

Detailed Program
Bachelor of Business Administration
(BBA)

(BBA-General)

Semester- IV
(2024-2028)

DOC202406120009



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-11	Corporate Law	3	1	0	4
2.	BBAC22251	DSC-12	Entrepreneurship	3	1	0	4
3.	BBAC21252	DSC-13	Management Accounting	3	1	0	4
4.		GE-4	One from the pool of GE -Group B	3	1	0	4
5.	AECE55002	AEC- 4	Biodiversity & Environmental Conservation (EVS-II)	2	0	0	2
6.	SEC077004	SEC 4	Ability & Skill Enhancement – IV	2	0	0	2
7.		VAC -4	One from the pool of VAC- Group B	2	0	0	2
8.	WHNN99000		Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
Total				16	4	-	23

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	Two Mid-term Sessional of 15 marks each (15+15)	30
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	15
Attendance	75%+: 5 marks	5
TOTAL	50	

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 educate and inspire capable and competent leaders with a futuristic business acumen & entrepreneurial spirit.

2. Mission

To equip the students of school of commerce & management with the ability to explore, examine, think critically, and develop professional skills to become responsible global leaders who can contribute meaningfully to the industry and society through excellence in learning and practice-oriented research.

3. Program Educational Objectives (PEO's)

PEO1: To develop students to handle business issues as professional and solve the problems.

PEO2: To develop 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:

P01 Exhibit memory of previously learned management knowledge by correlating facts and terminologies.

P02. Understand the impact of societal and environmental factors on business and corporate world and explain its relationship with sustainable development.

P03. Demonstrate knowledge and understanding of the management principles to explore different functional aspects of business world.

P04. Develop technical competence in domestic and global business through the study of major disciplines within the fields of business.

P05. Apply the knowledge of business concepts and functions in an integrated manner to solve business problems.

P06. Make use of ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

P07. Organize a complex issue into a coherent written statement and plan its effective presentation.

P08. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

P09. Analyze, and devise solutions for structured and unstructured business, problems of law and issues using structured, cohesive, and logical reasoning.

P010. 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.

P011. Examine and break information into parts to manage projects in multidisciplinary environments.

P012. 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.

6. Course outcomes: Semester – IV

Course Code & Course Name	After completion of these courses' students should be able to
BBAC21250– Corporate Law	C01: How different laws related to Corporate Sector & explain the structure of the company from its formation to its working to its winding up provisions regarding auditor, director, their remuneration. C02: Explain Company Act 2013 and the Depositories Act 1996. C03: Identify company contracts and become confident therein. C04: Analyse & prepare & maintain corporate contracts. C05: Evaluate the learnings of the students about the different laws and understand its applications
BBAC22251– Entrepreneurship	C01: Define entrepreneurial behaviour and its constituents list out the qualities of entrepreneur. C02: Relate various theories and concepts of entrepreneurship in their working & interpret the various government policies for Start-ups and SME sector. C03: Make use of entrepreneurial knowledge & process in the economic development. C04: Discover the obstacles in the way of women entrepreneurship and analyse the feasibility of any business project. C05: Select an industry for perusing entrepreneurial venture.
BBAC21252– Management Accounting	C01: 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 C02: 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. C03: Classify the budgets and preparation of budget to control the costs and improve the profitability. of specific to overall objects of business organisation. C04: Analyze the variance to control over cost and wastage of resources leads to enhance efficiency. C05: Evaluate the techniques of Management Accounting in managerial decision making.
GEC066022- Research Methods in Business Management (From the Pool of GE)	C01: Demonstrate the analytical abilities and research skills among the students & give hands on experience and learning in Business Research. C02: Apply research design, sample design and sampling methods. C03: Apply appropriate methods for data collection for research work. C04: Examine the statistical tools for data analysis and interpretation & also

	understand the analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making. C05: Interpret the various research methods and its usefulness in real business situations.
AECE55002 – Biodiversity & Environmental Conservation (EVS-II)	C01: Understand theoretical & Practical aspect of environment studies. C02: Acquire knowledge about environmental pollution sources, effects, and control measures of environmental pollution. C03: Analyze causes of environmental degradation C04: Apply innovations in business- an environmental Perspective C05: Explain different Environmental laws and policies.
SEC077004 – Ability and Skill Enhancement-IV	C01: Design the resume and know about different format C02: Know and classify the different types of interviews i.e. Mock Interview, HR Expert Mock Interview, Telephonic Interviews. C03: Examine the Company Specific Research and Presentation. C04: Build conversation skill C05: Find out Industry suitable for internship or job.
VAC088015 – Business & Managerial Ethics (from the pool of VAC)	C01: Understand the role of moral philosophy in shaping ethical decision-making processes. C02: Understand the arguments for and against ethics in business, including the ethical relativism perspective. C03: Understand how globalization poses challenges to ethical decision-making in businesses. C04: Analyze the ethical dimensions of hierarchical organizational structures and their impact on decision-making. C05: Evaluate the challenges and opportunities of integrating ethical values into global business operations.

7. CO PO Mapping: Semester – IV

BBAC21250	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01		2	2		1	2			2	3	2	3
C02	3		2	2	2		3		2	3		
C03		1		2	3	3	2	2	3	2	2	2
C04	1	1		2		1		3		2	2	1
C05	3	3	3	3	3	3	3	3	3	3	3	3

BBAC22251	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	3	3	3		3	2	3	3		2	3
C02		2			3	2	3	2	2	3	3	3
C03	3	2	3	3	2	2	2	3		3	2	3
C04	3	2	2	2	3	2	2	2	3	2	2	3
C05	3	2	3	2	3	2	2	2	3	3	2	3

BBAC21252	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	2	2	2	3	3	-	-	2	-	3	3
C02	3	-	-	2	3	2	2	2	3	2	2	3
C03	3	-	2	2	3	2	3	2	3	2	2	3
C04	3	2	2	2	2	2	3	3	3	-	3	3
C05	3	2	2	3	3	3	3	3	3	-	3	3

GEC066022	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	2	2	2	3	2	3	2	2	3	3	2	3
C02	1	3	2	2	3	2	1	2	2	2	1	3
C03	3	3	2	2	3	2	2	1	3	2	2	2
C04	2	1	1	2	2	3	2	2	3	1	2	3
C05	3	3	3	3	3	3	3	3	3	3	3	3

AECE55002	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01		2	3	3	2	3	3	3	3	2	3	3
C02	2	2	2	2	2	2		3	2	3		3
C03		3	3	2		3	3		3	2	3	3
C04	3	2		2	2	2	3	3	2	2	2	2
C05	2	3	2	3	2	3	2	3	2		2	2

SEC077004	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	3	2	3	2	2		3	3	3	2	2
C02	3	3	3	3	3	2		2	2	3	3	2
C03	2	2			3	2		1	2	3	2	2
C04	3	3	2	3	2	2		1	2	3	3	2
C05	3	3	3	3	3	2	3	3	2	2	2	2

VAC088015	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	3	2	1	2	3	3	3	3	2	3
C02	2	3	2	3	2		3	3	2	3	2	3
C03	3	2	2	3	2	3		1	3	1	3	3
C04		2	3	2	3	3	3	3	3	2	2	2
C05	3	3	3	3	3	2	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, prospector-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: Entrepreneurship
Course Code: BBAC22251

Objectives

- To know the importance and meaning of start-ups and entrepreneur along with government subsidies available to them.
- It provides exposure to the students to the entrepreneurial cultural and industrial growth to prepare them to set up and manage their own small units.

Course Outline**Unit: I**

Entrepreneurship: Definition of Entrepreneur, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, The entrepreneurial Culture; Stages in entrepreneurial process. Concept of Entrepreneurship-Evolution of Entrepreneurship; Development of Entrepreneurship.

Unit: II

Entrepreneurship and environment-Policies governing entrepreneurs, entrepreneurial development programmers (EDP's) - Institutions for - entrepreneurship development. Problems of EDP's.

Unit: III

Entrepreneurial Venture; Idea Generation, Screening and Project Identification, Creative Performance, Feasibility Analysis: Economic, Marketing, Financial and Technical; Project Planning: Evaluation, Monitoring and Control segmentation.

Unit: IV

International Entrepreneurship Opportunities: The nature of international entrepreneurship, Importance of international business to the firm, International versus domestics' entrepreneurship, Stages of economic development.

Unit: V

Women entrepreneurship: Need – Growth of women entrepreneurship, Problems faced by women entrepreneurs, prospects.

Unit: VI

Entrepreneurship in Informal Sector: Rural Entrepreneurship – Entrepreneurship in Sectors like Agriculture, Tourism, Health Care, Transport & Allied Services.

Suggested Readings:

1. Entrepreneurship: New Venture Creation, Holt; Prentice-Hall, 1998
2. Entrepreneurship, Dollinger M J; Prentice-Hall, 1999
3. Entrepreneurship, Hisrich; McGraw-Hill Higher Education, 7th edition
4. Dynamics of Entrepreneurship Development, Vasant Desai Himalaya Publications, 11th edition.

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: Research Methods in Business Management
(From The pool of GE-Group B)
Course Code: GEC066022**

Objectives

- To equip the students with the basic understanding of the research methodology in changing business scenario.
- To provide an insight into the application of dynamic analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making.

Course Outline**Unit I: Introduction**

Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers. Process of Research: Steps Involved in Research Process. Research Design: Various Methods of Research Design.

Unit II: Collection of Data

Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member, Types of Data: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data.

Unit III: Analysis of Data

Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of SPSS in Data Analysis, Application and Analysis of Variance (ANOVA).

Unit IV: Report Preparation

Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report: Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

Suggested Readings:

1. Cooper and Schindler - Business Research Methods (Tata McGraw Hill, 9th Edition).
2. Saunders - Research Methods for Business students (Pearson Education, 2nd Edition, 2007).
3. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008).
4. Gravetter - Research Method for Behavioural Sciences (Cengage Learning).
5. Beri G.C - Marketing Research (Tata McGraw Hill, 4th Edition).
6. Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers, 2nd Edition, 2004).

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.H.G. (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 Outcomes: After the completion of this course the students will be able to-

C01: Understand the role of moral philosophy in shaping ethical decision-making processes.

C02: Understand the arguments for and against ethics in business, including the ethical relativism perspective.

C03: Understand how globalization poses challenges to ethical decision-making in businesses.

C04: Analyze the ethical dimensions of hierarchical organizational structures and their impact on decision-making.

C05: Evaluate the challenges and opportunities of integrating ethical values into global business operations.

Course Outlines:

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: Semester – IV

BBAC21250 –Corporate Law

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction-Company Meaning, Features	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 Herring 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 conferencing, E- Voting	C-38	Lecture
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

BBAC22251-Entrepreneurship

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Definition of Entrepreneur, Internal and External Factors affecting Entrepreneur	C-1	Lecture
Unit-I	Functions of an Entrepreneur	C-2	Lecture
Unit-I	Concept & Classification of Entrepreneurship	C-3	Lecture
Unit-I	Evolution of Entrepreneurship	C-4	Lecture
Unit-I	Entrepreneurial motivation and Barriers	C-5	Lecture
Unit-I	Theory of Entrepreneurship 1	C-6,7	Lecture
Unit-I	The entrepreneurial Culture	C-8	Lecture
Unit-I	Stages in entrepreneurial process	C-9	Lecture
Unit-I	Class Assignment	C-10	Class Room Assignment
Unit-I	Group Discussion	C-11	Group Discussion
Unit-I	Development of Entrepreneurship	C-12	Lecture
Unit-I	Presentation	C-13	Presentation
Unit-I	Clarification Class	C-14	Clarification Class
Unit-II	Entrepreneurship and environment-Policies governing entrepreneurs	C-15	Lecture
Unit-II	Entrepreneurship and environment-Policies governing entrepreneurs	C-16	Lecture
Unit-II	Entrepreneurial development programmers (EDP's)	C-17	Lecture
Unit-II	Institutions for - entrepreneurship development	C-18,19	Lecture
Unit-II	Problems of EDP's	C-20	Lecture
Unit-II	Clarification Class	C-21	Clarification Class
Unit-III	Entrepreneurial Venture; Idea Generation, Screening	C-22	Lecture
Unit-III	Project Identification	C-23	Lecture
Unit-III	Project Planning	C-24,25	Lecture
Unit-III	Project-Evaluation	C-26	Lecture
Unit-III	Project Monitoring and Control Segmentation	C-27	Lecture
Unit-III	Creative Performance	C-28	Lecture
Unit-III	Class Assignment II	C-29	Class Room Assignment
Unit-III	Feasibility Analysis: Economic, Marketing	C-30	Lecture
Unit-III	Feasibility Analysis- Financial and Technical	C-31	Lecture
Unit-III	Quiz	C-32	Quiz
Unit-III	Clarification Class	C-33	Clarification Class
Unit-IV	International Entrepreneurship Opportunities: The nature of international Entrepreneurship	C-34	Lecture
Unit-IV	Class Assignment III	C-35	Class Room Assignment
Unit-IV	Importance of international business to the firm	C-36	Lecture
Unit-IV	Group Discussion	C-37	Group Discussion
Unit-IV	International versus domestics' Entrepreneurship	C-38	Lecture

Unit-IV	Class Assignment IV	C-39	Class Room Assignment
Unit-IV	Stages of economic development	C-40	Lecture
Unit-IV	Seminar	C-41	Seminar
Unit-IV	Presentation II	C-42	Presentation
Unit-IV	Clarification Class	C-43	Clarification Class
Unit-V	Women entrepreneurship: Need – Growth of women entrepreneurship	C-44	Lecture
Unit-V	Group Discussion	C-45	Group Discussion
Unit-V	Problems faced by women entrepreneurship	C-46	Lecture
Unit-V	Women entrepreneurship-prospects	C-47	Lecture
Unit-V	Presentation III	C-48	Presentation
Unit-V	Clarification Class	C-49	Clarification Class
Unit-VI	Entrepreneurship in Informal Sector	C-50,51	Lecture
Unit-VI	Rural Entrepreneurship	C-52	Lecture
Unit-VI	Entrepreneurship in Sectors like Agriculture & Tourism	C-53	Lecture
Unit-VI	Entrepreneurship in Tourism	C-54,55	Lecture
Unit-VI	Quiz	C-56	Quiz
Unit-VI	Health Case & Transport	C-57	Lecture
Unit-VI	Transport	C-58	Lecture
Unit-VI	Allied Services	C-59	Lecture
Unit-VI	Clarification Class	C-60	Clarification Class

BBAC21252-Management Accounting

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Management Accounting - Meaning, Nature	C-1	Lecture
Unit-I	Characteristics and Scope of Management Accounting	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

GEC066022 –Research Methods in Business Management (From the pool of GE-Group B)

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Concept of Research	C-1	Lecture
Unit-I	Application in Various Functions of Management	C-2	Lecture
Unit-I	Types of Research	C-3,4	Lecture
Unit-I	Types of Business Problems Encountered by the Researcher	C-5	Lecture
Unit-I	Problems and Precautions to the Researchers	C-6	Lecture
Unit-I	Process of Research: Steps Involved in Research Process.	C-7	Lecture
Unit-I	Presentation I	C-8	Presentation
Unit-I	Research Design: Various Methods of Research Design.	C-9,10	Lecture
Unit-I	Clarification Class I	C-11	Clarification Class
Unit-I	Class Assignment I	C-12	Class Assignment
Unit-II	Concept of Sample	C-13	Lecture
Unit-II	Sample Size and Sampling Procedure	C-14,15	Lecture
Unit-II	Various Types of Sampling Techniques	C-16,17	Lecture
Unit-II	Presentation II	C-18	Presentation
Unit-II	Quiz	C-19	Quiz
Unit-II	Types of Data: Secondary & Primary	C-20	Lecture
Unit-II	Various Methods of Collection and Data	C-21,22	Lecture
Unit-II	Preparation of Questionnaire and Schedule	C-23,24	Lecture
Unit-II	Types of Questions, Length of Questionnaire	C-25	Lecture
Unit-II	Sequencing of Questions, Check Questions	C-26	Lecture
Unit-II	Precautions in Preparation of Questionnaire and Collection of Data	C-27	Lecture
Unit-II	Clarification Class II	C-28	Clarification Class
Unit-II	Class Assignment II	C-29	Class Assignment
Unit-II	Take Home Assignment I		Take Home Assignment
Unit-II	Quiz	C-30	Quiz
Unit-III	Coding, Editing and Tabulation of Data, Hypothesis Testing	C-31, 32	Lecture
Unit-III	Various Kinds of Charts and Diagrams Used in Data Analysis:	C-33,34	Lecture
Unit-III	Bar and Pie Diagrams and their Significance	C-35,36,37	Lecture
Unit-III	Use of SPSS in Data Analysis	C-38,39	Lecture
Unit III	Take Home Assignment		Take Home Assignment
Unit-III	Presentation III	C-40	Presentation
Unit-III	Application and Analysis of Variance (ANOVA).	C-41,42,43	Lecture
Unit-III	Clarification Class	C-44	Clarification Class
Unit-III	Class Assignment	C-45	Class Assignment
Unit-III	Home Assignment		Home Assignment

Unit-III	Quiz	C-46	Quiz
Unit-IV	Types and Layout of Research Report,	C-47	Lecture
Unit-IV	Precautions in Preparing the Research Report	C-48	Class Room Assignment
Unit-IV	Bibliography and Annexure in the Report	C-49	Lecture
Unit-IV	Their Significance, Drawing Conclusions	C-50	Lecture
Unit-IV	Suggestions, Recommendations to the Concerned Persons.	C-51	Lecture
Unit IV	Take Home Assignment		Take Home Assignment
Unit-IV	Webinar	C-52	Webinar
Unit-IV	Revision of Important Topics	C-53	Lecture
Unit-IV	Revision of Important Topics	C-54	Lecture
Unit-IV	Revision of Important Topics	C-55	Lecture
Unit-IV	Revision of Important Topics	C-56	Lecture
Unit-IV	Revision of Important Topics	C-57	Lecture
Unit-IV	Revision of Important Topics	C-58	Lecture
Unit-IV	Revision of Important Topics	C-59	Lecture
Unit-IV	Clarification Class	C-60	Clarification Class

AECE55002– Biodiversity & Environmental Conservation (EVS-II)

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Biodiversity and Conservation	C-1	Lecture
Unit-I	Levels of biological diversity: genetic, species and ecosystem diversity	C-2	Lecture
Unit-I	Biogeographic zones of India;	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
Unit-I	Receiving Calls, placing a call, Ending Calls	C-1	Lecture
Unit-I	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	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)

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	CSR in Business –Introduction	C-1	Lecture
Unit-I	Concept of CSR; Changing expectation of society	C-2	Lecture
Unit-I	Models of CSR: - Carroll’s Model; Ackerman’s Model	C-3	Lecture
Unit-I	Importance of Social Responsibility of Business	C-4	Lecture
Unit-I	Case Studies	C-5	Case Studies
Unit-I	Revision	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	C-9	Lecture
Unit-II	Monopoly oligopoly,	C-10	Lecture
Unit-II	Classroom Assignment I	C-11	Classroom Assignment
Unit-II	Presentation I	C-12	Presentation
Unit-II	Quiz	C-13	Quiz
Unit-II	Corruption and Bribery	C-14	Lecture
Unit-II	Ethics in Advertising (Truth in Advertising)	C-15	Lecture
Unit-II	Ethics in Advertising (Truth in Advertising)	C-16	Lecture
Unit-II	Quiz	C-17	Lecture
Unit-II	Revision	C-18	Quiz
Unit-II	Classroom Assignment II	C-19	Classroom Assignment
Unit-II	Clarification Class II	C-20	Clarification Class
Unit-II	Take Home Assignment I		Take Home Assignment
Unit-III	Finance: Fairness and Efficiency in Financial Market,	C-21	Lecture
Unit-III	Insider Trading, Greenmail, Golden Parachute.	C-22	Lecture
Unit-III	HR: Workers Right and Duties: Workplace safety, sexual harassment, whistles blowing.	C-23	Lecture
Unit-III	Presentation II	C-24	Presentation
Unit-III	Clarification Class III	C-25	Clarification Class
Unit-III	Take Home Assignment II		Take Home Assignment
Unit-IV	Managerial Ethics-Ethical Decision Making; Role of Moral philosophy in decision making, Argument for and against of Ethics in Business	C-26	Lecture
Unit-IV	Class Room Assignment III	C-27	Class Room Assignment
Unit-IV	The challenge of ethical issues due to Globalization, Power, and Politics in Organization	C-28	Lecture
Unit-IV	Hierarchism as an organizational value. Indian ethos in Management	C-29	Lecture
Unit-IV	Take Home Assignment III		Take Home

			Assignment
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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