic Decision Making, Process of Strategic Management.

Strategic Intent: Vision, Mission, Business Definition, Business Model Goals & Objectives.

Strategy Formulation & process:

Unit II

Environment Appraisal and Scanning: External & Internal Environment including PEST, Techniques for Environmental Scanning (SWOT, ETOP, Quest).

Organizational Appraisal: Dynamics of Internal Environment, Organizational Capability Factors, Methods and Technique Used for Organizational Appraisal.

Unit III

Corporate Level Strategy: Concept, Stability, Expansion, Retrenchment, Combination, Strategy.

Business Level Strategy: Concept, Porter's Generic Business Strategy Strategic Choice: Concept, Process of Strategic Choice, BCG Matrix, GE Nine Cell Matrix, Hofer's Product-Market Evolution Matrix, Directional Policy Matrix, Industry Analysis, Porter's Approach.

UNIT IV

Strategic Implementation: Concept, Interrelationship between Formulation and Implementation, Aspects of Strategy Implementation (Behavioural Implementation, Resource Allocation) Strategic

Evolution and Control: An Overview, Technique of Strategic Evolution and Control

Suggested Readings:

1. Azhar Kazmi: Business Policy, Tata Mcgraw Hill
2. Jouch & Gluick: Strategic Management & Business Policy, Tata Mcgraw Hill
3. Wheelen & Hunger: Strategic management & Business Policy, Pearson Education
4. Pearce & Robinson: Strategic Management AITBS
5. Hill & Manikutty, Strategic Management, Cengage Learning

BBA 602 Small Businesses and Entrepreneurship

Objectives: This course has been designed for the students who intent to start their own enterprise. All such students start as entrepreneurs. So they need to understand intricacies of business. This course will guide them right from the idea generation to implementation of the idea

UNIT-I

Understanding Ownership Structure: Definition of small scale, medium scale and large scale enterprises, role of small enterprises in economic development, policies governing SMEs, Steps in setting up a small unit, Sources of finance for SME's, Setting up of a small Business Enterprise-; Rationale for Small & medium enterprise; Objective; Scope; Role of SME in Economic Development of India, Identifying business opportunity in various sectors, SME Registration; NOC from Pollution Board; machinery and equipment selection; project report preparation; project planning and scheduling using networking techniques of PERT / CPM; Methods of Project Appraisal.

UNIT-II

Institutional Supporting Small Business-Central / State level Institution, Preparation of a Business Plan – Elements of a Business Plan, Kinds of Business plans and overview of different aspects Social Entrepreneurship-Definition, importance and social responsibilities-NGOs Problems of SMEs and prospects, Causes and Symptoms of sickness – cures of sickness, Govt. policies on revival of sickness and remedial measures, Turnaround strategies for SMEs,

Unit III

Understanding Entrepreneurship: concept and definitions, entrepreneurial characteristics and skills, importance and significance of growth of entrepreneurial activity, classification and types of entrepreneurs; entrepreneurial competencies, theories of entrepreneurship, factor affecting entrepreneurial growth – economic, non-economic factors; entrepreneurial training; entrepreneurial success and failures, Ethics and Social Responsibility of an Entrepreneur.

UNIT-IV

Entrepreneurial Process: search for best opportunity, Steps of entrepreneurial process: Deciding – Developing – Moving – Managing – Recognizing. Feasibility Analysis: Economic, Managerial competency. Marketing, Financial & Technical, Environmental Scanning and SWOT analysis.

Suggested Readings:

1. Vasant, Desai; Entrepreneurship, Himalaya Publishing House
2. Taneja & S.L. Gupta.; Entrepreneurship Development,
3. I.M.Pandey, Venture Capital –The Indian Experience, Prentice Hall of India,
4. B.C.Tandon, Environment and Entrepreneur; Chug Publications, Allahabad
5. Siner A david: Entrepreneurial Megabuks; John Wiley and Sons, New York
6. S.B. Srivastava A practical guide to industrial entrepreneurs, Sultan Chand & Sons,

7. C.B. Gupta & N.P. Srinivasan: Entrepreneurial Development, Sultan chand
8. Vasant Desai: Management of A Small Scale Industry, Himalya Publishing House
9. Hisrich, Robert D and Peters, Michael P, Entrepreneurship, Tata McGraw Hill,
10. Holt, David H, Entrepreneurship: New Venture Creation, Delhi, Prentice Hall

BBA 623 Self Help Group and Women Empowerment

Objectives: 1. Enable students to understand the historical perspective of women empowerment
 2. Acquaint the students with some of the major development programmes for women and their impact on society. 3. Make students aware of existing programmes and strategies for Empowerment of women

Unit I

Historical Perspective of Empowerment: Historical Perspective of Women Empowerment in Pre and Post Independent India, Government Policies and Programmes on Women Empowerment, Panchayati Raj Institution and women.

Unit II

Women in Organized and Unorganized Sectors: Characteristics of Working Women in India- Employability Trends; Women in Organized and Unorganized Sectors in India; Women and microfinance, Transition of women towards new millennium.

Legal Rights of Women in India: Legal literacy for women, legal services; Women and Indian Constitutional provisions, Criminal procedures codes (Bailable and Non-Bailable offence); Human Rights and Women Empowerment. Hindu marriage act

Unit III

Determinants of Gender Empowerment: Women's Education, Employability and Health issues; Socio-economic determinates of Empowerment; Culture and Empowerment of Women, Gender and Indian Political System 24 Practicum and exposure:

1. Field visit to Gender Resource Centers in Delhi
2. Exposure to training and livelihood program for women including selfemployment program.
3. Working for Self Help Groups to women in the communities
4. Visits to Woman's Panchayat
5. Exposure to skill building program for women
6. Decent Employment Opportunities for Women (ILO experiences and CSO integration program)

Unit IV

Self Help Groups: Concept; Historical Perspective; Success Stories; Organisation; Management; Financing Schemes

Suggested Readings

Arunachalam. J (2005), Women's Equality – A Struggle for Survival: Gyan Publishing House, New Delhi

Kamala, S. & Singh, U. K. (2008), Towards Legal Literacy : Oxford University Press, New Delhi

Karl, M (1995), Women and Empowerment – Participation and Decision Making: Zed Books Ltd., London.

Parvin, R.M. (2005), Empowerment of Women – Strategies and Systems for Gender Justice: Dominant Publishers and Distributors, New Delhi,

Selvam, S. (2005), Empowerment and Social Development – Issues in Community Participation: Kanishka Publishers, Distributors, New Delhi Sinha,

K (2008), New Dimensions of Women Empowerment: Deep & Deep Publications Pvt. Ltd., New Delhi Bhadauria,

M (1997), Women in India – Some Issues: APH Publishing Corporation, New Delhi Rao, D.B and

Rao, D.P, (2004), Women Education and Empowerment: Discovery Publishing House, New Delhi

BBA 624 Rural Marketing

Unit I

Rural Marketing: Definition, Nature, importance and objectives, functions, scope, opportunities in India; Factors influencing rural marketing; Rural Market: size and structure, Segmentation of Indian Rural market.

Classification of inflow marketing and out flow marketing in rural Sector.

Historical perspective of Haats, Bazaars and Meals, their role as the hubs of rural economy.

Unit II

Rural Market and urban market: a comparative analysis, future of rural market.

Rural marketing research, Rural consumer behaviour, Rural market mapping, Rural market index, product and service marketing in rural India.

Rural marketing mix: product planning, new product development for rural markets, brand management in rural markets and communication media & message, distribution channels.

Unit III

Rural retail channel management: marketing strategies and tactics with reference to rural markets.

Logistics Management in Rural Marketing: Corporate strategies and State facilitation Programmes.

Managing Rural Distribution Channels, channel choice, Marketing Environment Competition. Middlemen in Distribution – Hub and spoke techniques. Case Studies.

- Physical distribution, distribution Policy. Total cost approach, components of distribution. Inventory Management, Warehousing and storage
- Role of Mandi Boards and Market Committees

Unit IV

Rural Industrial Marketing, Market Behaviour, Product Management Channels, Promotion, Pricing, Marketing of Raw materials, special feature of Marketing of handicrafts, traditional arts and crafts and fabrics. Case studies.

Cooperative Marketing, Objectives and function of Cooperative Marketing Structure and Organisation. Integration of credit, processing and Marketing Cooperatives Co-operative Networking case studies.

Rural Salesmanship – Distinguishing features, attitudes and techniques. Function of Sales administration – Sales Policy, Planning, Organization, Sales force, Methods of control, Sales Forecasting.

e-Rural marketing.

Suggested Readings:

1. Dogra and Ghuman, “Rural marketing’ Tata McGraw Hill
2. Kashyap P and Raut S, “The Rural marketing”, Biztantra
3. Krishnamacharyulu & Ramakrishnan, “Rural Marketing-Text Cases’ Pearson Education’
4. Rural Marketing: Sonal Kumar Velayudhan
5. Handbook of Relationship Marketing:- El. Jagdish Sheth L Atul Parvatiyar
6. The Growing Rural Market in India : Ganguly A.S.
7. Strategic Market Management – Aakar, David A.
8. Emerging Trends in Indian Marketing : Ed. Sahoo S.C., P.K. Sinha
9. Marketing in India: C.B. Manoria
10. Marketing Techniques for Analysis and Control : Allen, Peter
11. Marketing : David L. Kurtz
12. Marketing Management : P. Kotler
13. Fundamentals of Marketing - Stanton, W.J.

BBA 625 Agribusiness Management

Unit I

Theory of agro production, production relationship: factor – product relationship, factor – factor relationship, Product-product relationship, cost relationship and profit maximization. Introduction to buyer’s (consumer) behaviour and market segmentation, Demand assessment and forecasting, supply behaviour, product policy, pricing policy.

Unit II

Marketing research and information system; Marketing organization; Marketing programme and planning; Marketing law and public policy.

Business development strategies for agri-commodity systems – How to promote competitive advantages – the value chain and transaction cost approach towards building up suitable institutional-contractual designs.

Business development strategies for agri-commodity systems – Application of the basic transacting cost approach to institutional – contractual design.

Unit III

Business development strategies for agri-commodity systems – Critique of transaction cost approach and Tripolar Institutional Framework, commodity characteristics.

Business development strategies for agri-commodity systems – Environmental concern, collective action and governance structure, Legal theory of contract.

Unit IV

Advertising - Symbols and advertising; meaning, communicational and advertising.

Advertising – Factors influencing decision-making of consumers; Creative strategy and message construction; Product analysis and message construction;

Advertising – Message strategy; Media-message Interaction; Media and media choices; Campaign planning; Media budgeting, Layout and artwork; Preparation of contact report; Functioning of art directors in campaign planning.

Advertising – Role of account executives; Presentation of advertising campaign to company executives; Exercise in designing a communication campaign.

Suggested Readings:

1. Bradford, Lawrence, & Glenn, Farm management analysis, John Wiley & Sons
2. Johl & Kapur, Fundamentals of farm business management, Kalyani Publisher.
3. Sadhu & Singh, Fundamentals of agriculture economics, Himalaya Publisher House.
4. Kotler, Roberto & Nancy, Social marketing, Sage.
5. Krishnamacharyulu & Ramakrishnan, Rural marketing: Text and Cases, Pearson Education Asia.
6. Malhotra, N. K., Marketing Research: An applied orientation, Pearson Education Asia.
7. Rajagopal, Organising rural business: Policy, planning, and management, Sage.
8. Mentzer & Bienstock, Sales forecasting management.

PROJECT PRESENTATION BBA 606

Max. Marks: 100

External Assessment: 60

Internal Assessment: 40

The students are required to carry out a project on any management subject and submit a report to be evaluated by the teachers of the institute and a presentation made to the entire group.

The project viva of BBA 606 will be conducted by external examiner.

EVSC 101 ENVIRONMENTAL SCIENCE

Max. Marks: 50

External Assessment: 30

Internal Assessment: 20

Unit 1 : The Multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness.

Unit 2 : Natural Resources :

Renewable and non-renewable resources :

Natural resources and associated problems.

- a) Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources : Use and over-Utilization of surface and ground water, floods, drought, conflicts and water, dams-benefits and problems.
- c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- f) Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- x Role of an individual in conservation of natural resources.
- x Equitable use of resources for sustainable lifestyles.

Unit 3 : Ecosystems

- x Concept of an ecosystem.
 - x Structure and function of an ecosystem.
 - x Producers, consumers and decomposers.
 - x Energy flow in the ecosystem.
 - x Ecological succession.
 - x Food chains, food webs and ecological pyramids.
 - x Introduction, types, characteristic features, structure and function of the following ecosystem :-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)
- (6 lectures)

Unit 4 : Biodiversity and its conservation

- x Introduction – Definition : genetic, species and ecosystem diversity.
- x Biogeographical classification of India
- x Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- x Biodiversity at global, National and local levels.
- x India as a mega-diversity nation
- x Hot-spots of biodiversity.
- x Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- x Endangered and endemic species of India
- x Conservation of biodiversity : In-situ conservation of biodiversity.

Unit 5 : Environmental Pollution

Definition

- x Causes, effects and control measures of :-
 - a. Air pollution
 - b. Water pollution
 - c. Soil pollution
 - d. Marine pollution
 - e. Noise pollution
 - f. Thermal pollution
 - g. Nuclear hazards
- x Solid waste Management : Causes, effects and control measures of urban and industrial wastes.
- x Role of an individual in prevention of pollution.
- x Pollution case studies.
- x Disaster management : floods, earthquake, cyclone and landslides.

Unit 6 : Social Issues and the Environment

- x From Unsustainable to Sustainable development
- x Urban problems related to energy
- x Water conservation, rain water harvesting, watershed management
- x Resettlement and rehabilitation of people ; its problems and concerns. Case studies.
- x Environmental ethics : Issues and possible solutions.
- x Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- x Wasteland reclamation.
- x Consumerism and waste products.
- x Environment Protection Act.
- x Air (Prevention and Control of Pollution) Act.
- x Water (Prevention and control of Pollution) Act
- x Wildlife Protection Act
- x Forest Conservation Act
- x Issues involved in enforcement of environmental legislation.
- x Public awareness.

Unit 7 : Human Population and the Environment

- x Population growth, variation among nations.

- x Population explosion – Family Welfare Programme.
- x Environment and human health.
- x Human Rights.
- x Value Education.
- x HIV / AIDS
- x Women and Child Welfare.
- x Role of Information Technology in Environment and human health.
- x Case Studies.

Unit 8 : Field work

- x Visit to a local area to document environmental and river forest grassland hill mountain.
- x Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- x Study of common plants, insects, birds.
- x Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)