

# **Detailed Program**

## **Bachelor of Business Administration**

### **(BBA)**

**Finance, Marketing, Human Resource Management,  
Foreign Trade & Digital Marketing**

**Semester- IV  
(2024-2028)**

DOC202510060009



**RNB GLOBAL UNIVERSITY**

RNB Global City, Ganganagar Road,  
Bikaner, Rajasthan 334601

## **OVERVIEW**

RNB Global University follows Semester System along with Choice Based Credit System as per latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December) and Even (January-June)**. Also, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for BBA program for (January-June) Even Semester, along with examination pattern is as follows:

### **Course Scheme**

#### **Semester -IV**

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	BBAC21250	DSC-12	Corporate Law	3	1	0	4
2.	BCHC21350	DSC-13	Auditing & Corporate Governance	3	1	0	4
3.	BBAC21252	DSC-14	Management Accounting	3	1	0	4
4.	BBAC22300	DSC-15	Management Information Systems	3	1	0	4
5.		GE-4	One from the pool of GE -Group B	3	1	0	4
6.	AECE55002	AEC-4	Biodiversity & Environmental Conservation (EVS-II)	2	0	0	2
7.	SEC077004	SEC-4	Ability & Skill Enhancement – IV	2	0	0	2
8.		VAC -4	One from the pool of VAC- Group B	2	0	0	2
9.	WHNN99000		Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
<b>Total</b>				<b>19</b>	<b>5</b>	<b>4</b>	<b>27</b>

### **EVALUATION SCHEME**

The evaluation of the BBA program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

### **Internal Assessment**

The distribution of Internal Assessment Marks is as follows:

Type	Details	Marks
Mid Term	One Mid-term Sessional	25
Quiz	Quiz based on MCQs	5
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	15
Academic Performance including Attendance	Eligibility >75% Attendance	5
<b>TOTAL</b>		<b>50</b>

### **External Assessment**

Type	Marks
Theory	50

### **EVALUATION SCHEME- WORKSHOPS & SEMINARS AND HUMAN VALUES & SOCIAL SERVICE/NCC/NSS**

1. The evaluation of Workshops & Seminar and Human Values & Social Service/NCC/NSS will be completed from Semester I – Semester VI. It will be evaluated internally by the various Forums & Schools Concerned. The credit for this will be given at the end of each Semester.
2. The students must join club/clubs/Forums with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester.

## 1. Vision

To create a transformative learning environment that develops ethical global leaders, entrepreneurial thinkers, and strategic decision-makers, empowering students to excel in diverse and dynamic business landscapes.

## 2. Mission

**Ethical Leadership and Integrity-** Nurture ethically responsible leaders with integrity and accountability, equipping them with the skills to excel in global business environments.

**Innovation and Entrepreneurship-** Inculcate creativity, innovation, and entrepreneurial thinking, enabling students to identify opportunities, develop sustainable solutions, and drive positive societal impact.

**Transformative Learning Experience-** Provide a transformative learning experience by integrating academic excellence, industry exposure, and technological proficiency, ensuring students are prepared for the digital and global economy.

**Adaptability and Continuous Learning-** Cultivate adaptability, resilience, and lifelong learning, empowering students to navigate dynamic business landscapes and contribute meaningfully to society.

**Strategic Thinking and Growth-** Equip students with analytical, problem-solving, and strategic decision-making skills, enabling them to drive sustainable business growth and innovation in a competitive global market place.

## 3. Program Educational Objectives (PEO's)

**PEO1:** To develop students to handle issues related to business and solve problems.

**PEO2:** To develop leadership qualities in students to lead a team as well as work as member of team.

**PEO3:** To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.

## 4. Programme Outcomes (PO's)

After the completion of this program students will be able to:

**PO1 Exhibit** memory of previously learned management knowledge by correlating facts and terminologies.

**PO2. Understand** the impact of societal and environmental factors on business and corporate world and explain its relationship with sustainable development.

**PO3. Demonstrate** knowledge and understanding of the management principles to explore different functional aspects of business world.

**PO4. Develop** technical competence in domestic and global business through the study of major disciplines within the fields of business.

**PO5. Apply** the knowledge of business concepts and functions in an integrated manner to solve business problems.

**PO6. Make use of** ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

**PO7. Organize** a complex issue into a coherent written statement and plan its effective presentation.

**PO8. Function** effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

**PO9. Analyze, and devise solutions** for structured and unstructured business, problems of law and issues using structured, cohesive, and logical reasoning.

**PO10. Create and manage** innovations, new business development, and high-growth potential entities. They will be able to create an additional avenue of self-employment and also to benefit industry by providing them with suitable trained person.

**PO11. Examine** and break information into parts to manage projects in multidisciplinary environments.

**PO12. Build** the ability to engage in independent and life-long learning in the broadest context of technological change.

## 5. Program Specific Outcome (PSO's)

**PSO1: Demonstrate understanding of** arrange of disciplines of Management, business, accounting, economics, finance, and marketing.

**PSO2: Develop** the proficiency to adopt critical thinking by analysis & interpretation of the situations, cases & construct feasible solutions to solve problems and use decision making skills in business decisions.

**PSO3: Apply** the knowledge of academics in Industry and get trained to exhibit the relevance of conceptual knowledge gained in academics in real professional world through Internship and projects.

**PSO4: Adapt** business practices based on the opportunities and challenges of a growing business environment.

<b>6. Course outcomes: Semester - IV</b>	
<b>Course Code &amp; Course Name</b>	<b>After completion of these courses' students should be able to</b>
BBAC21250- Corporate Law	<p><b>CO1:</b> How different laws related to Corporate Sector &amp; explain the structure of the company from its formation to its working to its winding up provisions regarding auditor, director, their remuneration.</p> <p><b>CO2:</b> Explain Company Act 2013 and the Depositories Act 1996.</p> <p><b>CO3:</b> Identify company contracts and become confident therein.</p> <p><b>CO4:</b> Analyse &amp; prepare &amp; maintain corporate contracts.</p> <p><b>CO5:</b> Evaluate the learnings of the students about the different laws and understand its applications</p>
BCHC21350- Auditing & Corporate Governance	<p><b>CO1:</b> List and explain the auditing principles, procedures, and techniques in accordance with current legal requirements &amp; professional standards</p> <p><b>CO2:</b> Explain the principles of Corporate Governance and Corporate Social Responsibility (CSR).</p> <p><b>CO3:</b> Identify and make use of the role of auditing in business.</p> <p><b>CO4:</b> Examine and analyse the areas for internal control in the corporate sector.</p> <p><b>CO5:</b> Evaluate the books of account and different criteria for corporate social responsibility of the business.</p>
BBAC21252- Management Accounting	<p><b>CO1:</b> Understand the basic management accounting concepts and their applications in managerial decision making. Gain the knowledge about the difference between cost accounting, financial accounting, and Management accounting</p> <p><b>CO2:</b> Make use of cost volume profit analysis technique to take decision about make or buy product, shut down or continue business or alternative decisions by buying.</p> <p><b>CO3:</b> Classify the budgets and preparation of budget to control the costs and improve the profitability. of specific to overall objects of business organisation.</p> <p><b>CO4:</b> Analyze the variance to control over cost and wastage of resources leads to enhance efficiency.</p> <p><b>CO5:</b> Evaluate the techniques of Management Accounting in managerial decision making.</p>
BBAC22300 – Management Information System	<p><b>CO1:</b> Explain the Information Systems used in Business.</p> <p><b>CO2:</b> Make use of design, development, and security of Management Information System &amp; its utility.</p> <p><b>CO3:</b> Classify the ethical and social issues in using information system.</p> <p><b>CO4:</b> Compile the utility of Decision Support System.</p> <p><b>CO5:</b> Prioritise the use and analysis of data and information for decision making.</p>
GEC066013- Entrepreneurship	<p><b>CO1:</b> Define entrepreneurial behavior and its constituents list out the qualities of entrepreneur.</p>

	<p><b>CO2:</b> Relate various theories and concepts of entrepreneurship in their working &amp; interpret the various government policies for Start-ups and SME sector.</p> <p><b>CO3:</b> Make use of entrepreneurial knowledge &amp; process in the economic development.</p> <p><b>CO4:</b> Discover the obstacles in the way of women entrepreneurship and analyze the feasibility of any business project.</p> <p><b>CO1:</b> Select an industry for perusing entrepreneurial venture.</p>
AECE55002- Biodiversity & Environmental Conservation (EVS- II)	<p><b>CO1:</b> Understand theoretical &amp; Practical aspect of environment studies.</p> <p><b>CO2:</b> Acquire knowledge about environmental pollution sources, effects, and control measures of environmental pollution.</p> <p><b>CO3:</b> Analyze causes of environmental degradation</p> <p><b>CO4:</b> Apply innovations in business- an environmental Perspective</p> <p><b>CO5:</b> Explain different Environmental laws and policies.</p>
SEC077004 – Ability and Skill Enhancement-IV	<p><b>CO1:</b> Design the resume and know about different format</p> <p><b>CO2:</b> Know and classify the different types of interviews i.e. Mock Interview, HR Expert Mock Interview, Telephonic Interviews.</p> <p><b>CO3:</b> Examine the Company Specific Research and Presentation.</p> <p><b>CO4:</b> Build conversation skill</p> <p><b>CO5:</b> Find out Industry suitable for internship or job.</p>
VAC088015 – Business & Managerial Ethics (from the pool of VAC)	<p><b>CO1:</b> Understand the role of moral philosophy in shaping ethical decision-making processes.</p> <p><b>CO2:</b> Understand the arguments for and against ethics in business, including the ethical relativism perspective.</p> <p><b>CO3:</b> Understand how globalization poses challenges to ethical decision-making in businesses.</p> <p><b>CO4:</b> Analyze the ethical dimensions of hierarchical organizational structures and their impact on decision-making.</p> <p><b>CO5:</b> Evaluate the challenges and opportunities of integrating ethical values into global business operations.</p>

## 7. CO PO Mapping: Semester - IV

BBAC21250	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	-	2	-	2	2	-	2	3	3
CO2	-	2	3	3	2	-	-	-	2	3	-	2
CO3	2	-	-	3	3	2	-	3	2	-	3	3
CO4	3	2	2	3	1	-	2	-	-	2	2	2
CO5	3	-	3	3	3	3	2	-	-	3	2	3

BCHC21350	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	2	-	-	2	2	-	2	2	2
CO2	-	3	2	2	2	2	-	2	2	3	2	3
CO3	2	3	2	3	3	2	2	3	3	3	3	2
CO4	-	-	2	3	3	-	3	3	2	2	3	3
CO5	3	-	2	2	3	-	3	2	2	2	2	2

BBAC21252	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	-	2	3	3	-	-	2	-	3	3
CO2	3	-	-	2	-	2	2	2	3	2	2	3
CO3	-	-	2	2	3	-	-	2	-	2	2	-
CO4	3	2	2	-	2	-	3	-	3	-	-	3
CO5	3	-	2	3	3	3	3	3	3	-	3	3

BBAC22300	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	2	3	2	1	-	3	3	3	3	2	-
CO2	2	-	-	-	2	-	3	3	-	3	-	-
CO3	3	2	2	3	2	3	-	1	3	1	3	3
CO4	-	2	-	2	-	3	3	-	3	2	3	3
CO5	3	3	3	3	3	-	3	-	3	-	3	3

GEC066013	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	2	2	2	3	2	3	3	2	-
CO2	3	2	2	-	3	2	-	3	3	3	-	3
CO3	3	-	2	3	2	3	3	2	-	3	2	2
CO4	-	2	2	3	2	-	2	2	3	3	2	-
CO5	2		2	-	2	2	-	3	2	2	3	3

AECE55002	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	3	3	2	3	3	3	3	2	3	3
CO2	2	2	2	-	-	2	-	3	-	-	-	-
CO3	-	-	3	2	-	3	3	-	3	2	3	-
CO4	3	-	-	2	2	2	3	-	-	2	-	-
CO5	2	3	2	-	2	-	2	3	-	-	2	2

SEC077004	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	-	2	3	-	-	-	3	3	3	2	-
C02	-	3	-	3	3	2	-	2	2	-	-	2
C03	2	2	-	-	-	-	-	-	-	3	2	2
C04	3	3	2	3	2	2	-	1	2	-	-	-
C05	3	-	3	-	3	2	3	-	2	2	2	2

VAC088015	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	-	2	1	2	3	3	3	3	2	3
C02	2	-	2	3	-		3	-	2	-	2	-
C03	3	2	-	-	2	3		1	-	1	-	3
C04		2	-	2	3	-	-	3	3	-	2	2
C05	-	3	3	3	3	-	3	3	3	3	-	3

## 8. Curriculum

### **Course Name: Corporate Law Course Code: BBAC21250**

#### **Objectives**

- To provide knowledge of different laws Related to corporate sector.
- To know about the structure of company from its formation to its working to its winding up provision regarding auditor, director, their remuneration.
- The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.

#### **Course Outline**

##### **Unit I: Introduction**

Administration of Company Law [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts]; Characteristics of a company; lifting of corporate veil; types of companies including one person company, small company, and dormant company; association not for profit; illegal association; formation of company, on-line filing of documents, promoters, their legal position, pre-incorporation contract; on-line registration of a company.

##### **Unit II: Documents**

Memorandum of association, Articles of association, Doctrine of constructive notice and indoor management, prospectus-shelf and red herring prospectus, misstatement in prospectus, GDR; book-building; issue, allotment and forfeiture of share, transmission of shares, buyback, and provisions regarding buyback; issue of bonus shares.

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

Classification of directors, women directors, independent director, small shareholder's director; disqualifications, director identity number (DIN); appointment; Legal positions, powers, and duties; removal of directors; Key managerial personnel, managing director, manager; Meetings: Meetings of shareholders and board of directors; Types of meetings, Convening and conduct of meetings, Requisites of a valid meeting, postal ballot, meeting through video conferencing, e-voting. Committees of Board of Directors - Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee.

##### **Unit IV: Dividends**

Dividends, Accounts, Audit: Provisions relating to payment of Dividend, Provisions relating to Books of Account, Provisions relating to Audit, Auditors' Appointment, Rotation of Auditors, Auditors' Report, Secretarial Audit. Winding Up: Concept and modes of Winding Up, Insider Trading, Whistle Blowing: Insider Trading; meaning & legal provisions; Whistle blowing: Concept and Mechanism.

##### **Unit V: Depositories Law**

The Depositories Act 1996 – Definitions; rights and obligations of depositories; participants issuers and beneficial owners; inquiry and inspections, penalty.

### **Suggested Readings:**

1. MC Kuchhal, Modern Indian Company Law, Shri Mahavir Book Depot (Publishers), Delhi.
2. GK Kapoor and Sanjay Dhamija, Company Law, Bharat Law House, Delhi. 3. Anil Kumar, Corporate Laws, Indian Book House, Delhi.

## **Course Name: Auditing and Corporate Governance**

### **Course Code: BCHC21350**

#### **Course Objectives**

- To provide knowledge of auditing principles, procedures, and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility.
- To appreciate the role of auditing in business
- To familiarize the students with the concepts of internal control.

#### **Course Outline**

##### **Unit I: Introduction Auditing**

Introduction, Meaning, Objectives, Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.

##### **Unit II: Audit of Companies**

Audit of Limited Companies: Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties Auditor's Report- Contents and Types. Liabilities of Statutory Auditors under the Companies Act 2013

##### **Unit III: Special Areas of Audit**

Special Areas of Audit: Special features of Cost audit, Tax audit, and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Computer aided audit techniques and tools; Auditing Standards; Relevant Case Studies/Problems;

##### **Unit IV: Corporate Governance**

Conceptual framework of Corporate Governance: Theories & Models, Broad Committees; Corporate Governance Reforms. Major Corporate Scandals in India and Abroad: Common Governance Problems Noticed in various Corporate Failures. Codes & Standards on Corporate Governance.

##### **Unit V: Business Ethics**

Morality and ethics, business values and ethics, approaches and practices of business ethics, corporate ethics, ethics program, codes of ethics, ethics committee; Ethical Behaviour: Concepts and advantages; Rating Agencies; Green Governance; Clause 49 and Listing Agreement.

##### **Unit VI**

Corporate Social Responsibility Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate CSE and Business Ethics, CSE and Sustainability, Corporate Governance's provisions under the Companies Act 2013, CSR Committee, CSE Models, Codes, and Standards on CSR.

### **Suggested Readings:**

1. Ravinder Kumar and Virender Sharma, *Auditing Principles and Practice*, PHI Learning.
2. Aruna Jha, *Auditing*. Taxmann Publication.
3. A. K. Singh, and Gupta Lovleen. *Auditing Theory and Practice*. Galgotia Publishing Company.
4. Anil Kumar, *Corporate Governance: Theory and Practice*, Indian Book House, New Delhi.
5. MC Kuchhal, *Modern Indian Company Law*, Shri Mahaveer Book Depot. (Publishers).
6. KV Bhanu Murthy and Usha Krishna, *Politics, Ethics and Social Responsibility of Business*, Pearson Education.
7. Erik Banks, *Corporate Governance: Financial Responsibility, Controls and Ethics*, Palgrave Macmillan.
8. N Balasubramanian, A Casebook on Corporate Governance and Stewardship, McGraw Hill Education.
9. B.N. Ghosh, Business Ethics and Corporate Governance, McGraw Hill Education.
10. S K Mandal, *Ethics in Business and Corporate Governance*, McGraw Hill Education.
11. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press.
12. Christine Mallin, *Corporate Governance (Indian Edition)*, Oxford University Press.
13. Relevant Publications of ICAI on Auditing (CARO).
14. Sharma, J.P., *Corporate Governance, Business Ethics, and CSR*, Ane Books Pvt Ltd, New Delhi.

### **Course Name: Management Accounting**

**Course Code: BBAC21252**

### **Objectives**

- Management accounting is decision making course therefore a mix approach of Theory and Practical understanding will be used during the delivery of lectures so that the analytical skills of students is improved.
- The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

### **Course Outline**

#### **Unit I: Introduction**

Meaning, Nature, Scope, Functions, Relevance, Relationship of Management Accounting with Financial Accounting and Cost Accounting.

#### **Unit II: Marginal Costing**

Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Contribution & Breakeven Point and their analysis.

#### **Unit III: Budgeting**

Concept of Budget and Budgeting, Advantages and Limitations of Budget formation, Procedure of budget formation, Types of Budgets, Static and Flexible Budgeting, Preparation

of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget, and Master Budget.

#### **Unit IV: Standard Costing**

Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labor Variance and its applications and implications.

#### **Unit V: Responsibility Accounting**

Concept and various approaches to Responsibility Accounting, concept of investment center, cost center, profit center and responsibility center and its managerial implications, Transfer Pricing: concept, types & importance.

#### **Suggested Readings:**

1. Management Accounting, Tata McGraw-Hill, 2000, 3rd Ed).
2. Management Accounting, Pandey I M, Vikas Publications, 2004, 3rd Ed.)
3. Introduction to Management Accounting, Horngren et al: Pearson, 2002, 12th edition.
4. Management Accounting, S.N. Maheshwari, Sultan Chand & Sons.

### **Course Name: Management Information Systems**

**Course Code: BBAC22300**

#### **Objectives**

- To impart conceptual knowledge of Information system used in Business.
- The objective of the course is to acquaint the students about the concept of information system in business organizations, and the management control systems.
- To learn the design, development, and security of Management Information Systems.
- To understand the various ethical and social issues in using Information Systems.
- To gain knowledge in various Decision Support Systems.

#### **Course Outline**

##### **Unit I: Introduction**

Definition, Purpose, Objectives and Role of MIS in Business Organization with reference to Management Levels, MIS in the Organization, Transaction Processing System, Decision Support System, Executive Information system, Expert System.

##### **Unit II: Information Concepts**

Data and Information – meaning and importance, Sources and Types of Information, Cost Benefit Analysis –Quantitative and Qualitative Aspects, Assessing Information needs of the Organization.

##### **Unit III: Concept of Decision**

Relevance of Information in Decision Making, Decision Types, Decision Structure, Decision Making Process, Decision Support System.

#### **Unit IV: System Development**

Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.

#### **Unit V: Information Technology**

Recent Developments in the Field of Information Technology, Choice of appropriate IT Systems – Database, Data warehousing & Data mining Concepts, Centralized and Distributed Processing.

#### **Suggested Readings:**

1. Information Systems for Managers Arora, Ashok and Akshaya Bhatia, Excel Books, New Delhi.
2. Management Information Systems Basandra, Suresh K. Wheeler Publishing, New Delhi.
3. Javadekar, W.S.; *Management Information System*, Tata MacGraw Hill Publication, 2003.

### **Course Name: Entrepreneurship (GE)**

**Course Code: GEC066013**

#### **Course objectives**

- To know about the importance of startups and government subsidies available for entrepreneur.
- The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior.

#### **Course Outline**

##### **Unit I: Introduction**

Meaning, elements, determinants and importance of entrepreneurship and creative behavior; Entrepreneurship and creative response to the society' problems and at work; Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship.

##### **Unit II: Entrepreneurship and Micro, Small and Medium Enterprises**

Concept of business groups and role of business houses and family business in India; The contemporary role models in Indian business: their values, business philosophy and behavioral orientations; Conflict in family business and its resolution.

##### **Unit III**

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help

groups, The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

#### **Unit IV: Sources of business ideas and tests of feasibility**

Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered); Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

#### **Unit V: Mobilizing Resource**

Mobilizing resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems.

#### **Suggested Readings:**

1. Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
2. Robert Hisrich, Michael Peters, Dean Shepherd, *Entrepreneurship*, McGraw-Hill Education.
3. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*.
4. Mumbai, Himalaya Publishing House.
5. Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. Illinois, Irwin.
6. Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
7. Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India. ISBN-81-203-1690-8.
8. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.
9. SS Khanka, *Entrepreneurial Development*, S. Chand & Co, Delhi.
10. K Ramachandran, *Entrepreneurship Development*, McGraw-Hill Education
11. SIDBI Reports on Small Scale Industries Sector.

### **Course Name: Biodiversity & Environmental Conservation (EVS-II)**

#### **Course Code: AECE55002**

#### **Objectives:**

- To gain knowledge about the environment and its conservation along with sustainable development.
- To apply the concepts and principles of environmental science to propose solutions to specific environmental problems.
- To analyse environmental writings and predictions and their impact on subsequent developments in human relationship with the environment.
- To evaluate the adequacy of conclusions about environmental phenomena.

#### **Course Outline:**

#### **Unit I: Biodiversity and Conservation**

Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic, and Informational value.

## **Unit II: Environmental Pollution**

**Environmental Pollution:** types, causes, effects, and controls; Air, water, soil, and noise pollution nuclear hazards and human health risks, Solid waste management: Control measures of urban and industrial waste. Pollution case studies.

**Environmental Policies & Practices:** Sustainability and sustainable development. Climate change, global warming, ozone layer depletion, acid rain, and impacts on human communities and agriculture. Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and Control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. Nature reserves, tribal populations and rights, and human-wildlife conflicts in the Indian context.

## **Unit III: Human Communities and the Environment**

**Human population growth:** Impacts on environment, human health, and welfare. Resettlement and rehabilitation of project-affected persons; case studies. Disaster management: floods, earthquakes, cyclones, and landslides. Environmental movements: Chipko, Silent Valley, Bishnoi's of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

**Fieldwork:** Visit an area to document environmental assets: river/ forest/ flora/fauna, etc. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds, and basic principles of identification. Study of simple ecosystems-pond, river, Delhi Ridge, etc.

### **Suggested Readings:**

1. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic press, 2011.
2. Rao MN and Datta AK, 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
3. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
4. Ricklefs, R. E., & Miller, G.L. 2000. Ecology. W. H. Freeman, New York.
5. Robbins, P. 2012. Political ecology: A critical introduction. John Wiley & Sons.
6. Rosencranz, A., Divan, S. & Noble, M.L. Environmental law, and policy in India. 2001. Tripathi 1992.
7. Sengupta, R. 2003. Ecology and economics (OUP): An approach to sustainable development." OUP Catalogue.
8. Singh, J.S., Singh, S.P. and Gupta, S.R. 2006. Ecology, Environment and Resource Ecology, Environment and Resource Conservation. Anamaya Publishers.
9. Sodhi, N.S., Gibson, L. & Raven, P.HG. (eds). 2013. Conservation biology: voices from the Tropics. John Wiley & Sons.
10. Van Leeuwen, C. J., & Vermeire, T. G. 2007. Risk assessment of chemicals.

11. World Commission on Environment and Development. 1987. Our Common Future. Oxford: Oxford University Press.

## **Course Name: Ability & Skill Enhancement IV**

**Course Code: SEC077004**

### **Objectives**

- The objectives of the module are to make students self-confident individuals by developing leadership and organising skills; to guide students in making appropriate and responsible decisions; to give each student a realistic perspective of work-related skills and to help students prepare effective interview questions to conduct effective interviews.

### **Course Outline - Final Assessment – Mock Interviews & PI Kit Submission**

#### **Unit I: Tele – Etiquettes**

Receiving Calls, placing a call, Ending Calls, transferring calls, Taking Message/ Voice Mails, Placing call on hold, Handling Complaints.

#### **Unit II: Confidence Building & Brain Storming**

How to build confidence by positive thinking, identifying negative thoughts, how to control negative thoughts entering our mind, identifying personal talents, and its ways to improve, how to develop good habits and having principles and always follow them.

Need to learn new things, ideas, and skills, what is brain storming, why do we need it, what are the different ways of brain storming through logics and reasoning, Brain Storming Session.

#### **Unit III: PI Kit**

What is resume, Format of Resume, Formatting, Resume Preparation, Covering Letter, PI Kit.

#### **Unit IV: Interview Skills**

Mastering the art of giving interviews in - selection or placement interviews, web /video conferencing, Mock Interview, HR Expert Mock Interview, Telephonic Interviews.

#### **Unit V: Internship Preparation: Company Specific Research and Presentation**

Identifying domain specific industries, researching the industry, Industry analysis, Presentation on specific industry/company.

**Course Name: Business & Managerial Ethics**  
**(From the pool of VAC Group B)**  
**Course Code: VAC088015**

**Course Objective**

- Understand the role of moral philosophy in shaping ethical decision-making processes.
- Understand the arguments for and against ethics in business, including the ethical relativism perspective.
- Understand how globalization poses challenges to ethical decision-making in businesses.
- Analyze the ethical dimensions of hierarchical organizational structures and their impact on decision-making.
- Evaluate the challenges and opportunities of integrating ethical values into global business operations.

**Course Outline**

**Unit I: CSR in Business**

Concept of CSR; Changing expectation of society; Models of CSR: - Carroll's Model; Ackerman's Model. Importance of Social Responsibility of Business

**Unit II: Ethical Issues in Business: Marketing**

Characteristics of Free and Perfect competitive market, Monopoly oligopoly, Corruption and Bribery; Ethics in Advertising (Truth in Advertising).

**Unit III:**

**Finance:** Fairness and Efficiency in Financial Market, Insider Trading, Greenmail, Golden Parachute. **HR:** Workers Right and Duties: Workplace safety, sexual harassment, whistles blowing.

**Unit IV: Managerial Ethics**

Ethical Decision Making. Role of Moral philosophy in decision making; Argument for and against of Ethics in Business. The challenge of ethical issues due to Globalization. Power and Politics in Organization. Hierarchism as an organizational value. Indian ethos in Management.

**Suggested Readings**

1. Business Ethics Text and Cases, C.S.V. Murthy, Himalaya Publishing House.
2. Business Ethics, Francis & Mishra, TMH.
3. Business Ethics, Fernando A. C., Pearson.

**Note:** The review of syllabus happens on periodic basis for the benefit of the students and in case there are changes in curriculum due to review students would be intimated in writing.

## 9. Lesson Plans

### BBAC21250 -Corporate Law

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Lifting of corporate veil, Types of company	C-2	Lecture
Unit-I	One person Company, Small Company	C-3	Lecture
Unit-I	NPA	C-4	Lecture
Unit-I	Illegal Association	C-5	Lecture
Unit-I	Dormant Company	C-6	Lecture
Unit-I	Formation of company	C-7	Lecture
Unit-I	Online filling documents	C-8	Lecture
Unit-I	Promoter and their legal position	C-9	Lecture
Unit-I	Pre incorporation contract	C-10	Lecture
Unit-I	Online registration of company	C-11	Lecture
Unit-I	Presentation I	C-12	Presentation
Unit-I	NCLT, NCLAT	C-13	Lecture
Unit-I	Clarification Class I	C-14	Clarification Class
Unit-I	Memorandum of association	C-15	Lecture
Unit-I	Article of association	C-16	Lecture
Unit-I	Class Room Assignment I	C-17	Class Room Assignment
Unit-II	Doctrine of constructive Notice	C-18	Lecture
Unit-II	Doctrine of indoor management	C-19	Lecture
Unit-II	Prospectus Meaning	C-20	Lecture
Unit-II	Red Hiring Prospectus	C-21	Lecture
Unit-II	Misstatement in prospectus	C-22	Lecture
Unit-II	GDR, Book building	C-23	Lecture
Unit-II	Issue, allotment and forfeiture of share	C-24	Lecture
Unit-II	Transmission of share , Buyback Meaning	C-25	Lecture
Unit-II	Provision Regarding Buy Back	C-26	Lecture
Unit-II	Issue of Bonus Share	C-27	Lecture
Unit-II	Provision regarding Bonus Share	C-28	Lecture
Unit-II	Presentation II	C-29	Presentation
Unit-II	Clarification Class II	C-30	Clarification class
Unit-II	Classification of director, Women director	C-31	Lecture
Unit-II	Class room Assignment II	C-32	Class Room Assignment
Unit-III	DIN Appointment, Disqualification	C-33	Lecture
Unit-III	Power of director	C-34	Lecture
Unit-III	Legal position of director duties of director, Removal of director	C-35	Lecture
Unit-III	KMP Managing director, manager	C-36	Lecture
Unit-III	Meeting of shareholder and board of director	C-37	Lecture
Unit-III	Types of meeting, Conduct of meeting, Requisites of valid meeting, Meeting through video	C-38	Lecture

	conferencing, E- Voting		
Unit-III	Provision of meeting AGM, Committees of BOD	C-39	Lecture
Unit-III	Quiz	C-40	Quiz
Unit-III	Audit committee, Nomination Committee, Remuneration Committee	C-41	Lecture
Unit-III	Class Assignment III	C-42	Class Assignment
Unit-III	stakeholder relationship committee, CSR Committee	C-43	Lecture
Unit-III	Clarification Class	C-44	Clarification Class
Unit-IV	Dividend, Accounts: Meaning	C-45	Lecture
Unit-IV	Presentation III	C-46	Lecture
Unit-IV	Audit Meaning, Provision Related to dividend	C-47	Presentation
Unit-IV	Provision Related to Books of accounts	C-48	Lecture
Unit-IV	Provision Related to Audit, auditors' appointment	C-49	Lecture
Unit-IV	Provision Related to Rotation of Auditor	C-50	Lecture
Unit-IV	Auditor Report, Provision Regarding Auditor Report, Secretarial audit	C-51	Lecture
Unit-IV	Winding up: Meaning, modes of winding up	C-52	Lecture
Unit-IV	Class Room Assignment IV	C-53	Classroom Assignment
Unit-IV	Insider trading, Provision for Insider trading	C-54	Lecture
Unit-IV	Whistle blowing policy: Concept & Meaning, Whistle blowing Mechanism	C-55	Lecture
Unit-IV	Clarification Class IV	C-56	Clarification Class
Unit-V	Depository Act 1996, Rights of depository, Depository Act: Obligation of depository	C-57	Lecture
Unit-V	Participant issuers, Beneficial Owner	C-58	Lecture
Unit-V	Inquiry, inspection, Penalty	C-59	Lecture
Unit-V	Clarification Class	C-60	Clarification class

## BCHC21350-Auditing & Corporate Governance

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
	Introduction to Subject, CO's & PO's	C-1	Lecture
Unit-I	Introduction, Meaning, definition	C-2	Lecture
Unit-I	Objectives- Primary & Secondary	C-3	Lecture
Unit-I	Basic Principles and Techniques	C-4,5	Lecture
Unit-I	Classification of Audit	C-6	Lecture
Unit-I	Audit Planning, Internal Control	C-7	Lecture
Unit-I	Classroom Assignment	C-8	Class Room Assignment
Unit-I	Internal Check & Audit	C-9	Lecture
Unit-I	Audit Procedure - Vouching	C-10	Lecture
Unit-I	Presentation	C-11	Presentation
Unit-I	Clarification Class	C-12	Clarification Class
Unit-II	Audit of Limited Companies, Company Auditor-Qualifications & Disqualification	C-13	Lecture
Unit-II	Appointment	C-14	Lecture
Unit-II	Rotation	C-15	Lecture
Unit-II	Removal of Auditors & Remuneration	C-16	Lecture
Unit-II	Rights and Duties	C-17	Lecture
Unit-II	Company Auditors	C-19	Lecture
Unit-II	Presentation	C-20	Presentation
Unit-II	Auditor's Report- Contents and Types	C-21	Lecture
Unit-II	Class Room Assignment 2	C-22	Class Room Assignment
Unit-II	Liabilities of Statutory Auditors under the Companies Act 2013	C-23	Lecture
Unit-II	Clarification Class	C-24	Clarification Class
Unit-III	Special Areas of Audit, Special features of Cost audit	C-25	Lecture
Unit-III	Cost, management & Tax Audit	C-26	Lecture
Unit-III	Tax audit	C-28	Lecture
Unit-III	Management audit	C-29	Lecture
Unit-III	Recent Trends in Auditing	C-30	Lecture
Unit-III	Basic considerations of audit in EDP Environment	C-31	Lecture
Unit-III	Computer aided audit techniques and tools	C-32	Lecture
Unit-III	Class Room Assignment 3	C-33	Class Room Assignment
Unit-III	Auditing Standards	C-34	Lecture
Unit-III	Relevant Case Studies	C-35	Lecture
Unit-III	Clarification Class	C-36	Clarification Class
Unit-IV	Quiz	C-37	Quiz
Unit-IV	Corporate Governance	C-38	Lecture
Unit-IV	Theories & Models of Corporate Governance	C-39	Lecture
Unit-IV	Broad Committees of Corporate Governance	C-40	Lecture
Unit-IV	Corporate Governance Reforms. Major Corporate Scandals in India and Abroad	C-41	Lecture
Unit-IV	Class Room Assignment 4	C-42	Class room Assignment
Unit-IV	Common Governance Problems Noticed in various Corporate Failures.	C-43	Lecture
Unit-IV	Codes & Standards on Corporate Governance	C-44	Lecture
Unit-IV	Clarification Class	C-45	Clarification Class

Unit-V	Business Ethics, Morality, and ethics	C-46	Lecture
Unit-V	Business values and ethics	C-47	Lecture
Unit-V	Approaches and practices of business ethics (I)	C-48	Lecture
Unit-V	Corporate ethics, ethics program, codes of ethics & ethics committee	C-49	Lecture
Unit-V	Ethical Behaviour: Concepts and advantages, Rating Agencies	C-50	Lecture
Unit-V	Clause 49 and Listing Agreement	C-51	Lecture
Unit-V	Presentation	C-52	Presentation
Unit-V	Clarification Class	C-53	Clarification Class
Unit-VI	Corporate Social Responsibility (CSR)	C-54	Lecture
Unit-VI	Introduction to CSR, Concept of CSR, Corporate Philanthropy	C-55	Lecture
Unit-VI	Strategic Planning and Corporate Social Responsibility	C-56	Lecture
Unit-VI	Relationship of CSR with Corporate Sustainability	C-57	Lecture
Unit-VI	CSR provisions under the Companies Act 2013	C-58	Lecture
Unit-VI	CSR Committee, Codes, and Standards on CSR	C-59	Lecture
Unit-VI	Clarification Class	C-60	Clarification Class

## BBAC21252-Management Accounting

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Management Accounting- Meaning, Nature, Characteristics and Scope	C-2,3	Lecture
Unit-I	Functions and Relevance of Management Accounting	C-4	Lecture
Unit-I	Relationship of Management Accounting with Financial Accounting	C-5	Lecture
Unit-I	Relationship of Management Accounting with Cost Accounting.	C-6	Lecture
Unit-I	Clarification Class	C-7	Clarification Class
Unit-I	Take Home Assignments		Take Home Assignments
Unit-II	Marginal Costing versus Absorption Costing	C-8	Lecture
Unit-II	Cost-Volume-Profit Analysis and P/V Ratio Analysis	C-9,10,11	Lecture
Unit-II	Breakeven Point and their analysis	C-12,13,14	Lecture
Unit-II	Tutorial	C-15	Tutorial
Unit-II	Class Room Assignment	C-16	Class Room Assignment
Unit-II	Clarification Class	C-17	Clarification Class
Unit-II	Presentation	C-18	Presentation
Unit-II	Activity	C-19	Activity
Unit-III	Concept of Budget and Budgeting, Advantages and Limitations of Budget formation,	C-20,21	Lecture
Unit-III	Procedure of budget formation	C-22	Lecture
Unit-III	Types of Budgets, Static and Flexible Budgeting	C-23,24,25,26	Lecture
Unit-III	Preparation of Cash Budget	C-27,28,29	Lecture
Unit-III	Production Budget	C-30,31,32	Lecture
Unit-III	Materials Budget	C-33,34	Lecture
Unit-III	Capital Expenditure Budget	C-35	Lecture
Unit-III	Master Budget	C-36	Lecture
Unit-III	Tutorial	C-37	Tutorial
Unit-III	Class Room Assignment	C-38	Class Room Assignment
Unit-III	Clarification Class	C-39	Clarification Class
Unit-III	Take Home Assignments		Take Home Assignments
Unit-IV	Standard Costing	C-40	Lecture
Unit-IV	Concept of standard costs	C-41	Lecture
Unit-IV	Establishing various cost standards	C-42	Lecture
Unit-IV	Calculation of Material Variance,	C-43,44,45	Lecture
Unit-IV	Labor Variance and its applications and implications	C-46,47,48	Lecture
Unit-IV	Tutorial	C49	Tutorial
Unit-IV	Class Room Assignment	C-50	Class Room Assignment
Unit-IV	Clarification Class	C-51	Clarification Class
Unit-IV	Take Home Assignments		Take Home Assignments
Unit-IV	Activity	C-52	Activity

Unit-IV	Presentation	C-53	Presentation
Unit-V	Responsibility Accounting	C-54	Lecture
Unit-V	Concept and various approaches to Responsibility Accounting,	C-55	Lecture
Unit-V	Concept of investment center, cost center,	C-56	Lecture
Unit-V	Responsibility center and its managerial implications,	C-57	Lecture
Unit-V	Transfer Pricing: concept, types & importance.	C-58	Lecture
Unit-V	Tutorial	C-59	Tutorial
Unit-V	Clarification Class	C-60	Clarification Class

## BBAC22300 -Management Information System

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Definition, Purpose, Objectives and Role of MIS in Business Organization	C-2	Lecture
Unit-I	Reference to Management Levels	C-3	Lecture
Unit-I	MIS in the Organization	C-4	Lecture
Unit-I	Transaction Processing System	C-5	Lecture
Unit-I	Decision Support System	C-6,7	Lecture
Unit-I	Executive Information system	C-8	Lecture
Unit-I	Expert System	C-9	Lecture
Unit-I	Clarification Class I	C-10	Clarification Class
Unit-I	Class Room Assignment I	C-11	Class Assignment
Unit-I	Presentation I	C-12	Presentation
Unit-I	Quiz I	C-13	Quiz
Unit-II	Data and Information	C-14	Lecture
Unit-II	Meaning and importance of MIS	C-15	Lecture
Unit-II	Sources and Types of Information	C-16	Lecture
Unit-II	Cost Benefit Analysis	C-17,18	Lecture
Unit-II	Quantitative and Qualitative Aspects	C-19,20	Lecture
Unit-II	Assessing Information needs of the Organization	C-21,22	Lecture
Unit-II	Clarification Class II	C-23	Clarification Class
Unit-II	Class Room Assignment II	C-24	Class Assignment
Unit-II	Presentation II	C-25	Presentation
Unit-II	Quiz II	C-26	Quiz
Unit-II	Take Home Assignments I		Home Assignments
Unit-III	Relevance of Information in Decision Making	C-27,28	Lecture
Unit-III	Decision Types	C-29,30	Lecture
Unit-III	Decision Structure, Decision Making Process	C-31,32,33	Lecture
Unit-III	Decision Support System	C-34,35	Lecture
Unit-III	Clarification Class III	C-36	Clarification Class
Unit-III	Class Room Assignment III	C-37	Class Assignment
Unit-III	Presentation III	C-38	Presentation
Unit-III	Take Home Assignments II		Home Assignments
Unit-IV	Concept of System: Types of Systems	C-39	Lecture
Unit-IV	Open, Closed, Deterministic, Probabilistic, etc.	C-40,41	Lecture
Unit-IV	System Development Life Cycle	C-42,43	Lecture
Unit-IV	System Analysis, Design, and Implementation	C-44,45	Lecture
Unit-IV	MIS Applications in Business	C-46,47	Lecture
Unit-IV	Clarification Class IV	C-48	Clarification Class
Unit-IV	Activity I	C-49	Activity

Unit-V	Recent Developments in the Field of IT	C-50,52	Lecture
Unit-V	Choice of appropriate IT Systems	C-53,54	Lecture
Unit-V	Database, Data warehousing & Data mining Concepts	C-55,56	Lecture
Unit-V	Centralized and Distributed Processing	C-57,58	Lecture
Unit-V	Class Room Assignment IV	C-59	Class Assignment
Unit-V	Clarification Class V	C-60	Clarification Class

## GEC066013- Entrepreneurship

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
Unit-I	Meaning, elements and determinants	C-1	Lecture
Unit-I	Creative behaviour & Entrepreneur	C-2	Lecture
Unit-I	Creative response to society, Problems at work	C-3	Lecture
Unit-I	Dimension of entrepreneurship	C-4	Lecture
Unit-I	Importance of entrepreneurship	C-5	Lecture
Unit-I	Class Room Assignment	C-6	Lecture
Unit-I	Entrepreneurship	C-7	Lecture
Unit-I	Technopreneurship, Social Entrepreneurship	C-8	Lecture
Unit-I	Culture and international entrepreneurship	C-9	Lecture
Unit-I	Webinar	C-10	Webinar
Unit-I	Clarification class	C-11	Clarification class
Unit-I	Presentation	C-12	Presentation
Unit-II	MSME	C-13	Lecture
Unit-II	Case- Lecture	C-14	Lecture
Unit-II	Concept of business group, Role of Business house and family business in India	C-15	Lecture
Unit-II	Contemporary role model in Indian business & their business philosophy	C-16	Lecture
Unit-II	Contemporary role model in Indian business& Their Values	C-17	Lecture
Unit-II	Behavioural orientation	C-18	Lecture
Unit-II	Guest Lecture	C-19	Guest Lecture
Unit-II	Conflicts in Family Business	C-20	Lecture
Unit-II	Conflicts in Family Business & Resolution	C-21	Lecture
Unit-II	Take Home Assignment		Home Assignment
Unit-II	Clarification class	C-22	Clarification class
Unit-III	Public /Private system of stimulation	C-23	Lecture
Unit-III	Class Room Assignment	C-24	Class Room Assignment
Unit-III	Support and Sustainability of entrepreneurship	C-25	Lecture
Unit-III	Availability and access to finance, Marketing assistance	C-26	Lecture
Unit-III	Marketing assistance, Technology and industrial accommodation	C-27	Lecture
Unit-III	Seminar	C-28	Seminar
Unit-III	Role of Industries/association/Self-help group	C-29	Lecture
Unit-III	concept, Role & Function of business incubators	C-30	Lecture
Unit-III	Class Room Assignment	C-31	Class Assignment
Unit-III	Angel investors	C-32	Lecture
Unit-III	venture Capital, Private Equity Fund	C-33	Lecture
Unit-III	Clarification class	C-34	Clarification class
Unit-IV	Sources of Business Idea	C-35	Lecture
Unit-IV	Significance of writing the business plan	C-36	Lecture
Unit-IV	Project proposal: Content of business plan	C-37	Lecture
Unit-IV	Clarification Class	C-38	Clarification class
Unit-IV	Take Home Assignment		Home Assignment
Unit-IV	Designing of business process	C-39	Lecture
Unit-IV	Preparation of project (Market potential)	C-40	Lecture

Unit-IV	Quiz	C-41	Quiz
Unit-IV	Project submission	C-42	Lecture
Unit-IV	Appraisal by external agency	C-43	Lecture
Unit-IV	Appraisal by external agency	C-44	Lecture
Unit-IV	Appraisal by non-financial institution	C-45	Lecture
Unit-IV	Clarification Class	C-46	Clarification Class
Unit-IV	Presentation	C-47	Presentation
Unit-V	Mobilizing resources for start up	C-48	Lecture
Unit-V	Guest Lecture	C-49	Guest Lecture
Unit-V	Start up Accommodation	C-50	Lecture
Unit-V	Start up utilities	C-51	Lecture
Unit-V	Class Room Assignment	C-52	Class Assignment
Unit-V	Clarification Class	C-53	Clarification Class
Unit-V	Preliminary contract with Suppliers, Vendor	C-54	Lecture
Unit-V	Preliminary Contract with Banker, Principal Customer	C-55	Lecture
Unit-V	Preliminary Contract with Banker, Principal Customer	C-56	Lecture
Unit-V	Contract management	C-57	Lecture
Unit-V	Basic start up problem	C-58	Lecture
Unit-V	Presentation	C-59	Presentation
Unit-V	Clarification Class	C-60	Clarification Class

## AECE55002– Biodiversity & Environmental Conservation (EVS-II)

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction to Biodiversity and Conservation	C-2	Lecture
Unit-I	Biogeographic zones of India, Levels of biological diversity: genetic, species and ecosystem diversity	C-3	Lecture
Unit-I	Biodiversity patterns and global biodiversity hot spots India as a mega-biodiversity nation	C-4	Lecture
Unit-I	Endangered and endemic species of India	C-5	Lecture
Unit-I	Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;	C-6	Lecture
Unit-I	Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity	C-7	Lecture
Unit-I	Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value	C-8	Lecture
Unit-I	Take Home Assignment I		Take Home Assignment
Unit-I	Clarification Class I	C-9	Clarification Class
Unit-II	Environmental Pollution: Introduction	C-10	Lecture
Unit-II	Environmental Pollution: types, causes, effects, and controls; Air, water, soil, and noise pollution	C-11	Lecture
Unit-II	Presentation I	C-12	Presentation
Unit-II	Classroom Assignment I	C-13	Classroom Assignment
Unit-II	Nuclear hazards and human health risks	C-14	Lecture
Unit-II	Solid waste management: Control measures of urban and industrial waste	C-15	Lecture
Unit-II	Pollution case studies, Environmental Policies & Practices: Sustainability and sustainable development	C-16	Lecture
Unit-II	Classroom Assignment II	C-17	Classroom Assignment
Unit-II	Climate change, global warming, ozone layer depletion, acid rain, and impacts on human communities and agriculture	C-18	Lecture
Unit-II	Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act;	C-19	Lecture
Unit-II	Take Home Assignment II		Take Home Assignment
Unit-II	Clarification Class II	C-20	Clarification Class
Unit-III	Human Communities and the Environment- Introduction	C-21	Lecture
Unit-III	Human population growth: Impacts on environment, human health and welfare	C-22	Lecture
Unit-III	Resettlement and rehabilitation of project- affected persons	C-23	Lecture

Unit-III	Classroom Assignment III	C-24	Classroom Assignment
Unit-III	Presentation II	C-25	Presentation
Unit-III	Case studies (e.g., CNG vehicles in Delhi).	C-26	Lecture
Unit-III	Take Home Assignment III		Take Home Assignment
Unit-III	Fieldwork; Visit an area to document environmental assets: river/ forest/ flora/fauna, etc.	C-27	Lecture
Unit-III	Visit to a local polluted site- Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds, and basic principles of identification	C-28	Activity
Unit-III	Study of simple ecosystems-pond, river, Delhi Ridge, etc.	C-29	Activity
Unit-III	Clarification Class III	C-30	Clarification Class

## SEC077004 -Ability and Skill Enhancement-IV

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Receiving Calls, placing a call, Ending Calls, transferring calls, Taking Message/ Voice Mails, Placing call on hold	C-2	Lecture
Unit-I	Handling Complaints	C-3	Lecture
Unit-I	Telephonic Conversation	C-4	Class Assignment
Unit-II	How to build confidence by positive thinking,	C-5	Lecture
Unit-II	Identifying negative thoughts, how to control negative thoughts entering our mind, identifying personal talents, and its ways to improve	C-6	Lecture
Unit-II	How to develop good habits and having principles and always follow them	C-7	Lecture
Unit-II	Need to learn new things, ideas and skills	C-8	Lecture
Unit-II	what is brain storming, why do we need it,	C-9	Lecture
Unit-II	what are the different ways of brain storming through logics and reasoning	C-10	Lecture
Unit-II	Brain Storming Session - Assignment	C-11	Activity
Unit-II	Presentation	C-12	Presentation
Unit-III	What is resume	C-13	Lecture
Unit-III	Format of Resume, Formatting	C-14	Lecture
Unit-III	Resume Preparation		Lecture
Unit-III	Covering Letter, PI Kit	C-15	Lecture
Unit-IV	Mastering the art of giving interviews in	C-16	Lecture
Unit-IV	Selection or placement interviews	C-17	Lecture
Unit-IV	Web /video conferencing	C-18	Activity
Unit-IV	Mock Interview (Questions)	C-19,20	Lecture
Unit-IV	HR Expert Mock Interview	C-21	Class Assignment
Unit-IV	Telephonic Interviews	C-22	Activity
Unit-IV	Class Room Assignment	C-23	Class Assignment
Unit-V	Identifying domain specific industries	C-24	Lecture
Unit-V	Identifying domain specific industries – Assignment	C-25	Activity
Unit-V	Take Home Assignment		Home Assignments
Unit-V	Industry analysis	C-26	Lecture
Unit-V	Presentation on specific industry/company	C-27	Presentation
Unit-V	Webinar	C-28	Webinar
Unit-V	Guest Lecture	C-29	Guest lecture
Unit-V	Home Assignment		Home Assignments
Unit-V	Clarification Class	C-30	Clarification Class

## VAC088015-Business & Managerial Ethics (From the pool of VAC Group B)

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Concept of CSR; Changing expectation of society	C-2	Lecture
Unit-I	Models of CSR: - Carroll's Model	C-3	Lecture
Unit-I	Models of CSR Ackerman's Model	C-4	Lecture
Unit-I	Quiz	C-5	Quiz
Unit-I	Importance of Social Responsibility of Business	C-6	Lecture
Unit-I	Clarification Class I	C-7	Clarification Class
Unit-II	Ethical Issues in Business: Marketing	C-8	Lecture
Unit-II	Characteristics of Free and Perfect competitive market, Monopoly Market, Oligopoly Market	C-9	Lecture
Unit-II	Classroom Assignment I	C-10	Classroom Assignment
Unit-II	Corruption and Bribery	C-11	Presentation
Unit-II	Presentation I	C-12	Quiz
Unit-II	Ethics in Advertising (Truth in Advertising)	C-13	Lecture
Unit-II	Truthfulness in Vyavahār (Business Dealings) from Arthashastra & Manusmriti	C-14	Lecture
Unit-II	Quiz II	C-15	Lecture
Unit-II	Classroom Assignment II	C-17	Classroom Assignment
Unit-II	Clarification Class II	C-18	Clarification Class
Unit-III	Finance: Fairness and Efficiency in Financial Market, Insider Trading	C-19	Lecture
Unit-III	Greenmail, Golden Parachute	C-20	Lecture
Unit-III	HR: Workers Right and Duties: Workplace safety, sexual harassment, whistles blowing.	C-21	Lecture
Unit-III	Presentation II	C-22	Presentation
Unit-III	Clarification Class III	C-23	Clarification Class
Unit-IV	Managerial Ethics-Ethical Decision Making; Role of Moral philosophy in decision making	C-24	Lecture
Unit-IV	Argument for and against of Ethics in Business	C-25	Lecture
Unit-IV	Power and Politics in Organization	C-26	Lecture
Unit-IV	Classroom assignment-III	C-27	Classroom assignment
Unit-IV	Hierarchism as an organizational value. Indian ethos in Management	C-28	Lecture
Unit-IV	Application of Yamas and Niyamas from Patanjali's Yoga Sutras in personal and professional ethical conduct.	C-29	Lecture
Unit-IV	Clarification Class IV	C-30	Clarification Class

**Note:**

This is a tentative lesson plan. The same may change from faculty to faculty as per the teaching pedagogy adopted by the faculty.

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