

SHRI VENKATESHWARA UNIVERSITY GAJRAULA



Syllabus

School of Commerce & Management

Bachelor of Business Administration (BBA)

2019-20 onwards

Year: 1 Semester: II

S.N.	Subject Code	Subject	EVALUATION SCHEME								
						SESSIONAL EXAMS			ESE	Total	Credit
			L	T	P	CT	TA	Total			
1.	BBA-211	Business Environment	5	2	-	20	10	30	70	100	6
2.	BBA-212	Fundamentals of Management	5	2	-	20	10	30	70	100	6
3.	BBA-213	Indian Economy	5	2		20	10	30	70	100	6
4.	BBA-214	Environmental Studies	2	-		20	10	30	70	100	2
		Total	17	6	-	80	40	120	280	400	20
5	BBA-215	Swachha Bharat Abhiyan (Non-CGPA)	1	2		20	10	30	70	100	2

BBA- II Semester

Code-BBA-211

Business Environment

Learning Objectives :-

- 1) To develop knowledge base for demographic and environmental factors affecting Business.
- 2) To make the students aware of environmental problems related to Business and Commerce.
- 3) To inculcate values of Environmental ethics amongst the students.

Unit I- Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business.

Unit II- Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector

Unit III- Industrial Policy –Its historical perspective(In brief);Socioeconomic implications of Liberalisation, Privatisation, Globalisation.

Unit IV- Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA

Unit V- Overview of International Business Environment, Trends in World Trade : WTO- Objectives and role in international trade.

Learning Outcomes: - At the end of the course, student should be able to:

1. Discuss the supply and demand theory and its impact on insurance.
2. Explain the effects of government policy on the economic environment and insurance industry.
3. Outline how an entity operates in a business environment.
4. Describe how financial information is utilized in business.

Suggested Readings:

- 1.Francis Cherunilum Business Environment
- 2.K.Aswathapa Business Environment

BBA- II Semester

Code-BBA-212

Fundamental Of Management

Learning Objective :- To provide a basis of understanding to the students with reference to working of business organization through the process of management. On completion of the syllabi the student will understand the basic principles of management - will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

Unit - I

Introduction: Concept, Functions and Significance of Management.

Unit - II

Planning: Meaning, Objectives and Process of Planning, Management by Objectives, Decision Making- Concept, Types and Process.

Unit - III

Organizing: Meaning, Objectives, Significance, Principles and forms of organization. Centralization and decentralization of Authority, Staffing- Meaning, Significance and Process.

Unit – IV

Directing: Nature, Importance, Principles, Coordinating – nature, Importance and Principles, Communication - Meaning, types and Process. Motivation – Meaning and Definition, Importance, Types, Leadership –Meaning and Definition, Principles, Importance and Types of Leadership.

Unit - V

Controlling: Meaning, Objectives, Importance, Limitations, Principles and Process of Controlling.

Learning Outcomes

1. Evaluate the global context for taking **managerial** actions of planning, organizing and controlling.
2. Assess global situation, including opportunities and threats that will impact management of an organization.
3. Integrate **management principles** into **management** practices.

Suggested Readings:-

1. Saxena, S.C. ,Business Administration and Management, Sahitya Bhawan, Agra
2. Sherleker, S.A. and Sherleker Y.S., Principles of Business Management, Himalaya Publication House, New Delhi

BBA- II Sem

Code-BBA-213

Indian Economy

Learning Objectives: This subject covers the major features of Indian Economy at Independence in the field of agriculture industry and other infrastructure of the economy. It also deals with growth of development of different phases on the current issues in Indian economy policy

Unit I- Meaning of Economy, Economic growth & development, characteristics of India Economy, Concepts of Human development, Factors affecting economic development.

Unit II- An overview of Economic Resources of India, Human Resources of India: Concept of Population Explosion, Interrelation of Population and economic development, Population policy of India, Problem of Unemployment in India.

Unit III- Economic planning in India; Planning commission, Critical evaluation of current Five Year Plan.

Unit IV- Problems and prospects of Indian Agriculture, agriculture development during plan period. Position, Problems and Prospects of Large Scale Industries. (Iron, Steel, Sugar, Cotton,Textile)

Unit V- Service and Entrepreneurial Sector, role of Commercial Bank and Financial Institutions, Role of Small Scale Industries in Indian Economy.

Course Outcome:- Have requisite understanding of the basic structure of Indian Economy. Students will comprehensively understand, interpret, compare & contrast, explain the need of planning and know the changes through planning that led to evolution of Indian economy.

Suggested Readings:

- 1.Kenes J.M. General Theory of Employment, Interest and Money
- 2.Brooman Macro Economics
- 3.Seth, M..L. Monetary Theory
- 4.Vaish, M.C. Monetary Theory
- 5.Singh, S.P. Macro Economics

Learning Objectives: The goal of this course is to provide students basic knowledge of environment and their role in life sustenance. The students can identify and analyze environmental problems as well as the risks associated with them.

Unit-I

Fundamentals of Environmental Management: Definition, principles and scope; Types and components of environment; Man- environment relationship; Causes of environment destruction; Environmental ethics; Environment Awareness Programmes.

Unit - II

Natural Resources - Awareness: Eco-system, Atmosphere, Land, Water, Forest, Mines & Minerals, Wetland, Bio-diversity, Conservation of natural resources.

Unit- III

Environmental Protection - Policies & Legislations: National environment policy, Environmental Legislations, International conventions and Agreements, GATT/WTO and environment, State Pollution Control Board, Role of NGOs.

Unit- IV

Environment Management System: ISO-14000, Environment Audit, Eco-Friendly products (Ecomark), Green Industry.

Unit - V

Environmental Impact Assessment (EIM): EIM-Methods and tools, Appraisal and clearance for industry, Evaluation Systems.

Learning Outcomes:

- Student can recognize the environmental problem associated with development Apply the gained knowledge for the environmental conservation and its sustainability.
- Demonstrate an integrative approach to deal with environmental issues with a focus on sustainable environmental management.
- Develop an ability to integrate the disciplines related to environmental concerns.

References:

1. N.K.Oberoi - Environmental Management, Excell Books.
2. G.N.Pandey - Environmental Management, Vikas.
3. K.M.Agrawal & P.K.Sikdar - Text Book of Environment, Macmillan.
4. L.W.Canter - Environmental Impact Assessment, Tata McGraw Hill.

Code-BBA215

SWACHHA BHARAT ABHIYAN

Learning Objectives:

- 1. To promote Swachhata Awareness campaign in villages adopted by the University*
- 2. To understand the importance of cleanliness and hygienic living in villages to remain healthy and fit*
- 3. To apply class room knowledge of courses to field realities and improve quality of living in villages*

UNIT: 1

Introduction to Swachha Bharat Abhiyan, concept, scop, objectives an mode of functioning, Unnat Bharat Abhiyan and Swachha Bharat Abhiyan – comparison and integration.

UNIT : 2

Local Self Government and Swachha Bharat Abhiyan

Introduction to Constitution, Constitutional Amendments on Panchayati Raj, Panchayati Raj Institutions (Gram Sabha, Gram Panchayat, Standing Committee), local civil society, local administration, Municipal Corporation & its functions and Administration. Role of Local Self Government in Swachha Bharat Abhiyan, Community participation in Swachh Bharat Abhiyan, Sanitation, Personal and community hygiene.

Assignment 2

How effectively are Panchayati Raj institutions functioning in the village? What would you suggest to improve their effectiveness? Present a case study (written or audio-visual).

Field Visit – (4 Classes)

UNIT : 3

Water Management System in Village

Water and waste water, water crisis, water conservation, climate change, rain water harvesting, reuse, borewell, recharge structures ,water disposal ,sewage system and its management, open defecation and Swachha Bharat Abhiyan.

Smart Cities - Concept of Smart Cities, Smart Cities and Swachha Bharat Abhiyan.

Sustainable Development Goals – concept, objectives and merits, UN and National intervention

Assignment: 1

Water Conservation – Opportunities, Mapping, Challenges & Viable Solutions.

Group discussion in class- (4)

Field visit (4 Classes)

Awareness on Water Conservation

Assignment 3

Project Report on Sustainable Development in India – Problems & Prospects.

Field Visit –(4 Classes)

Awareness Campaign on Swachha Bharat Abhiyan

UNIT : 4

Legal Aspects

Pollution Control Boards-Central and State, Waste Management System (Solid and Liquid), Waste disposal,

Assignment 2

Waste Management System in the villages – Challenges & Opportunities.

Field Visit – (4 Classes)

Awareness on Waste Management System in the Village

Activities to be undertaken under Swachh Bharat Abhiyan

- Cleanliness in the offices /Departments/surroundings and nearby areas

- Segregation of waste and proper disposal of garbage as per pollution control board norms
- Cleanliness/Bus stand/Public places and Market places
- Periodic cleaning of hostel messes
- Developing green belt on roadside of the campus to prevent aerosol pollution
- One day cleanliness awareness camp in the villages adopted under Unnat Bharat Abhiyan
- To ensure that facility of toilets fresh drinking water, first aid and basic amenities be provided by the contractor to the labourers staying in the campus
- Awareness of people about sanitation related issues and trigger a change in sanitation related behaviour
- Change of behaviour about open defecation, hygiene practices, solid/liquid waste management in campus and at village level in adopted villages.

Learning outcomes:

After completing this course, student will be able to

- *Gain an understanding of rural life and social realities*
- *Learn to understand the village problems and find solutions relating to cleanliness and hygienic living.*
- *Develop the spirit of community participation by involvement of common people*

Suggested Books:

1. Singh, Katar, Rural Development Principles, Policies and Management, Sage Publications, New Delhi, 2015.
2. A Hand book on Village Panchayat Administration, Rajiv Gandhi Chair for Panchayati Raj Studies, 2002.
3. United Nations, Sustainable Development Goals, 2015 un.org/sdgs/
4. M.P.Boraian, Best Practices in Rural Development, Shanlax Publishers,
5. Unnat Bharat Abhiyan Website : www.unnatbharatabhiyan.gov.in

