

COURSE OUTCOMES
U G COURSES

1. After completing BA/BBA/BCA/BSc students can go in for B-Ed/ Post-Graduation in the subject, and appear for UGC to take up a career in school/college teaching. Students of BSc can also join as medical representatives in pharmaceutical companies.
2. They are eligible to appear in competitive examinations like UPSC, PCS, SSC CGL, Railway Exams, SBI-PO, LIC, SSB (Services Selection Board) CDS etc. B Com students can pursue CA, CS along with the UG degree to boost employability and become more future ready

BACHELORS IN ECONOMICS(HONOURS)

SUBJECTS

Economics of Agriculture (SEMESTER-III)

Students will have thorough knowledge of basics of agriculture, agricultural production, transformation and risk involved so that they are able to connect this with the practical problems on the ground and work on finding solutions. Also the student will know how overall agriculture is affected by demand and supply of farm products.

Industrial Economics

(SEMESTER-4)

In the contemporary world with globalisation and liberalisation, more and more attention is being given to industry. Since industrial performance critically depends on firms' behaviour a line equilibrium outcome, the course intends to provide a rigorous knowledge of different long run equilibrium output of firms under different conditions from the point of view of public policy. The students are also equipped to deal with debates involved in the industrial development in the cogent and analytical Manner, particularly in the Indian context.

Money and Banking

(SEMESTER 5)

Money and Banking constitute important components towards understanding of economics. A

clear understanding of the operations of money and banking and their interaction with the rest of the

economy is essential to realize how monetary forces operate through a multitude channels- market, non

market, institutes and among others, the state. The operation of financial markets and their regulations are to be studied to appreciate their key-role in an economy, especially after the far reaching banking and financial sector reforms in India and elsewhere. The present course is designed to acquaint the students fully with the changing role of financial institutes in the process of growth and development. Accordingly, the paper on 'Economics of Money and banking' is an optimal interaction of monetary theory, banking and non- banking financial institutes, which combines with itself a systematic discussion of the theory, institutions and policy with special reference to India.

Public Finance

(SEMESTER 6)

Role and function of the Government in an economy have been changing with the passage of time. The term 'Public Finance' has traditionally been applied to the package of those policies and operations which involve the use of tax and expenditure measures while budgetary policy is an important part to understand the basic problems of use of resources, distribution of income etc. there are vast array of fiscal institutions- tax system, expenditure programmes, budgetary procedures, stabilization instruments, debt issues, levels of government etc., which raise a spectrum of issues arising from the operation of these institutions. Further, the existing of externalities, concern for adjustment in the distribution of income and wealth, etc. require political processes for their solution in a manner which combines individual freedom and justice. This paper combines a thorough understanding of fiscal institutions with a careful analysis of the issues which underline budgetary policies in general and Indian experience in particular.

PHYSICAL EDUCATION

B.A SEM 1st

The primary objective of the syllabus is to introduce the basics of physical education, and provide basic knowledge about History of Physical Education, meaning, definition and importance of physical education in modern times. To enlighten them about Ancient and modern Olympic games and , Asian games and common wealth games. They are also made aware of different sports schemes and government bodies. To enable them to know the basics of handball .

Sem 2

To educate the students about the Structure and Functions of a cell, Skeletal System, Types of Bones and names of various bones, Muscular System etc. teaches about warming up and cooling down in sports. Effect of short and long duration physical Exercise on the muscular system, and the importance of exercise and training on Physical Fitness.

To enable them to play an important role in the field of Health & Health Education,. They get to know the Meaning and importance of First Aid in Physical Education , Dislocation of a joint, Fracture of bone, Sprain and Strain,

Biological Basis of Physical Education, Growth and Development, and Various stages of growth and development.

The course aims at the overall development of the student into a complete sports man and he learns about the aim, objectives and types of recreation theory and recreational activities,

Meaning, importance and conduct of intramural and extramural competitions,

Merits and demerits of tournaments. Meaning, aim and objectives of the camp, Athletic Meets etc.

The objective of the course is to enable him to learn the importance of physical fitness in the life of a sports man and he also learns the basics of Cricket,

To enable the student to know the basics of anatomy, physiology, respiratory system, circulatory system, blood composition, blood groups, and communicable diseases like HIV/AIDS, VIRAL hepatitis tetanus , their modes of transmission and prevention.

Sem 4

To enable them to know the

Meaning and classification of Nervous System and Excretory System , importance of

Sports Training, General Physiological concept, Physiological concepts ,Definition of oxygen debt/excess post exercise oxygen consumption (EPOC) and its implication. Meaning definition and types of fatigue, Muscular contractions, Meaning of Blood pressure, Hypertension ,the importance of

Coach and Coaching, coaching philosophy, definition of a coach. – Qualification ,characteristics and Responsibilities of a coach. Basics of Table Tennis.

Sem 5

The course aims at the overall development of the student into a complete sports man and he learns about the aim, objectives and types of recreation theory and recreational activities,

Meaning, importance and conduct of intramural and extramural competitions,

Merits and demerits of tournaments. Meaning, aim and objectives of the camp, Athletic Meets etc.

The objective of the course is to enable him to learn the importance of physical fitness in the life of a sports man and he also learns the basics of Cricket.

Sem 6

To enable the student to understand the function of various systems of the body ,glands, their location and functions . the students also get to know the aim ,characteristics and principles of sports training various career options available to a students of physical education.

PUBLIC ADMISTRATION COURSE OBJECTIVES

To enable the students to grasp the different phases in the growth and development ofAdministrative theory & Public Administration. The students get the knowledge about making ,implementation and working of Indian Constitution .

- To educate them about the Various aspects of Bureaucracy.
- To enable the students to understand the budget , and legislative control over finance.
- Objective of this paper is to make students aware of the functioning of local government.
- To enable students to understand the significance of planning and family welfare which improve people's quality of life.

SOCIOLOGY COURSE OBJECTIVES

Objective of this paper is to teach students the concept,theories, and

methods of the behavioural and social service.Student will be able to explain social facts andsociological concepts and exemplify social facts and express empirical observations with sociological concepts.

Semester 2

To enable the students to understand the systematic differences in social power, economic power, cultural values, norms, conducts and other aspects making them class conscious and they learn how human interactions and relationships transform cultural and social institutions over time, having a profound impact on society

Semester 3

To enable them understand that Social change is inevitable and it affects the way human interactions and relationships transform cultural and social institutions over time, having a profound impact on society..Relationships ,institutions, cultural norms also change as a result of this.

Semester 4

To enable students to understand that social Institution consists of a group of people who Come together for a common purpose. These institutions are a part of the social order of society, and they govern the behaviour and expectations of individuals. Institutions unite people and groups. They learn to maintain unity and harmony in society by following unified patterns of behaviour despite of diversities

Semester 5

The students by this time know the functioning of the society , various problems of the society, their causes and effects on the individual and this can be seen in their behaviour as they are totally changed and understand their responsibilities towards the society.

Semester 6

The course aims at teaching the students the concept of the social disorganization theory, there in by they understand that there are ecological factors that lead to high rates of crime in the communities, and these factors are also linked to constantly elevated levels of "high school dropouts, unemployment , deteriorating infrastructures, and single parent homes.

POLITICAL SCIENCECOURSE OBJECTIVES

Semester 1 PoliticalTheory:To enable students to grasp the meaning and foundations of Politics, Political System, democracy liberty, Equality, Justice, law etc.

Semester 2: The course aims at enabling the students to grasp the foundations of Politics ,Political System, Power, Authority, Legitimacy, Rights and Duties Political Culture and Socialisation etc.

Semester 3: To enable the students to understand the implementation and working of Indian Constitution .

Semester 4: Objective of this paper is to attach the students with Current Political situations and formulate fact based views on political processes and activities.

Semester-5 :To enable students to draw comparison between the functioning of governments in USA and UK

Semester-6:This paper enables the students to have an insight into the theories and concepts used to understand International PoliticsRealism And Idealism,NationalPower,Balance of Power,Collective Security System etc.

HISTORY COURSE OBJECTIVES

SEMESTER 1:* To introduce the students to the history of the ancient period in Indian history.

* To throw light on the past through study of historical sources. These provide students with valuable and useful information to enable them to reconstruct history.

* To provide them with insight about emergence, growth and decline of civilizations and earlier dynasties like Maurya, Gupta and the empires in Post Maurya period as well as in Post Gupta period.

* To present the impact of the power struggle in the contemporary culture, literature, art, religion, political structure, economy that came to mark as a period of early medieval in Indian history. The course introduces this scenario from different regions of India with focus on dynasties like Pallavas, Rashtrakutas, Chalukyas, Cholas, Pandayas.

* It is aimed to bring out a comprehensive idea of the period in terms of what forces formed the polity of the time as well as how the polity was detrimental of social life in region specific manner, which was also the phenomena across the subcontinent.

* To develop map reading skills that is required to read and interpret historical maps.

Semester-2:* To introduce the students to the history of Medieval India.

* To make them Understand the foundation of the Delhi sultanate and the Sultanate administration—the administration and reforms of Alauddin Khalji, Feroz Shah Tughluq, Vijaynagar Empire Sher Shah Suri and Mughals.

* To make them Identify the condition of India under the Mughal Empire.

* To throw light on the rise of the Marathas and the contribution of Shivaji.

* To enhance their map reading skill to grasp the image and its intentional meaning, evaluating it, and integrating it into other knowledge.

Semester-3:

* To introduce the students to the broad developments in the history of India in Modern times.

* To impart knowledge about the penetration, expansion and consolidation of British Rule in India.

* To familiarise students with different stages of relationship between Britain and India.

* To make them aware about socio cultural regeneration in 19th century (the process of Indian awakening, cultural changes and socio-religious reform movements.)

* To revisit India's freedom struggle and to study the vision of the freedom fighters of India.

* To develop understanding about the problems and significant developments after independence.

* To develop the skill of map reading to elaborate the study of historical events in the given time period & in space.

Semester-3:

To introduce the students to the broad developments in the history of the Punjab from

the mid-15th to the mid-19th century i.e. the medieval period.

* To throw light on the importance of the Punjab in shaping regional history.

* To study and identify the major changes in the Punjab after Maharaja Ranjit Singh and during British Rule.

* To make them familiar with the Sikh struggle, important agitation and their impact on the polity, society, economy and culture in the Punjab.

* To develop critical understanding by studying Britisher's Policies and the role of Punjab in freedom struggle and develop critical thinking to study the situation (rehabilitation and resettlement) in Punjab arises from partition of Punjab.

Semester-4: To introduce the students to the history of the Modern World, to gain and deploy a historically grounded understanding of abstract terms such as—Feudalism, Mercantilism, etc.

* To develop analytical thinking to understand the epoch making events of Renaissance and Reformation, which brought enlightenment to the western world.

* To help them to grow critical vision to study the world revolutions and identify challenges that the world faced.

* To make students aware about major discoveries, inventions, and scientific achievements, and assess their impact on society.

* To guide students to gain experience in the skill of map reading of Unification of Germany & Unification of Italy & to help them to recognise geographical factors which influence history trends.

Semester-5:

* To introduce the students to the history of the Modern World in the period of European Domination.

* To familiarise the students with the important events of the world history which caused major changes in political, social, religious, economic and cultural fields. To develop Conceptual understanding of historical terms such as New Imperialism, Colonialism, Communism, Fascism, Nazism, etc.

* To throw light on the ways in which human groups have come into contact and interacted with one another, including systems of communication, migration, commercial exchange, conquest, and cultural diffusion.

Semester-6:

* To introduce the students to the history of the Modern World in the period of European Domination and to develop Conceptual understanding of historical terms such as New Imperialism, Colonialism, Communism, Fascism, Nazism, etc.

* To familiarise the students with the important events of the world history which caused major changes in political, social, religious, economic and cultural fields.

* To throw light on the ways in which human groups have come into contact and interacted with one another, including systems of communication, migration, commercial exchange, conquest, and cultural diffusion.

PSYCHOLOGY COURSE OUTCOMES

Semester-1&2:The course introduces to the students the general concepts and historical blueprint in general psychology. The students would also get an understanding of the principles and theories in different areas like personality, motivation, intelligence etc. The course also appries them of the concept of growth and development and also introduces them to the elementary statistics.

Semester-3&4: The course introduces to the students the general concepts and historical blueprint in general psychology. The students would also get an understanding of the principles and theories in different areas like sensation, perception, thinking.

SEMESTER 5&6: The course will enable the students to get an introductory knowledge about clinical psychology with emphasis on the dynamics of the behavioural disorders and therapies. Students will also have some knowledge about stress and coping, and will get acquainted with elemental inferential statistics.

COURSE OUTCOMES: ELECTIVE PUNJABI

SEMESTER :This course will enable students to understand different trends in Modern Punjabi poetry ,One Act Play ,History of literature from 1901-2000 A.D. (Part –I) . Students will understand literature in particular context and perspective. They will perceive definition ,nature ,objectives, significance and characteristics of Language and Punjabi Language . Different Forms/Genres of literature like Poem, One Act Play,Novel ,Story etc. will enrich students to understand literature from different perspectives and will develop a base/foundation for their career.

SEMESTER - II

This course will develop an insight among students about Modern Punjabi Poetry as well as History of Punjabi Literature from 1901 A.D. (Part – II). Students will learn about reference to context,theme, subject matter and short answer type questions. In this course students will develop an understanding about Novel, Short story, travelogue etc. .Doaba Novel written by AlfazAehsan Randhawa will develop an analytical understanding . Students will also understand definition,nature,elements and objectives of Indian Poetics and Literary Criticism .

SEMESTER - III

This course will enrich students with understanding about Medieval Punjabi Poetry from 1701-1900 A.D. .They will learn techniques to critically analyse Travelogue ‘ SACHO-SACH’ written by Narinder Singh Kapoor . Students will read and understand Sufism and Kissa-Kav trends from History of Punjabi Literature (1701-1900 A.D.).Students will learn basic introduction of Ras-Sampardaye and VakroktiSampardaye. They will learn Basic concepts of Linguistics like Taksali Bhasha, Viakti Bhasha , Gupt Bhasha etc.

SEMESTER - IV

This course will help students to build and shape basic understanding about Medieval Punjabi Poetry ,Literary Critical Analysis of Short Stories , Contextual perspective of Vaar-Kaav, Jung-Naama etc. . Students will also analyse Literature and Society , Literature and Personality ,Literature and Style, Literature and Psychology etc. . In this course students will analyse Dialect, its definition and identical techniques of Dialect. It will help to build a strong base for Masters' Degree Course.

SEMESTER - V

The objective of this course is to develop wisdom and understanding about History of Punjabi Literature , Indian Poetics and Literary forms of Punjabi Literature etc. . Students will critically analyse Drama ‘ MOEAN SAAR NA KAYEE ‘ written by Principal Sant Singh Sekhon. Students will Learn History of Punjabi Literature like Gurmat –Kaav ,Vaar – Kaav, and Prose etc. from Origin to 1700 A.D. . They will also learn Indian Poetics and Medieval Literary Forms like Janam-Sakhi, Shalok, Kaafi, Kissa , See-Harfee.

SEMESTER - VI

This course will enable students to understand old Punjabi Poetry with reference to context , theme , short answer type questions etc. . Students will learn new techniques to critically analyse Punjabi Essays . This course will teach students Western Poetics particularly with reference to context with Immitation Theory by Aristotle , Basic introduction of Marxism etc. . Students will learn Linguistics with reference to Psychology, Sociology and Anthropology. Thus this course will help students in P.G. Course and many other professional courses.

GENERAL PUNJABI

The duration of the course is 3 years and divided into 6 semesters. It comprises of different Punjabi Literary forms/genres like poetry, fiction, drama, prose and cultural etc. These literary forms/ genres gives an intense wisdom to student to understand Punjabi Language as their mother tongue. This course open avenue in teaching of Punjabi as a subject for doing professional degrees like B.Ed. The other fascinating careers for students who have done Punjabi at Ug. level are journalism, Mass communication, Marketing, Translator and students can go for preparation of administrative services both at Centre and State level.

ENGLISH COURSE OUTCOMES

SEMESTER 1-6 :THE course aims to enable students to have a better understanding of the language and realise that English is a global yet foreign language. The course focusses in developing the four language skills viz speaking , reading, listening and writing .To teach finer nuances of language through an integrated approach.

To acquire extensive knowledge of English as a language in its various textual forms and to become thoughtful, imaginative and effective communicators in a diverse and changing society.

To write an effective business document (such as notice, advertisement etc.) which enable them to think analytically.

To enhance their writing skills

To acquire knowledge about various literary aspects through the text which capacitates them to enrich their literary and cultural values.

To empower an average student in such a way that English learning becomes a pleasurable endeavour.

Elective English

Semester 1-6: To enable the students to develop an appreciation and understanding of different canons of literary world, and make them understand the nuances of language. The main aim of teaching English (Elective) to B.A. students is to enable them to approach a wide variety of literary texts and genres with critically sensitive and analytical understanding. The idea is to introduce the students to the basic concepts of literature and also empower them to read, analyze and write about a poem, prose essay or drama in an independent manner.

BACHELOR OF SCIENCE: COURSE OUTCOMES

Class- B.Sc.(NM)

Subject –Physics

The students are made aware about the Cartesian & Polar Coordinate system with frames of reference, various conservation laws and symmetry principals using mathematical formulations of Newtonian Mechanics & Applications of laws to the behaviour of the objects, Study motion under central force and other forces that helps to understand influence of the forces on the body and how it depends on the different terms like distance and how its directed. Concepts like centre of mass, momentum, torque gives the basic nature of the motion and its effect on the other parts of the system. Equation of motion makes the concept more clear for different motions like orbital motion etc.

The course content covers the periodic oscillations, provides knowledge about different wave and particle motions. It helps to understand the daily life application and implementation of the waves and vibrations, different waves like mechanical and electromagnetic waves etc. Electromagnetic waves concept is helpful in understanding the generation of field by the charges.

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To enable the students to Consolidate the basic ideas of static electric charges, electric current as a source of magnetic field. Coulomb's law helps to understand the interaction of point charges and two body interactions, potential all over the conducting surface is understood by electric images concept. Fields in dielectric is one of the basic concepts to achieve the knowledge about the energy stored in capacitors. Susceptibility and polarization make the concept more clear on the atomic levels.

The Practical of Mechanics covers most of the content learnt in theory courses. They learn precise measurement of Moment of Inertia, Young Modulus of Elasticity, Time period of oscillations, Coefficient of Viscosity, diff types of collisions, motional emf, compound pendulum, longitudinal and transverse waves through various instruments.

Mechanics-II

The course content enables the students to understand Galilean & Lorentz Transformations, Inertial and Non Inertial frame of references, Theory of Relativity, Different types of Collision. Theory of relativity helps to understand the behaviour of different objects in the space and at different spans of time. Through the vast applications one can understand the concept of light bending, black holes, orbital motion and planetary motion on the basis of this concept. Law of gravity and other forces in the universe can be easily understood by the implication of the law.

Paper B : Vibrations, Waves and EM-II

Students acquire knowledge about periodic waves, can relate speed, frequency, energy, amplitude and length of wave in different systems. For the further understanding and application purposes concepts are expanded further for example impedance matching, where one can learn to minimize the reflections and transfer the maximum energy. On the other hand concepts of oscillation help to understand the problems with more than one system and their relations with each other.

Paper C : Electricity and Magnetism-II

To enable the students to understand the Maxwell's laws along with the steady and magnetic fields nature, electromagnetic waves and their important properties. They learn that Field on the moving charges is one of the most interesting and vast concepts, that is widely used in every branch of physics. They also get to learn the Microscopic form of ohm's law which is all about understanding the concepts of conductors on micro level, and Electric field and moving charges which include the magnetic effects and further applications of these concepts in different magnetic substances. They are also made aware of the Concepts like Ampere's law which have daily life implementation, with all the basic understanding of these concepts one can easily lead to the electromagnetic induction.

Paper A : Statistical Physics and Thermodynamics:

TO give students exposure to the basic laws of probability, microstates and macrostates of the system of particles, idea of equilibrium for a dynamical system and its requirement for the measurement of different parameters. It renders a conceptual link between macroscopic and microscopic view. Classical statistics explain the distribution of molecular velocities, molecular momentum and molecular energies. Quantum statistics enables the students to understand the black body radiation spectrum, Planck's law, Stefan's law, Wein's displacement law and behaviour of electron gas in a conductor. To make Students aware about the phenomenon of interference, Diffraction, Polarization, Zone plate & Resolving power of various instruments like Michelson Interferometer, Fabry-Perot Interferometer & Applications X ray diffraction study of crystal and holography.

Paper C : Quantum Physics-I

To expose the students with the hands on verification of laws of probability, adiabatic expansion of gases, ionization potential, polarisation, interference, diffraction, thermoelectric power, thermal conductivity of bad conductors, refractive index of glass, Cauchy's constants, doubly refracting prism, resolving power of telescope, height of inaccessible objects etc by using various precise instruments.

Paper A : Statistical Physics and Thermodynamics – II

The Course content makes the students aware of the laws of thermodynamics and its applications to study the efficiency of reversible and irreversible heat engines, performance of refrigerator, thermoelectric power and the thermoelectric effect. Maxwell thermodynamic Relations develop deeper understanding of Free Energy, entropy and specific heats of gas.

Students are taught the relation between various thermodynamic quantities through thermodynamic potentials. Through Clausius-Clapeyron equation students are enabled to learn the effect of pressure on the melting point of solids and boiling point of liquids. Students understand the liquification of gases through Joule Thomson effect and cooling produced due to adiabatic demagnetisation.

Paper B : Optics and Lasers –II

To enable students to get the working knowledge of the Laser Fundamentals, Different types of laser with many applications of lasers, like Modern Communication System, Applications in Medical field, welding and Cutting, surveying, garment industry, laser nuclear fusion, communication, laser printing, CDs and optical discs, spectroscopy, heat treatment, barcode scanners etc.

Paper C : Quantum Physics-II

To enable students to understand the Radiative transitions, selection rules, Symmetric and Antisymmetric wave functions with various laws like Zeeman Effect, Paschen- Back Effect, Stark Effect & students come to know about Magnetic Resonance Imaging

Paper A : Condensed Matter Physics - I

To enable the students understand the different types of Crystal structures like SC, BCC,FCC, Miller indices, Reciprocal lattices and Brillouin Jones in crystallography. Bloch Theorem and Kronig-Penney model explains the formation of energy gap in solids. Students are made aware of the Wiedemann-Franz law and Hall effect in metals and semiconductors

Paper B : Electronics and Solid State Devices - I

To enable the students to understand the Concepts of current and voltage sources, Working of Rectifier, Filter, Amplifier, Transistors & Various applications like use of semiconductors in various house hold electronic equipment

Paper C : Nuclear & Particle Physics - I

To give insight of Nucleus and its constituents, General properties of Nuclei & their intrinsic properties, Various Nuclear Models: Liquid drop model, Nuclear shell model. Laws of Radioactivity & Various applications of Nuclear Reactor as power generation, Medical Radio Isotopes etc.

A Paper CONDENSED MATTER PHYSICS To enable the students to understand the lattice dynamics, Magnetic Classifications of material with classical & Quantum Approach, Langevin theory of dia and paramagnetism, Weiss theory of ferromagnetism gives deeper insight into the behaviour of dia, para and ferromagnetic substances. BCS theory of superconductivity makes the students aware of the concept of Superconductivity in details & its applications. Concept of Nanotechnology is helpful in many technical, industrial and medical fields e.g. targeting the drug to a specific location in the human body. The various theories of Einstein and Debye explain the specific heats of solids at low and high temperatures.

To enable students perform Practical of Condensed Matter & Electronics already taught in theory paper. The practical enables them to make precise measurement of Energy gap, Forward & Reverse Characteristics of p-n Junction diode & handling the sensitive instruments like CRO, Thermistor etc.

Paper B : Electronics and Solid State Devices - II

The Course Content Cover FET,BJT,MOSFET, Amplifier, Timer IC555(Working) & Logic Gates, Analog & Digital Communication System and various applications & uses in house hold electronic equipments.

Paper C : Nuclear & Particle Physics – II

To enable the students to put into practice their knowledge of Condensed Matter Electronics and Nuclear Physics and perform practical in lab with the help of various instruments like CRO, Hall Apparatus, GM Counter, Transistor ,FET, Four Probe etc.

COURSE OUTCOMES:BOTANY & INDUSTRIAL MICROBIOLOGY

B.Sc Botany

SEMESTER 1-2

Paper-A: PLANT DIVERSITY-I(SEM 1&2)

The basic objective of this paper is to make students aware about the diversity in various life forms of plant kingdom. It gives an idea about the most simple group of plants. A systematic study of algae and fungi included in this group would familiarize students not only with structural differentiation but also provide an insight about the heterotrophic and autotrophic modes of nutrition in the plant kingdom. This paper in fact forms the basis of any advance study in Botany.

To formulate an idea about how different life forms have evolved from simpler to complex ones with the help of sequential study ranging from Bryophytes (the amphibians of plant kingdom) and then to Pteridophytes -the first vascular land plants, would enable students to have a broad prospective of evolutionary trends in plant kingdom.

Paper-B: Cell Biology

Students will understand basic structure of life that is cell and its organelles

To enable students to understand physical structure of chromosomes, chromosomal alterations and concept of variation in chromosome number. To enable them understand how cells undergo mitosis and meiosis, and the concept of DNA. To enable them understand the structure and concept of gene, genetic code, and how gene expression is controlled.

Paper-B : Genetics.

Students will learn the basic principles of inheritance given by Mendel, Come to know about linkage to enable them learn allelic and non allelic interactions. To make students familiar with chromosomal theory of heredity, sex linked inheritance and extranuclear inheritance, genetic variations, concept of mutations, mutagens, concept of DNA damage and repair both in prokaryotes and eukaryotes.

SEM 3&4

PAPER- A: DIVERSITY OF SEED PLANTS AND THEIR SYSTEMATICS- I

To enable students to have knowledge of highly advance and evolved group of plants with naked seeds i.e. Gymnosperms giving them a fair idea of the general features, economic importance and study of fossils as well as living gymnosperms.

PAPER –B: STRUCTURE, DEVELOPMENT AND REPRODUCTION IN FLOWERING PLANTS-I

To enable the students to know the basic body plan and diversity in flowering plant forms giving them knowledge of vegetative and reproductive morphology of these plants and familiarizing them with plants bearing the enclosed seeds.

SEM 5 & 6

PAPER-A: DIVERSITY OF SEED PLANTS AND THEIR SYSTEMATICS-II

This paper familiarizes the students with highly advanced and evolved group of plants i.e. Angiosperm. The study of gradual transition from seedless plants to seed plants makes students familiar with origin of structural and functional complexity in plant kingdom. The systematic part of this paper is in fact backbone of the study of Botany. Without having knowledge of taxonomy and species concept, no further research work can be pursued. The identification, nomenclature and classification of the concerned plants make the first step of any research work in Botany

PAPER-B: STRUCTURE, DEVELOPMENT AND REPRODUCTION IN FLOWERING PLANTS-II

To enable students to understand the structure development and reproduction in flowering plants – the most fascinating group of plants on earth. The course material of this paper deals with internal structure of various plant parts, their growth patterns and abnormalities in structural development. The vast range of variation found in this group of plants provides a platform to students for acquiring basic knowledge of flowering plants which makes a foundation of applied branches like horticulture, floriculture, olericulture and arboriculture.

: PLANT PHYSIOLOGY-I

To enable students to learn plant water relations, absorption of water and its mechanism, transport of water and solutes through plants, concept of transpiration, acquisition and use of mineral nutrients by plants, explain the mechanism of their absorption and uptake. To familiarise the students with the concept of nitrogen metabolism and lipid metabolism, Concept and structure of proteins basics of enzymology and its mechanism hence enabling them to understand the mechanism of physiology of plants via demonstrations in laboratory.

PLANT ECOLOGY

To enable students to learn the Concept of abiotic and biotic factors, concept of ecology, structure and function of ecological system, Concept of community, ecology and ecological succession, the problem of pollution and its control, and concept of natural resources.

PLANT PHYSIOLOGY-II

To enable students to understand the concept of photosynthesis, pigments involved in this process in different type of plants and transportation of organic substances, phenomenon of respiration, its types, electron transport mechanism and oxidative phosphorylation.

To familiarize them with growth and development of plants, movements in plants, concept of photoperiodism, roles of plant hormones, plant tissue culture and its application.

PAPER-B: ECONOMIC BOTANY

To give the students an insight into plant wealth such as cereal plants fibre plants and vegetables, fruit plants sugar yielding plants and oil yielding plants, elementary knowledge of economically important plants, plant wealth such as cereal plants fibre plants and vegetables.

COURSE OUTCOMES: INDUSTRIAL MICROBIOLOGY

B.Sc

Microorganism the “invisible task force” drive the fundamental process on which all life of earth depends

Paper-A

FUNDAMENTALS OF MICROBIOLOGY:To make the students aware of the history and basics of Microbiology along with the introduction of concept of various ongoing reactions within the microbial life enabling them to describe the four phases of microbial growth curve when microbes are grown in a batch culture, the structure of a bacterial endospore, spore formation process, different methods of sterilization techniques, and their applications, microbial physiology and membrane properties

Paper B

MICROBIAL GENETICS AND MOLECULAR BIOLOGY:To enable students to acquire the knowledge of inheritance material and applications of recombinant Technology, theoretical aspect of the game of position of genes and how changes (physical or chemical method) cause mutations in genes, methods used to remove these mutations in genes, their identification, transfer of gene from one bacterium to another bacterium, the concept of genomic library. its construction and importance in RT, different type of plasmids and their role.

Semester 2

Paper -201

FUNDAMENTALS OF MICROBIOLOGY (II)

To make the students aware of the history and basics of Microbiology along with the introduction of concept of various ongoing reactions within the microbial life.

IMB 202: FUNDAMENTALS OF MICROBIAL BIOCHEMISTRY

To provide the in-depth knowledge of the nature and functions of various macromolecules including enzymes and their role in physiological reactions and their regulation.

Semester 3

PAPER-IMB-301: ENVIRONMENTAL MICROBIOLOGY

To make the students aware of the role of microbial interactions in environment, and recycling of nutrients in nature

Paper-IMB-302: AGRICULTURAL MICROBIOLOGY

To provide the in-depth knowledge of role of microbes in agriculture and their role in diseases caused to animals and plants

Semester 4

IMB-401: FOOD MICROBIOLOGY

To enable students to understand the role of microbes in food spoilage and role of useful microbes in production of various food varieties and their preservation to increase shelf life.

IMB-402: MICROBIAL TECHNOLOGY

To enable the students to understand the various type of microbes involved in the fermentation processes and the varieties of products produced and their downstream processing.

Semester 5

PAPER IMB-501: BIODEGRADATION OF WASTES AND POLLUTANTS

To make the students understand the problems of generated waste and development of techniques to manage solid waste using microorganisms.

PAPER IMB-502: BIOFERTILIZERS

To make the students aware of the means to replace harmful chemicals used as fertilizers with biological ones which are harmless and biodegradable.

PAPER IMB-601: BIOSTATISTICS, TOOLS AND TECHNIQUES

To introduce to students the importance of statistics of life science, role of various useful techniques of Biotechnology and the basic knowledge of computers in data analysis.

IMB-602: IMMUNOBIO TECHNOLOGY, TISSUE CULTURE AND GOVERNMENT

To enable the students to understand the basics of defence system, working against microbial diseases development of vaccines and latest developments in immunology, medical science like gene therapy and stem cell culturing. They also learn to apply Biotechnology for tackling the modern biohazardous in the world with the help of Government programmes at national and international level.

ZOOLOGY: COURSE OUTCOMES

Paper A:-

BIODIVERSITY & CELL BIOLOGY – I

To **enable the students to** apply the fundamental knowledge of different fields of zoology & solve issues related to animals, understand the different systems of Non-chordates, porifera and coelenterates, life cycles of protozoan.

Paper:- B

BIODIVERSITY & CELL BIOLOGY – II

To enable them apply the fundamental knowledge of different fields of zoology & solve issues related to animals. To give them an insight into the life cycles of Platyhelminthes and Aschelminthes parasites, Annelida, enzymes, structures, types and functions of cell organelles:-Lysosomes, Ribosomes, Centrosome, Nucleus, Euchromatin, Heterochromatin, the basics of cancer along with immunology.

Paper A:-BIODIVERSITY & ECOLOGY – I

To enable the students to Understand the importance of classification of animals up to six levels, the principles, terminology, differences & similarities in various aspects of classifications.

To foster curiosity among students about the importance of the biotic and abiotic factors of environment and their conservation ,various nutrient cycles and different adaptations of animals in different environment.

Paper B:-

BIODIVERSITY & ECOLOGY – II

To make students aware of the classification of Mollusca,

Echinodermata and Hemichordata and different types of interaction between animals , the concept of natural resources, pollution and wildlife conservation, classification and taxonomic characters of different phylums.

To inculcate good laboratory practices in students and to train them about proper handling of lab instruments.

Paper A:-

BIODIVERSITY (CHORDATES) & EVOLUTION-I

The aim of this coarse is to impart deep knowledge of the process of evolutionsand different features of evolutionary biology ,similarities and dissimilarities between Urochordates and Cephalochor, animals of Chordates:- Class Pisces(Labeo), Amphibia(Frog), the concept, evidences, theories of organic evolution.

Paper B:- BIOCHEMISTRY AND PHYSIOLOGY-I

To enable them understand the concept and scope of biochemistry, carbohydrate, proteins, lipids and their metabolism, classifications and function , enzymes, digestion in human beings, their respiration and about blood composition and heart.

To inculcate good laboratory practices in students and to train them about proper handling of lab instruments, Morphological characters of animals of different classes, anatomy of Herdmania and Labeo along with skeleton of Labeo and Frog, histology of Frog along with measuring of Blood pressure, estimation of Haemoglobin and action of enzyme salivary amylase in Human being.

Paper A:-

BIODIVERSITY (CHORDATES) & EVOLUTION- II

To enable students to understand various systems of:-Class:- Reptilia(Uromastix)Class:- (Pigeon)Class:- Mammalia(Rat)To familiarise them with types of evolution, concept of species, fossils and evolution of man

Paper B:-

BIOCHEMISTRY AND PHYSIOLOGY-I

The course objective is to enable students to know the key chemical concepts related to bio-molecular structures, Lipid and protein metabolism , physiology of excretion, muscles, nervous system and endocrine glands of human beings.

Paper A:-DEVELOPMENTAL BIOLOGY

To enable students to articulate :-Anatomical and morphological changes during developments. They also learn how general life cycle start from an unfertilised egg into adult, gametic interaction and their roles, fertilization, cleavage and fate maps of chick & frog embryos, different cell interactions, Cell determination, differentiation and development of different animals.

PAPER B:-

INLAND FISHERIES & AQUACULTURE-I

To enable students to synthesize knowledge and understanding in the field of fisheries and their management, systematic approaches of aquaculturing.

To enable them to distinguish different fish culture systems ,different species of fishes,different structure of mouth, comprehensive study of different species of fishes and their food values.

Paper:- A

Genetics

to enable students to demonstrate how genetics principles and experimentations help in understanding gene biology of diverse organism at different level, to evaluate the biological factors that effects human heredity; genes, their interaction & multiple factors of different alleles and how genes are responsible for modification in the mendalianratio,linked& unlinked genes, their linked groups, recombination,about genetic material,theirreplication,protein synthesis, cytoplasmic interaction with reference to paramecium, different types of mutation, mutagen agents, various inborn diseases due to mutation, how genes expression is regulated, how genetic material transferred from one cell to another.

Different techniques of duplication of DNA and DNA fingerprinting.

Paper B:-

INLAND FISHERIES & AQUACULTURE-II

To enable students to understand different types of fishing gears & various culture systemsMulticultured method, pearl culturing technique & feed seed resources, to know about:-Prawn culture, cold water fisheries, different fish diseases, Various transport method of fish to understand:-Fish by-products, their marketing & preservation methods.

BACHELOR OF COMMERCE: COURSE OUTCOMES

To enable students to synthesizes the study of individual, the group and the organisation as a system and the applied behavioural science concepts, principles and techniques. It provides him with an integrated view of modern organisation building and environmental interface.

BCM 104: BUSINESS ECONOMICS-I

The main emphasis of this subject is to study basic concepts of microeconomics relevant for business decision making and helping the students to understand the application of economics principles in business management

BCM 105: PRINCIPLES OF FINANCIAL ACCOUNTING

The main significance of this paper is to help the students to acquire complete conceptual knowledge of financial accounting and to impart skills for recording various.

BCM 106: COMMERCIAL LAW

The objective of the paper is to enable the student to understand that When a common man interacts with other members of the society, forms associations, does business, enters contracts, buys and sells goods, etc them these arises a need for some rules and regulations. To give them the most comprehensible know how of rules, regulations, provisions relating to merchantile .

BCM 107: PRINCIPLES AND PRACTICES OF MANAGEMENT

The main objective of this paper is to help the students in understanding the process of business management and its functions. The objective of the course is to emphasise on Indian Management Practices based on observations, experience, discussion with teachers, students and practitioners of management

BCM 203: E- COMMERCE

To provide fundamental knowledge to the students about E-Commerce so that they can better perform in any area of operation and can excel in the field of commerce with IT specialization.

BCM 204: BUSINESS ECONOMICS-II

To provide the knowledge of basic concepts of the distribution and modern tools of macro-economic analysis.

BCM 205: CORPORATE ACCOUNTING

To enable them have an understanding of basic corporate accounting with the relevant accounting standards ,the working of companies as well as stock exchange.

BCM 206: BUSINESS LAWS

To enable them understand the need of rules and regulations in business .

BCM 207: HUMAN RESOURCE MANAGEMENT

To familiarise the students with the importance of HRM which has become a highly specialised field these days the student learns that An organisation may be rich in technology, finance or physical resources but it is only the human resources that add a magical spark to its functioning. Hence, familiarity with the concepts and practices of HRM has become quite necessary.

BCM 301: ISSUES IN INDIAN COMMERCE

To enable the students to acquire basic knowledge of different issues faced in progress and prospects of commerce in India.

BCM 302: COST ACCOUNTING

To help the students to acquire conceptual knowledge of cost accounting and elements of cost.

BCM 303: COMPANY LAW

To enable the students understand various provisions of Companies Act 2013.

to help the students in understanding mathematical and statistical tools in business decisions.

BCM 304: BUSINESS MATHEMATICS AND STATISTICS

to help the students in understanding mathematical and statistical tools in business decisions.

BCM 305: BANKING AND INSURANCE

To acquaint the students with Indian Banking and Insurance industry. It helps the students to understand about the functioning of banks as well as the services provided to them.

BCM-306: GOODS AND SERVICE TAX

to make students well versed with all the sections of GST and to familiarise them with the new taxation system thoroughly.

B.COM. (HONS.) BCH 307: ACCOUNTING THEORY AND REPORTING PRACTICES

To provide broad understanding to the students about the basic concepts, theories and policies regarding accounting theory.

BCM 401: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Enables students To understand the financial literature relating to security analysis and portfolio management and to apply their knowledge in real life practices. This will help young students to understand security market in a systematic and simple way.

BCM 402: ADVANCED ACCOUNTING

to provide knowledge to students about advanced accounting problems with the relevant Indian Accounting Standards.

BCM403: AUDITING AND SECRETARIAL PRACTICE

To help the students in understanding concepts and issues in Auditing and Secretarial Practice.

BCM 404: COST MANAGEMENT

The objective of the paper is to acquaint the students with the various methods of cost determination and tools and techniques of cost control.

BCM 405: MARKETING MANAGEMENT

To enable students to understand the basic concepts, philosophies, process and techniques of marketing.

BCM 406: QUANTITATIVE TECHNIQUES AND METHODS

to acquaint the student with the various quantitative techniques and methods used in managerial decisions.

B.COM. (HONOURS) BCH407: CONTEMPORARY ISSUES IN ACCOUNTING

To acquaint the students with the contemporary issues in accounting.

BCM 501: INCOME TAX LAW

To impart basic knowledge of the provisions of Income tax laws in India.

BCM 502: MANAGEMENT ACCOUNTING

To familiarise students with the basic concepts of Management Accounting relevant in Business and helping the students to understand the usage of Accounting in Financial Management

BCM 503: INDIAN ECONOMY

to help the students know the economical facts of India and different techniques to measure the performance of the economy.

BCM 504: PRODUCTION AND OPERATION MANAGEMENT

To enable the students to understand the concepts of production and operations management of an industrial undertaking.

BCM 505: ENTREPRENEURSHIP AND SMALL BUSINESS

To enable the learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. It also aims to motivate students to opt for entrepreneurship and self-employment as alternate career options.

BCM 506: FINANCIAL MARKETS AND SERVICES

To familiarize the students with the traditional and modern financial and services.

BCH 507: STRATEGIC FINANCIAL MANAGEMENT

To enable the students to understand various financial management concepts and to apply financial management theories and techniques for strategic decision making and informed analysis. It aims at enabling students to manage basic corporate finance transactions besides investing more profitably and operate more efficiently.

BCM 601: DIRECT TAX LAWS

To impart basic knowledge of the provisions of Income tax laws in India.

BCM 602: FINANCIAL MANAGEMENT

To familiarize the students with Principles and Practices of Financial Management.

BCM 603: ISSUES IN FINANCIAL REPORTING

To provide knowledge to the students about developments in financial reporting, and understanding of reporting issues at the national and international level.

BCM604: SOCIAL AND BUSINESS ETHICS

It contributes substantially in the achievement of corporate excellence.

BCM 605: OPERATIONS RESEARCH

To enable the students to understand the concepts and techniques of Operations Research for business decision making and to acquire required skills to solve various problems

COURSE OUTCOME: BBA

SEMESTER	SUBJECT WITH CODE	CONTENT	OUTCOME
1	BBAS102: ORGANIZATION BEHAVIOUR	Unit-I Introduction: The Concept of Behaviour in Organizations, Significance of Organisational Behaviour; Models; Emerging Trends: Globalisation, The Changing Workforce, Employment Relationship; Informational Technology and Organisational Behaviour. Individual Behaviour and Interpersonal Behaviour: The Factors Affecting Individual Behaviour, Models of Individual Behaviour, Transactional Analysis in Interpersonal Behaviour. Perception: Perceptual Process; Error in Perception; Improving Perception. Personality in Organisation: Determinants of Personality; Theories of Personality-Myers-BriggsTypes- Indicator (MBTI). Workforce Emotions, Attitude and Organisational Commitment: Types of Emotions; Managing Emotions; The Five Dimensions of Emotional Intelligence; Components of Attitude; Cognitive Dissonance Theory of Attitude; Building Organisational Commitment. Unit II Motivation: Foundations of Employees Motivation; Content Theories of Motivation –Maslow, Herzberg , Mc Gregor and Mc Clenland. Work Team and Conflict: Stages of Team Development; Team Norms. Team Cohesiveness; Social Loafing, Conflict: Types; Sources of Conflict; Resolving conflict. Organisational Culture and Stress: Components of Culture; Strategies to Merge Different Culture; Strengthening Organisational Culture. Stress- Causes of Stress; Consequences; Stress Management Strategies. Organisational Change: Forces for Change; Resistance to Change; Overcoming Resistance to Change.	To provide broad understanding of basic concepts and techniques related to the study of human behavior in work-environment and to manage behavioral aspects of organization.

**BBAS104: MANAGEMENT CONCEPTS
AND PRACTICES**

Unit I Objective: The objective of the paper is to help the students understand the process of business management. Introduction: Concept of Management, Process, Principles, Levels, Functions and Significance of Management, Management Vs. Administration, Role of Managers. Evolution of Management Thought: Classical, Neo-Classical Theory, Behavioural Sciences, Approach, Quantitative, Systems and Contingency Approach, Modern Management Thought (Likert, Drucker, Porter, Prahalad). Planning: Concept, Process and Significance, Types, Relationship between Planning and Controlling. Decision Making; Concept, Types and Process, Effective Decision, Rationality in Decision Making, MBO. Organization: Concept, Process and Significance, Principles, Organization Design and Classical Theory, Departmentation, Bases, Span of Control (Classical Theory and Situational Approach), Delegation of Authority, Principles, Centralization and Decentralization, Line and Staff Organization. Unit II Direction and Motivation: Concept, Principles, Effective Supervision, Techniques. Leadership: Concept, Difference between Leadership & Management, Theories of Leadership (Trait Theory, Behavioural Theory, Managerial Grid), Situational Theory, Contemporary Issues in Leadership (Transformational, Transaction, Charismatic and Visionary Leadership). 16 Coordination: Concepts, Importance, Internal – External Coordination. Control: Concept, Steps, Types of Controlling, Techniques of Controlling. Management in Perspective (A Brief Overview) Management of Strategic Change, Knowledge Management, Learning Organization, Managing Diversity.

It helps the students understand the process of business management.

	<p>BBAS105: FINANCIAL ACCOUNTING</p>	<p>UNIT- I Meaning and Uses of Accounting Information: Objectives and Nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitations of Accounting, Accounting Equation. Accounting Principles, Accounting Concepts and Conventions, Accounting cycle, Basics of GST, Journals, Ledger, and Trial Balance. Depreciation Provisions and Reserves. Final Accounts: Trading, Profit and Loss Account and Balance Sheet of a Sole Proprietary Concern. 17 UNIT II Accounting for Issue and Forfeiture of Shares, Reissue of Shares, Employee Stock Option Plan, Right Issue and Bonus Share. Accounting for Issue and Redemption of Debenture, Final Accounts of Companies.</p>	<p>It familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.</p>
	<p>BBAS106: ESSENTIALS OF BUSINESS ECONOMICS - I</p>	<p>UNIT – I Micro vs. Macro Economics Fundamental Concepts used in Business Decision Making: Opportunity Cost, Marginal Principle, Incremental Principle Contribution Analysis, Equi Marginal Principle. 18 Theory of Demand, Law of Demand, Movement Along vs. Shift in Demand Curve. Concept of Elasticity of Demand, Types of Elasticity of Demand (Price income and Cross), Factors Affecting Elasticity of Demand. Measurement of Elasticity of Demand Demand Forecasting: Need, Objectives and Methods. Supply: Determinants, Law of Supply and Elasticity of Supply. Theory of Production: Meaning and Concept of Production, Factors of Production and Production Function with One Variable Inputs, Production Function and Technological Progress. Law of Variable Proportions, Returns to a Scale. UNIT – II Concepts of Cost and Revenue Types of Cost, Cost Function, Short run and Long run Cost Curves, Economies and Diseconomies of Scale. Concept of Total, Average and Marginal Revenue, Relationship between AR and MR and through Elasticity of Demand. Market Conditions: Perfect Competition: Features, Equilibrium of Firm, Equilibrium of Industry, Role of Time Element in Price Determination. Monopoly: Features, Equilibrium of Firm/Industry, Price Discrimination and its Types, Peak load Pricing, Regulation of Monopoly. Monopolistic Combination: Features, Price-Output Policy of the Firm, Selling Cost: Meaning, Effects, Equilibrium of Firm with respect to Selling Cost.</p>	<p>To study the basic concepts of micro and macroeconomics relevant for Business decision making and helping them to understand the application of economic principles in business management.</p>

2

BBA 122: BUSINESS STATISTICS

Statistics-Definition, Functions, Scope, Usage and Limitations of Statistics
Measures of Central Tendency: Types of Averages- Arithmetic Mean (Simple and Weighted), Median and Mode, Harmonic and Geometric Mean.
Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation. Correlation Analysis: Meaning, Types, Measurement of Simple Linear Correlation, Karl Persons
Correlation Coefficient Method, Rank Correlation Method (Excluding multiple correlations). Regression Analysis: Simple Linear Regression, Why there are two Regression Lines, Estimation of Coefficient (Intercept and Slope Parameters), Properties of Regression Coefficient
UNIT -II
Measures of Dispersion, Skewness and Kurtosis
Index Numbers: Meaning and Importance, Methods of Construction of Index Numbers: Weighted and Unweighted; Simple Aggregative Method, Simple Average of Price Relatives Method, Weighted Index Method: Laspeyres Method, Paasches Method and Fisher's Ideal Method including Time and Factor Reversal Tests, Consumer Price Index. Time Series Analysis: Components, Estimation of Trends (Graphical Method, Semi Average Method, Moving Averages Method and Method of Least Squares), Seasonal Variation.

To impart the students about the basic knowledge of statistics

**BBAS123 ESSENTIAL OF BUSINESS
ECONOMICS II**

UNIT – I

Nature and Scope of Macro Economics, Limitations of Macro Economics ,National Income: Concepts, Methods of National Income, Measurement and Problems involved in National Income Measurement.

Say's Law of Market: Meaning, Implications,

Classical Theory of Income Output and Employment:

Keynesian Theory of Employment, Aggregate Demand and Aggregate Supply function.

Consumption Function: Meaning, Factors influencing Consumption Function, Average and Marginal Propensities to Consume, Propensity to Save, Psychological Law of Consumption and its Importance.

UNIT – II

Marginal Efficiency of Capital: Meaning, Determinants, Theory of Secular Stagnation.

Investment: Meaning, Types, Factors Affecting Investment, Importance of Investment.

Multiplier: Meaning, Keynesian Income or Investment Multiplier, Leakages, Uses, Limitations of Multiplier.

Government Policies: Monetary Policy and Fiscal Policy.

Inflation: Meaning, Types, Causes, Effects, Measures to control it.

TO give knowledge of basic concepts of the Macro Economics. Modern tools of Macro Economic analysis are discussed at length.

BBA124: LEGAL ASPECTS OF BUSINESS

UNIT- I

The Indian Contract Act, 1972: Contract- Meaning, Characteristics and Kinds, Essentials of a Valid Contract- Offer and Acceptance, Consideration, Contractual Capacity, Free Consent, Legality of Objectives. Void Agreements, Discharge of Contract- Modes of Discharge including Breach and its Remedies.

Special Contracts: Contingent Contracts, Quasi- Contracts, Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency.

UNIT- II

The Indian Sale of Goods Act, 1932: Contract of Sale, Meaning and difference between Sale and Agreement to Sell, Conditions and Warranties, Transfer of Ownership in Goods including Sale by

Non- Owners, Performance of Contract of Sale, Unpaid Seller- Meaning and Rights of An Unpaid Seller against the Goods and the Buyer

The Consumer Protection Act, 2019: Introduction, Objectives Commencement & Application, Definitions, Salient Features, Grievance Redressal Machinery.

Practical Work: How to file an application under Consumer Protection Act

The subject provide te deep understanding of the laws prevailing in the countrylike sales of goodsact,consumer protection act .

	<p>BBA125: PERSONALITY DEVELOPMENT AND PROFESSIONAL SKILLS</p>	<p>UNIT-I PERSONALITY DEVELOPMENT Interpersonal Skills:Components of self-concept, factors affecting self-concept, selfmanagement techniques, forms of interpersonal relationships, competencies and enhancing interpersonal skills. Improving Personal Skills: improving reading skills, problem solving skills, creativity skills, listening skills, time management skills. Career Development: Public speaking and presentation skills, group discussion, types of group discussions, tips for successful participation in GD, job interviews and it's types, preparation and do's and don'ts for an interview, Resume writing and job application. UNIT-II PROFESSIONAL SKILLS Team Building and Negotiation Skills: Team development, conflict resolution and team behaviours, concepts and guidelines for successful negotiation, leadership skills, trends in leadership style. Work Culture, Ethics and Stress Management: Meaning and learning organizational culture, work environment and ethics, sources of stress and ways to cope up with stress, need and importance of capacity building, zones of learning and strategies for capacity building. Non-Verbal Communication:Work Place Etiquettes: Personal appearance, posture and gestures, facial expressions, conduct at the work place, telephone and email etiquettes.</p>	<p>In today's business context requires adaptation to change through acquisition of new skills and abilities to seize opportunities and improve productivity. This course deals with personality development, creativity skills, ethics in business and help students to acquire a range of useful strategies and other skills for enhancing their professional effectiveness.</p>
	<p>BBA 126: MANAGERIAL ACCOUNTING</p>	<p>Unit I Origin, Concept, Nature and Scope of Management Accounting, Distinction between Management Accounting and Financial Accounting. Nature, Importance and Limitations of Financial Statements Tools of Financial Analysis: Trend Analysis, Common Size Financial Statements and Comparative Financial Statements, Ratio Analysis, Fund Flow and Cash Flow Statements Analysis Unit II Cost concepts, classification of costs, Absorption and Marginal Costing. Cost Volume Profit Analysis: Marginal Cost Statement/Equation; P/V ratio; Break Even Point (BEP), Break Even Chart; Margin of Safety; Decisions relating to Key Factor, Price fixation, Export Order, Make or Buy, Deletion or Addition to Product/Services, Sell or Process Further.</p>	<p>To acquaint students with concepts of cost and managementaccounting and their application in managerial decision making.</p>

3	BBA 202: OPERATION RESEARCH	<p>UNIT-I Operations Research: Meaning, Significance and Scope. Introduction to Linear Programming, Formulation of Linear Programming—Problems, Graphical Method, Simplex Method. Transportation Problem, Assignment Problem.</p> <p>UNIT-II Queuing Theory: Introduction, Arrival System, Queue Discipline, M/M/I Single Channel, M/M/I and M/M/S Model Game Theory: Two Persons Zero Sum Games, Pure Strategies, Mixed Strategies, Dominance, Introduction to Frequency Problems, Classification of Sequencing Problems, Processing in Job through Two Machines</p>	To understand the concept of operations Research and its applications in managerial decisions. It also helps to understand the required skills to solve the problems on OR.
	BBA 203: MARKETING MANAGEMENT	<p>UNIT – I Introduction to Marketing: Meaning, Nature and Scope of Marketing, Marketing Philosophies, Marketing Process, Marketing Mix. Marketing Research: Meaning, Importance, Marketing Research Process. Consumer Buying Behaviour: Factors influencing Buying Behaviour, Buying Decision Process. Market Segmentation: Levels and Patterns of Market Segmentation, Major Segmentation Variables for Consumer Markets, Concepts of Market Targeting and Positioning. Product Planning and Market Strategies: Product Life Cycle, New Product Development Process, Product Classification, Concept of Branding, Packaging and Labeling. UNIT – II Pricing Decision: Pricing Policies and Strategies. Distribution Decisions: Channel Design Decisions, Major Channel Alternatives, Channels Management Decision, Causes and Managing Channel Conflict, Physical Distribution. Promotion Decisions: Communication Process. Promotion Tools: Advertising, Sales Promotions, Public Relations, Personal Selling. Emerging Trends and Issues in Marketing: Concepts of Direct Marketing, On-line Marketing, Green Marketing, Retail Marketing and Customer Relationship Marketing</p>	The paper aims at making students to understand basic concepts, philosophies, process and techniques of marketing

BBA 204: ECONOMICS OF MONEY & BANKING

UNIT- I Money: Introduction, Functions & Types of Money. Theoretical and Empirical Methods to Distinguish Money from Near Money Assets. Types of Monetary System and Qualities of Good Monetary System. Demand for Money: Classical and Keynesian Approach, Baumol and Tobin Inventory Theoretic Approach, Freedman's Theory. Supply of Money: Measures of Money Supply and Money Multiplier. Monetary Policy: Targets, Goals and Trade off among Alternate Goals. Transmission Mechanism – Classical Model, Keynesian Model and Monetarist Model. Supply of Money, Theories of Money Supply. UNIT- II Banking: Meaning, Types and Functions of Banks, Management and Organisational Set Up of Commercial Banks. Central Banking: Origin & Evolution; Main Functions, Monetary Management. Risk Management: Types of Risk, Management, Asset/Liabilities Management, Major Developments in Commercial Banking in India since Independence, Banking Sector Reforms, International Monetary Fund (IMF) and International Liquidity. WTO and GATT: Implications for India. Introduction to E-Banking and Electronic Fund Transfer (RTGS & NEFT), Cheque Truncation System (CTS).

To understand basic concepts of economics of money and banking. One can also learn the basic concepts of which are currently prevailing in the banks.

	<p>BBA 205: REGULATORY FRAMEWORK FOR COMPANIES</p>	<p>UNIT- I Company: Meaning and Definition, Characteristics. Concept of Lifting of Corporate Veil, Kinds of Companies - Private, Public, One Person Company, LLP, Government Companies, Statutory Companies, Registered, Limited and Unlimited. Formation of Company: Promotion, Incorporation, Capital Subscription, Commencement of Business, Pre-Incorporation Contract and Provisional Contracts. Memorandum of Association- Definition, Clauses and Procedure for Alteration, Doctrine of Ultra -Vires. Articles of Association – Definition, Contents, Procedure for Alteration. Doctrine of Indoor Management, Constructive Notice, Distinction between Memorandum and Articles of Association Prospectus – Contents, Statement in Lieu of Prospectus, Types, Liabilities for Misstatement. UNIT II Shares: Classes of Shares, Preference and Equity Shares, Public Issue of Shares, SEBI Guidelines, Employees Stock Option Scheme, Book Building Process, Allotment of Shares, Irregular Allotment, Issue of Shares. Listing of Shares, Sweat Equity Shares, Right Shares, Bonus Shares, Shares with Differential Rights, Share Certificate and Share Warrant, Calls, Forfeiture, Lien, Surrender of Shares, Membership of Companies. Company Management: Directors, Managing Director, Appointment, Qualification, Rights, Responsibilities and Liabilities, Disqualification of Directors. Meetings: Requisites, Statutory, Annual, Extra ordinary and Board Meetings, Resolutions, Types. Emerging Issues in Company Law: Securities and Exchange Board of India Act 1992. Introduction, Objectives, Establishment and Management of SEBI. Functions and Powers of SEBI, Securities Appellate Tribunal (SAT)</p>	<p>To impart basic knowledge of the provisions of the Companies Act 2013 with relevant case laws. Toavail theknowledge about the MOA, AOA and prospectus .</p>
	<p>BBA 206: DIRECT TAX LAWS</p>	<p>UNIT – I Introduction, Definitions: Assessee, Concept of Income, Types of Income, Assessment Year & Previous Year, Agricultural Income & its Assessment. Residential Status & Tax Liability (Basis of Charge), Exempted Incomes. Income from Salaries and House Property. UNIT – II Income from Profits and Gains of Business and Profession including Depreciation, Capital Gains, Income from other Sources. Deemed Incomes and Clubbing of Incomes (Aggregation of Incomes), Set-Off and Carry Forward of Losses, Deductions to be made in Computing the Gross Total Income, Assessment of Individual.</p>	<p>Practical Work: 1. Preparation of Form 16 and 16A 2. Different types of ITR Forms 3. Filing of Return by an Individual 4. PAN Form can be learnt .To impart basic knowledge of the provisions of direct tax laws in India.</p>

4	BBA 222: PROJECT MANAGEMENT	<p>UNIT – I Concept of Project: Meaning, Characteristics, Classification of Projects, Project Life Cycle and its Phases. Project Management, Steps Daming Cycle for Project Management, Project Management and Line Management. Project Manager: Roles and Responsibilities, Project Management as a Profession. Generating and Screening Ideas – Steps, Monitoring the Environment, Scouting for Project Ideas, Preliminarily Screening, Project Rating Index. Feasibility Studies – Technical, Financial, Economic, Social, Legal and Managerial. UNIT – II Project Appraisal Techniques: Objectives, Types and Methods. Project Risks: Meaning, Types, Measurement of Risk, Sensitivity Analysis, Stimulation, Monte Carlo. Decision Tree Analysis (Basic Concepts only). Project Evaluation – Meaning, Evaluation v/s Appraisal, Objectives of Project Evaluation, Types of Evaluation, Essential of Sound Evaluation, Techniques, Agency for Evaluation, Scope of Evaluation. Project Organisation and Control – Project Network Analysis (Basic concepts of PERT, CPM, Cost and Time Over Run). Project Reporting: Meaning, Purpose, Process, Requirements of a Good Report, Methods, Principles of Good Reporting System.</p>	to acquire basic knowledge of different facets of Project Management.
	BBA 223: RESEARCH METHODOLOGY	<p>Unit-I Research-Meaning, Characteristics, Types, Process and Utility. Research Design-Meaning, Types and Features of Good Research Design. Qualitative and Quantitative Research. Importance of Review of Literature. The Research Proposal. Primary and Secondary Data. Methods of Data Collection. Measurement and Scaling, Designing of Questionnaire and Schedule, Formulating Hypothesis, Ethics in Business Research. Unit-II Sampling Design and Sampling Procedure. Sampling and Non-Sampling Errors. Data Analysis and Interpretation. Hypothesis Testing-t-Test, Chi-Square Test, Test of Mean and Proportion, Report Writing. Role of Computers in Research.</p>	This course enablesthe students to learn how to write the project report. Understand the concept of hypothesis .It also enable the students to learn the various tests used in RM.

	<p>BBA 224 : HUMAN RESOURCE MANAGEMENT</p>	<p>UNIT - I Human Resource Management: Introduction, Meaning and Definitions, Brief History, Nature, Functions, Importance and Limitations of HRM. Challenges faced by Modern HR Managers. Human Resource Planning: Introduction, Definitions, Features, Need for HR Planning, Objectives, Process, Factors affecting HR Planning, Types, Benefits, Problems in HR planning and Suggestions for Making HR Planning Effective, Succession Planning. Recruitment, Selection, Training and Development. Placement and Induction, Transfers and Promotions. UNIT – II HR Department and Policies – Organisational Design of HR Department, Composition, Functions, HRM Environment. HR Information System – Meaning, Need, Objectives, Process, Designing of HRIS, Computerized HRIS, Personnel Inventory. HR Records– Meaning, Purpose, Essentials of Good Record Keeping, Significance, Description. HR Research – Objectives, Kinds and Techniques. HR & Audit – Objectives, Need, Process, Types and Approaches.</p>	<p>to familiarize the students with the different aspects of managing human resource in the organization.</p>
	<p>BBA-225: GOODS AND SERVICE TAX</p>	<p>Unit I Tax structure in India, Direct and Indirect Taxes, Overview of Goods and Services Tax, Implementation of GST, Reasons for GST introduction, Pros and cons of GST,Registration procedure under GST, CGST/ SGST Act, 2017,Classes of officers under GST, their appointment and powers; Levy and collection of CGST/ SGST; Composition Levy scheme;Time and value of supply. Unit II IGST Act, 2017: Definitions, Supplies in the course of inter-State trade or commerce, Supplies in the course of intra-State trade or commerce, Levy and collection of IGST, power to grant exemption from tax, place of supply under IGST; Input tax credit;Returns under GST;Refund of tax; offences and penalties, Prosecution and Appeals under GST, GST Portal: GST Eco system,GST suvidha provider.</p>	<p>Understanding of basics of GST.To get the knowledge about the tax interstate sales aswell as the implementmation of GST.</p>

5	BBA 301: INSURANCE AND RISK MANAGEMENT	<p>UNIT – I Insurance: Concept, Nature of Insurance, Functions of Insurance, Importance of Insurance, Principles of Insurance Contract-Features of Life and Non-life Insurance. Insurance and IRDA: IRDA Act 1999, Provisions, Duties, Powers and Functions of IRDA. UNIT- II Risk and risk management process - Concept of risk, risk vs. Uncertainty, types of risks, risk identification evaluation. Risk management objectives-selecting and implementing risk management techniques. Commercial risk management applications–property–liability–commercial property insurance different policies and contracts–business liability and risk management insurance–workers' compensation and risk financing.</p>	<p>to familiarize students with the principles and practices being followed in the insurance sector. The students will also learn risk management process and application.</p>
	BBA 302: INTERNATIONAL BUSINESS	<p>Unit –I Introduction to International Business: Globalization and its growing importance in world economy; Forces behind globalization; Criticism of globalization; International business contrasted with domestic business- complexities of international business. Modes of entry in international business. International Business Environment: Economic, Cultural, Political and Legal environments; Global Trading environment – recent trends in world trade in goods and services. Theories of International Trade (a brief overview) - Mercantilism, Absolute Advantage, Comparative Advantage, Factor Endowment, Product life cycle, Porter’s Diamond Model. Government Influence on Trade- Tariff and non- tariff measures. International Organizations: WTO- Its Objectives, principles, organizational structure and functioning. An overview of– UNCTAD, World Bank and IMF. Unit – II Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia. India’s recent Trade Agreements. Developments and Issues in International Business: Foreign Direct Investments in India; Measures for promoting foreign investments in India. Outward Foreign Direct Investments from India; Indian joint ventures, acquisitions and greenfield investments abroad. Trends in India’s Foreign Trade- volume, composition and direction of trade. Balance of payment crisis. Foreign Trade Promotion Measures in India: Latest EXIM Policy.</p>	<p>TO familiarize students with the concepts, importance and dynamics of international business. The course also discusses theoretical foundations of international business to the extent these are relevant to understand the mechanics of global business operations and development.</p>

BBA 303: BUSINESS ENVIRONMENT

Unit- I Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment; Elements of Environment- Internal, External, Micro and Macro; Interaction Matrix between various Environmental Factors. Environmental Analysis: Need, Process, Techniques & Limitations of Environmental Analysis. Economic Environment: Key Elements of Economic Environment – Economic factors, Economic Systems, Economic Planning – Objectives & Strategies of Current Five Year Plan, Formation and Functions of NITI Aayog, Economic Policies – Industrial, Monetary & Fiscal (Tools & Latest Policies). Unit- II Political & Legal Environment: Key Elements of Political Environment, Relationship between Business and Government, Economic Role of Government. FEMA, Competition Act, SEBI & Consumer Protection Act, 1986 with latest amendments Socio-Cultural Environment: Nature and Impact of Culture on Business, Social Responsibilities of Business, Social audit, Emergence of Middle Class and its influence on Business Natural Environment: Ecological Issues and Indian Business.

This course is to acquaint the students with various environmental factors that create a profound impact on the business organization. It would also make the students capable of analyzing and understanding the implications of different macroeconomic policies implemented by the Government.

**BBA 304: ENTREPRENEURSHIP AND
SMALL BUSINESS MANAGEMENT**

UNIT-I Entrepreneurship- Entrepreneur, Entrepreneurship, Definition, Characteristics, Need, Theories, Difference between entrepreneur and self employed person- entrepreneur and manager, Intrapreneur, Intrapreneurship, Socio-Economic role of Entrepreneurship; Role of Entrepreneurship in Economic Development Entrepreneurial Motivation: Entrepreneurial Motivation, Internal and External factors affecting motivation, Relation of Entrepreneurial Motivation and Entrepreneurial Behaviour Entrepreneurial Competencies: Essential competencies of entrepreneur; Entrepreneurial Development Programmes: EDP's, relevance and achievements; Role of Government in organizing EDP's, Critical Evaluation; Project Identification and Project Plan: Considerations in Product/Project Selection, Market Survey, Project Classification, Writing a Project Plan/Proposal; Project Appraisal and Documentation: Project Appraisal Criteria, Various formalities for Project Appraisal and clearance for availing financial support; UNIT-II Small Business: Small Business as a Seed Bed of Entrepreneurship: Evolution and development of Small Business, SSI, concept, definition, characteristics, classification, advantages and problems; Role of Small Business in the national economy; 54 The Start-Up Process: Procedure for setting up a small scale unit; Planning, Implementation, Initial Strategic Planning, Management Process in Small Business: Product and Marketing Scope, Legal and Tax consideration, Risk analysis and financial considerations. Profit Planning; National Policies for small business development: Governmental and Non-Governmental policies and assistance in setting up SSI, Institutional support to small entrepreneurs from NSIC, SIDO and TCOs for entrepreneurship development in India

To familiarize the budding entrepreneurs with the competencies and qualities of successful entrepreneurs and to help learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development.

	<p>BBA 305: CONSUMER BEHAVIOUR</p>	<p>Unit I Consumer Behaviour: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour 55 Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes- Formation and Change; Consumer Values and Lifestyles External Determinants of Consumer Behaviour: Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behaviour Unit II Consumer Decision Making Process: Problem Recognition- methods of problem solving; prepurchase search influences- information search; alternative evaluation and selection; outlet selection and purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule); Post Purchase Behaviour; Situational Influences; Cognitive Dissonance Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer behaviour- interdisciplinary approach Researching Consumer Behaviour: Online Customer Behaviour; Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing Strategy;</p>	<p>The course of Consumer Behaviour aims at enabling students to understand the process of consumer behaviour, issues and dimensions, various internal and external factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy.</p>
	<p>BBA 306: SALES AND DISTRIBUTION MANAGEMENT</p>	<p>UNIT-I Introduction to Sales Management & Importance of Sales Force. Functions of sales manager. Nature and importance of Personal Selling and Salesmanship, objectives and theories of personal selling. Sales forecasting Methods, Sales Budget - Importance, Process of Sales Budget, Uses of sales budget, Sales territory considerations in allocation of sales territory, Sales Quota, Objectives, Principles of Ceiling Sales Quota, Administration of Sales Quota, Uses of Sales Quota. UNIT-II Physical Distribution: Meaning, Organization & Management. Channels of Distribution: Its functions, selection & motivation of intermediaries. Market Logistics and supply chain management - Transport system, inventory and warehousing. Distribution warehousing: Its modern Concepts, Functions, Types & features of warehousing, Locations, Automation in warehousing. International Sales and Distribution management.</p>	<p>The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.</p>

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BBA 321: BUSINESS POLICY AND STRATEGY

UNIT-I Definition, nature scope and importance of strategy and strategic management.Strategic decisionmaking. Process of strategic management and levels at which strategy operates. Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives. Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political and technological).Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS). Internal Appraisal: The internal environment, organizational capabilities in various functional areas. Methods and techniques used for organizational appraisal (A brief overview of: Value chain analysis, Financial and non financial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating). Corporate level strategies -Stability, Expansion, Retrenchment and Combination strategies.Corporate restructuring. Concept of Synergy.Mergers&Acquisitions.Corporate Restructuring. UNIT- II Business level strategies- Porter’s framework of competitive strategies.Differentiation and Focus strategies.Concept, importance, Building and use of Core Competence. Strategic Analysis and choice-Corporate level analysis (BCG, GE Nine-cell, McKinsey’s 7-S Framework).Industry level analysis, Porter’s five forces model. Strategy implementation: Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation. Strategic control and operational Control. Organisational systems andTechniques of strategic evaluation.

The course structure gives an insight into the strategic planning process done by organizations. The student is required to learn basics of that how a strategy is formed andfinally implemented by organizations.

BBA 322: PRODUCTION AND OPERATIONS MANAGEMENT

Unit I

Introduction to Production and Operations Management: Concepts, Functions, Scope, Types of Production System.

Product Design and Development: Product Design and its Characteristics, Product Development Process, Product Development Techniques.

Facility Location and Layout: Facility Location – Importance, Factors in Location Analysis, Location Analysis Techniques, Facility Layout – Objectives, Advantages, Basic Types of Layouts

Production Planning & Control (PPC): Concepts, Objectives, Steps
Work Study - Productivity; Method Study; Work Measurement.

Unit- II

Production Techniques: Introduction to modern productivity techniques-Just in Time, Kanban system, Total Quality Management and Six Sigma.Make or Buy decisions.

Inventory Control and Management

Purchase Management - Objectives; Functions; Methods; Procedure

Stores Management - Types of Stores; Functions; Coding Methods

Inventory Management - Concepts; Classification; Objectives; Factors Affecting Inventory Control Policy; Inventory Costs; Inventory Control tools and techniques

Quality Management and Statistical Quality Control

Maintenance Management - Concepts; Objectives; Functions; Types of Maintenance

TQM, Quality Specification, Design

Meaning and objectives of Statistical Quality Control.

This course aims to impart knowledge regarding production and operation management tools, techniques and processes and familiarize students how to take managerial decisions with respect to production function.

**BBA 323: SOCIAL AND ETHICAL ISSUES
IN BUSINESS**

Unit 1 Business Ethics: Meaning and Concept, Principles of Business Ethics, Characteristics of Ethical Organisations, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder's Protection, Corporate Governance and Business Ethics. Ethical Issues in Indian Business. Corporate Social Responsibility: Social Responsibility of business with respect to different stakeholders, Arguments for and against social responsibility of business, Social Audit, Corporate Social Responsibility and Corporate Governance. Unit 2 Corporate Governance: Conceptual framework of Corporate Governance, Need for Corporate Governance, Benefits, Historical background, Theories of Corporate Governance, OECD principles, Cadbury Committee Report, Corporate Governance Vs Corporate Excellence, Corporate Governance Reforms and Initiatives in India.

to familiarize the students with the importance of ethics in business and understanding of issues related to corporate social responsibility and corporate governance.

**BBA 325: ADVERTISING AND BRAND
MANAGEMENT**

UNIT I Advertising & Advertising Management: Introduction, scope, need & importance; types & classification of advertisement, advertising & the promotion mix, Role of advertising in Social & Economic development, Ethics in Indian advertising. Advertising Planning: Advertising Objectives-DAGMAR, determining advertising budgets: percentage of sales method, objective to task method, competitive parity & all you can afford; Advertising planning and strategy, creative strategy development and implementation Media planning & Scheduling: broadcast & non-broadcast media; Key factors influencing media planning; setting media objectives, media decisions; media class, media vehicle & media option; Scheduling: flighting, pulsing & continuous; developing media strategies, evaluation of different media and media selection, media buying, measuring advertising effectiveness UNIT II Brands and Brand Management: concept, nature, importance, brand evolution, brand life cycle, brand v/s generics, associating feelings with a brand; branding challenges and opportunities; Brand Identity: conceiving, planning and executing (Aaker model); Brand Loyalty: concept and measures of brand loyalty Brand Equity: concept and measures of brand equity, cost, price and consumer based methods, sustaining brand equity Brand Personality: concept, measures and formulation of brand personality; Brand Image Vs Brand Personality 67 Brand Positioning: Concept, repositioning, Celebrity Endorsement, Brand Extension, Differential Advantage, Strategies for Competitive Advantage, Brand Pyramid.

To provide an understanding of the basic principles of advertising management, nature, purpose & complex constructions in the planning and execution of a successful advertising program and to develop an interest of the brand concept and the operational aspects of managing a brand. The course will expose student to issues in brand management, faced by firms operating in competitive markets.

BBA 326: MARKETING OF SERVICES

UNIT I Introduction to Services Marketing: Meaning and Nature of Services, Growing Importance of Services Sector; Classification of Services; Differentiating goods from services; Introduction to services marketing: Growth and importance of services marketing. Understanding Consumer Behavior and markets: Consumer purchase process; consumer behaviour in service encounters; Customer Expectations and Perceptions; Market Segmentation and positioning of services. UNIT- II Services Design and Development: Creating new service, Identifying and classifying supplementary services, Service blue printing. Pricing of services: Objectives and foundations for setting prices, Value based pricing. 68 Services Distribution Management: Distributing services; Options for service delivery, place and time decisions. Implementing Services Marketing: Defining and Measuring Service Quality; The GAP Model; Customer Feedback and Service Recovery; Managing relationships and building loyalty.

This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

