



## STUDENT HANDBOOK (BBA)

Welcome to Asian School of Business (ASB).

ASB is committed to advancement of knowledge and practice in management through excellence in education in the fields of business and management. Our academic program offers exhaustive management education with a practical approach and applied orientation. We focus on creating leaders of tomorrow for the real business world. ASB invests for the success of its students and supports them to form a good base for their career.

This **Student Handbook** has been prepared to provide students with information about campus resources and services available to them, student life inside the campus and general Institution procedures. This handbook also contains information about Vision, Mission and Core Values of Asian School of Business to apprise the students about our objectives and the subsequent outcomes we aim to achieve. The policies contained in this handbook are applicable for all students who are supposed to follow the same accordingly.

ASB makes this handbook available to each student and it is responsibility of every student to acquaint himself/herself with its contents.

By enrolling with ASB you agree to comply with all the rules and regulations of Institution. Ignorance of a policy/regulation will not be considered as an excuse for failure to observe it.

This student handbook covers all the important policies drafted for benefit of the students and their academic development. The student handbook mainly focuses upon the following:

- General Code of Conduct
- Evaluation System
- Academic and Administrative Policies and Procedures
- Syllabus

While every effort has been made to make this handbook as complete and accurate as possible, changes may occur at any time in future regarding norms, fees, syllabus etc. listed out in this handbook. However, these changes shall be let known to you as and when they come into effect.

We wish you all the best and look forward to see you conquering the world in near future.

# Vision

Growth with Education

## Mission

In the current global context, we believe in developing the aspiring leaders and entrepreneurs who manage and create powerful organizations in the emerging corporate landscape.

Asian School of Business aims at creating highly intellect business mindset, promote best business practices and innovative techniques to attain desired organization goal and contribute to nation's economy at large.

## Core Values

**E: Excellence**-Excellence in Education through Industry and Academia under one Umbrella

**D: Dedication**- Strong hub of Management, Directors, and Advisory Board with clear vision and sincere efforts

**U: Unity**-Unified staff and students

**C: Clarity**- Clear thought process for the accomplishment of Mission

**A: Achievement**- Keen to set a benchmark for the accomplishment of particular tasks and striving for success in achieving the same

**T: Togetherness**-Belongingness towards the Institution and society

**I: Innovativeness**- Value addition through innovative teaching-learning

**O: Optimism**- Positive mind framework for quality assurance and accepting the challenges in the world of Globalization

**N: Nurturing**- Grooming the personality as per the requirement of corporate world

## **BBA Programme Details**

---

Asian School of Business affiliated to Chaudhary Charan Singh University, Meerut is committed to provide the learning and application of skills relevant in the global context. ASB offers a three-year full-time graduate programme in management which enables its students to attain leadership in their pursuit of business management. At ASB, we are committed to your success and every effort will be made to ensure that your experience is an enriching and rewarding one.

### **Program Educational Objectives (PEOs) of BBA Program**

The objective of BBA program at ASB is to equip students with the ability to integrate the knowledge from various disciplines, develop logical & critical thinking wherein they can recognize and solve the problems, weigh & understand ethical issues and communicate effectively. Within this broad framework following program educational objectives are stated:

PEO 1: Provide students with attitude and aptitude to identify, analyze and develop business opportunities as well as solve business problems;

PEO 2: Develop the ability in students for strategic planning, leadership and team building across borders;

PEO 3: Instill and hone the skills in students by knowledge transfer for making them competent management professionals through application of the acquired knowledge and skills; and to develop their written and oral communication competencies to enhance managerial effectiveness;

PEO 4: Enhance students' appreciation of the values of social responsibility, legal and ethical principles and corporate governance as a global citizen.

PEO 5: Equip students with the necessary attitude and ability to adapt to dynamic business environment and the rapid changes in it due to technological advancements.

### **Program Outcomes of BBA Program**

The BBA program has following intended outcomes that are duly aligned with the educational objectives listed above. These program outcomes are:

#### **PO1: Business Environment and Domain Knowledge**

Students will be able to identify and analyze economic, socio - cultural, political and legal factors present in the national and global business environment which have an influence over the conduct of business and gain the knowledge of various domains relevant to business. This helps in understanding the functioning of businesses and identifying potential business opportunities.

#### **PO2: Skill Development and Pragmatic Approach for Innovative Solutions**

Students will be able to practically apply the concepts, tools and techniques learnt during the program in real life business situations for devising optimal and innovative solutions to business problems.

#### **PO3: Critical Thinking, Business Analysis and Problem Solving**

Students will develop competencies in quantitative and qualitative analysis techniques along with the ability to think and analyze critically and apply the conclusions of rational decision-making process to problem solving in functional areas such as Marketing, Finance, Human Resources and Business Strategy.

#### **PO4: Effective Communication**

Students will develop the ability to communicate effectively through oral as well as written modes using appropriate technology and logical reasoning to articulate ideas at a level which reflects competence.

#### **PO5: Socially Responsive and Ethical Leadership and Entrepreneurial Ability**

Students will develop the ability to lead and build teams demonstrating ethical standards in business decision making with responsiveness to contemporary social issues. They will develop an aptitude for innovativeness and an attitude for taking calculated risks necessary for realizing the entrepreneurial potential in them leading to economic and social development of the country.

#### **PO 6: Global Exposure and Cross-Cultural Functioning**

Students will be able to develop a global outlook and an understanding of cross-cultural functioning of business.

## Concerned Personnel

---

### Asian School of Business

Name	Designation	May Contact for	E-Mail Address
Dr. Maroof Ahmad	Asst. Dean – ASB	Academic related Issues	maroof.ahmad@abs.edu.in
Dr. Sunita Verma	HOD – Department of Student Welfare (DSW)	Students related Issues	sunita.verma@abs.edu.in
Mr. Ravi Sharma	Asst. Dean – Corporate Resource Cell (CRC)	Internship & Final Placements	ravi.sharma@abs.edu.in
Dr. Shweta Batra	Controller of Examinations	Examinations related Issues	shweta.batra@abs.edu.in
Programme Office	Academic Coordinator	Student Coordination	coordinatorasb@asb.edu.in

## **General Code of Conduct**

---

1. Registration Fee submitted at the time of admission is charged one time and is not refundable.
2. In the event of confirmation for admission and payment of registration amount, ASB will invest for customized equipment, infrastructure, faculty etc. and hence no refund shall be tenable in the light of investment made by ASB.
3. In case of non-submission of the required documents due to reappearance/result awaited/result withheld/or any other reason, student need to ensure submission of the same on or before 27<sup>th</sup> August 2019, failing which the admission would stand cancelled. Extension for submission of the documents will be strictly as per University guidelines.
4. Non submission of documents shall lead to cancellation of admission and the college will not be responsible for the same.
5. In case of student leaving the course due to any reason, it is mandatory for the concerned student to obtain “No Dues Certificate” to ensure system effectiveness.
6. If, in opinion of the Director, for any reason, continuance of a student in the College is detrimental to the best interest of College, he/she may be asked to leave the College, without assigning reason for the same.
7. Student shall have to fully abide by the norms and rules and regulations of ASB and submit to the disciplinary action in event of violation of act of discipline.
8. Under the disciplinary action, the management is empowered to impose fine, suspend or even expel the concerned student in the interest of ASB.
9. Student should never try to encroach into privacy of the administrative area of the institute which, upon violation, may invite penalty as per the norms.
10. There should not be misuse of the Internet facility as provided in the labs. Students are not allowed to download pictures, movies, videos, unauthorized, objectionable content; in case of misusing the same, their act shall be viewed under the provisions of Cyber Laws.
11. Using mobile phones during the class is strictly prohibited. Recording the lecture or any conversation in between students or with the faculty or senior management will not be excused. This kind of act will lead to disciplinary action against the student(s) involved.
12. Any sort of electronic gadgets like cell phones, pagers, walkmans, disc mans, iPods etc. are not allowed to be used during the lectures. Strict disciplinary action shall be initiated against students violating the norms.

13. Listening Music inside class rooms or in corridors is strictly prohibited. Students are expected to maintain professional decorum by regulating their act, voice, actions etc. while they are in campus.
14. Students are not supposed to loiter within the College premises while the classes are going on.
15. Consumption of tobacco and tobacco products, alcohol, chewing of gutka, any intoxicants/drugs inside the institute is strictly prohibited. If anyone is found indulged in these activities, the student would be liable for fine and punishment and may even be rusticated in such a case.
16. Students are expected to do nothing either inside or outside the college that will in any way interfere with its orderly conduct and discipline.
17. Insubordination and unbecoming language or misconduct, on the part of a student is sufficient reason for his/her suspension or dismissal.
18. Any student found misbehaving in the class, library or computer lab with faculty/staff/fellow students will be severely punished. The nature of punishment will depend upon the severity of offence.
19. Every student must obtain on admission an Identity Card, which must have his/her photograph attested. He/she must use it whenever in the college premises, representing the college outside premises and present it for inspection on demand.
20. Every student is required to maintain a minimum of 75% attendance separately for lectures, tutorials, event/activities and/or practicals conducted for each semester.
21. In case of absence on account of illness, Asst. Dean-ASB should be informed by the parents of the concerned student personally. On resuming the college, the concerned student should report to the Asst. Dean-ASB along with prescription, supporting reports and the fitness certificate.
22. Students are not allowed to attend classes in other section of the batch of which he/she is not a part of.
23. No student is supposed to collect any money or contribution for picnic, trip or educational visit to some place, get-together, study-notes, charity or any other activity without prior sanction from the Director.
24. No student is supposed to take part in the active politics.
25. No student is supposed to communicate any information or write about matters dealing with the College administration to the Press/ Social Media or with any other institution
26. Student should contribute towards keeping the campus and infrastructure clean. Any negligence on the part of student may lead to appropriate action as suggested by the authorities.

27. Writing on walls, pillars, toilets, furniture or corridors is prohibited and violation may lead to appropriate action as decided by the authorities.
28. Students shall be liable to pay fine along with the compensation if any damage/misuse of the equipment/infrastructure is reported to.
29. Any Society or Association of students will not be started without written permission of the authorities.
30. No person(s) shall be invited to address or entertain the students of institute without the permission of the concerned authority.
31. Carrying any valuables in the institute will be at the risk of the concerned student and institute will not accept any responsibility of the valuables lost inside campus.
32. Students applying for certificates, testimonials, etc. that require the Director's signature on any kind of document or application should first contact the Academic Coordinator.
33. Students receiving Government or College Scholarships or any remission in fees must note that the grant and continuance thereof are subject to good behavior, regular attendance and satisfactory progress.
34. It is the responsibility of students to read the Notice Boards regularly for important announcements made by the College office from time to time. They will not be excused or given any concession on grounds of ignorance or not reading notices.
35. Any changes in the address/email Id/contact number of the student should be immediately updated to the ASB management for the effective communication.
36. For any self-infliction or infection of mental agony or problem developed, ASB management/authorities shall not be held responsible at any time during completion of the course/course tenure.

**Additional Guidelines for BBA Students opting for educational trip to University of Southern California (USC), USA including Workshop at School of Cinematic Arts, USC**

1. A minimum of 75% attendance in the concerned subjects is mandatory, failing which the student shall not be eligible to appear for Diploma in Business of Entertainment from AAFT and Workshop & Certification from School of Cinematic Arts, University of Southern California.
2. Workshop at School of Cinematic Arts, University of Southern California is scheduled after completion of 1<sup>st</sup> year of BBA programme, depending upon academic schedule of School of Cinematic Arts, University of Southern California, USA. Only the students with proven records (attendance, conduct, fee paid etc.) will be entitled for this workshop.
3. The concerned student has to submit his/her passport before the commencement of classes for the course and ensure that the passport is valid for the next three years from the date of commencement of classes for BBA Programme at Asian School of Business.

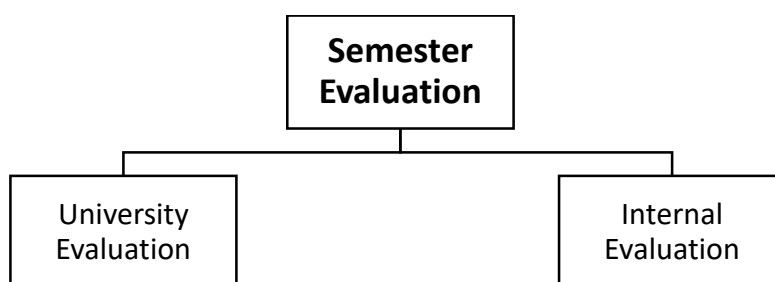


4. Travel to USC-SCA, Los Angeles, USA is subject to relevant Visa being granted by US embassy and that the student would be provided a maximum of two chances for Visa application. First chance shall be provided in second year of the course and in case of visa rejection in first chance, second chance shall be provided in third year of the course. Thereafter, no further chance for USC-SCA Workshop shall be provided.
5. Visa application fee for the first time would be paid by the college, whereas in case of rejection of first application of visa due to any reason whatsoever, fee for visa application for second time shall have to be borne by the student.
6. It shall be sole responsibility of the student to apply for Visa as directed by the college and should present all the required documents for visa approval as demanded by the embassy.
7. Once the visa of a particular student is approved by the US embassy, the concerned student cannot withdraw from the scheduled travel for USC workshop under any circumstances whatsoever, and if it is done, he/she will not be entitled to claim any further chance to avail USC workshop and certification.

**Matters not covered by the existing rules will rest at the absolute discretion of the Disciplinary Committee / Director of the Institute.**

## Examination and Evaluation System

---

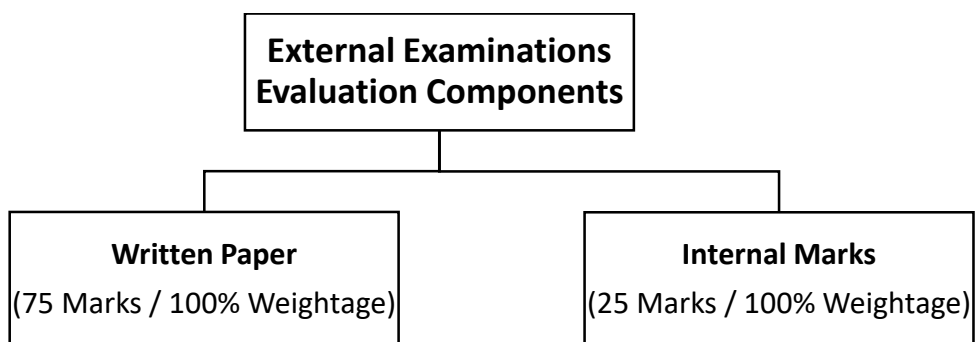


### **University Evaluation:**

1. The external theory examination in each course will be held at the end of each semester as per the pattern prescribed by university.
2. Usually university examinations are conducted in the month of December and May, but is always at the discretion of university (the date and schedule of the examination is declared by university and is communicated through notifications).
3. As per the university norms presently, the examination centre will be in some other institute and reaching the centre on time is responsibility of the individual student.
4. Admit card for the university examinations needs to be acquired from the campus only.
5. The duration of Semester is at the discretion of the university and it has got the rights to reduce or extend the tenure.
6. Result declaration will be carried out as per the university norms.
7. The university has the right to modify the syllabus at any point of time.
8. The norms of promotion of a student from current semester to the next semester are specifically followed as per the norms of the university which are liable to change at any given time. The campus does not hold any responsibility for such changes.
9. The minimum passing marks in each paper shall be 40 of the total marks of internal assessment and university examination taken together. However, the minimum passing marks in aggregate shall be 50% marks in each semester, all subjects taken together.
10. If a student fails in a course, the internal assessment awards would remain the same as he/she obtained in the first attempt.
11. If a student fails in 1 or 2 subjects or has less than 50% aggregate in a particular semester, he/she has to appear in these subjects in the subsequent semester (Odd semester backlog with odd semester and even with even semester) but in case a student fails in 3 or more subjects, the student will have to appear in all the subjects of that semester after completion of the 6<sup>th</sup> semester.

12. Anything related to university examination will be informed to students through college notice board and due procedures shall be followed.

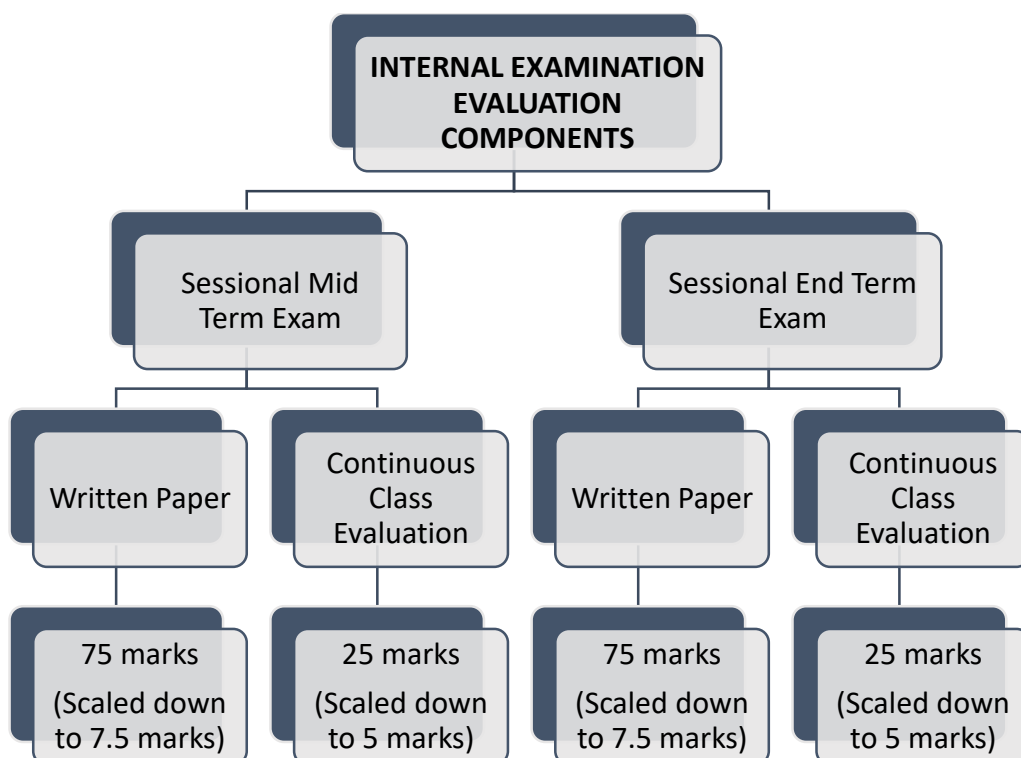
**Table-1**



**Internal Evaluation:**

It comprises of Sessional Mid-term and Sessional End-term examinations and continuous class evaluation.

**Table-2**



**Continuous class evaluation includes:**

- Assignments: 10 marks
- Class activities: 10 marks
- Participation in Events and Activities: 5 marks

Total internal marks to be submitted to university per semester per subject are 25 marks which are divided as follows:

2 written examinations (Sessional Mid-term and Sessional End-term) of 75 marks each scaled down to  $7.5 + 7.5 = 15$  marks per subject

Continuous class evaluation for the semester (Sessional Mid-term and Sessional End-term) of 25 marks each scaled down to  $5 + 5 = 10$  marks per subject.

## 1.1 Unfair Practices

Students are prohibited from resorting to unfair practices in the examinations or any of the other evaluation components as per the rules and regulations laid down by the Institution.

If students are found to be resorting to unfair practices, like

- a. Carrying mobile phones inside the examination hall
- b. Carrying any form of cheat or any other paper with content written on it either related or not related to the subject
- c. Having written anything on the skin and cloth
- d. Talking to each other after entering the examination hall
- e. Looking into answer sheet of other students
- f. Showing answer sheet to other students
- g. Writing anything on the Question Paper except roll number and enrollment number
- h. Writing anything on the Admit cards
- i. Found talking to other students in the washroom and lobby area
- j. Found with any study material inside / outside examination room including washrooms
- k. Behaving in indisciplined manner
- l. Causing disturbance to others etc

they will be expelled from the examination hall and their answer script will be seized. Use of unfair practices noticed/ identified on the basis of the report submitted by the invigilator to the Controller of Examination or by the faculty member during invigilation, would result in cancellation of the examination in which he/ she has been found using unfair means or may also lead to the cancellation of all the examinations that he/she may or may not have written. He/ she may be subject to other punitive action as deemed fit.

## 1.2 Examination fees

S. No	Name of the Examination	Particular	Fees	Mode of Payment
1.	Make-up	In case of absence from the examination	Rs. 300 per Paper	DD or Cash
2.	Re-appear	In case of less attendance in class	Rs. 500 per Paper	DD or Cash

### **1.3 Make-up Examinations**

In case of medical cases or other emergency circumstances, if the student is unable to write the examination, he/she will have to write make up examinations. The decision of conducting the make-up examinations will be at the discretion of Examinations Department of the Institute. Re-examination dates will be notified on Notice Board by the Controller of Examination. Students need to fill make-up examination form which has to be accompanied with the fees. Make-up examinations will be conducted only for Sessional Mid-term examinations.

### **1.4 Re-appear Examinations**

The students debarred from the examination on account of attendance and disciplinary action will have to write the re-appear examination. The decision of conducting the re-appear examination will be at the discretion of the Examination Department of the college. Re-appear examination dates will be notified on Notice Board by the Controller of Examination well before the commencement of the examinations. Re-appear examinations will be conducted only for Sessional Mid-term examinations.

### **1.5 Make-up classes**

Re-appear examinations will be conducted only after the recommendation of the Asst. Dean - ASB regarding fulfillment of 100% attendance of a student in make-up classes.

### **1.6 Re-evaluation / Rechecking/ Copy of Transcript/ Internal Revaluation**

Students interested in rechecking /re-evaluation/ copy of their evaluated transcripts, may follow the prescribed guidelines. The applications for revaluation / rechecking/ copy of transcript/internal revaluation may be collected from and submitted to the controller of examinations within 3 days from the date of announcement of the result on the Notice Board. In case the last date falls on holiday or Sunday then next working day will be the last day of submission. The prescribed fee is as under:

<b>S. No.</b>	<b>Particulars</b>	<b>Fees</b>
<b>1</b>	Rechecking of Transcript	Rs. 500/- per paper
<b>2</b>	Revaluation of Transcript	Rs. 1000/- per paper
<b>3</b>	Copy of Transcript	Rs. 2000/- per paper
<b>4</b>	Internal Re-evaluation	Rs. 300/- per paper

Examination Department will re-evaluate /recheck the answer sheets within 5 days of receipt of the request.

Note:

1. **Rechecking of Transcript**: On receiving the application and prescribed fee from the student, marks allotted in the transcript would be re-totaled to check calculation error if any.
2. **Re-evaluation of Transcript**: On receiving the application and prescribed fee the transcript of the student would be re-evaluated by the subject specialist.
3. **Copy of Transcript**: On receiving the application and prescribed fee, the copy of transcript for the subject applied for will be shown and discussed with the student on a specific date of appointment.
4. **Internal Re-evaluation**: On the request of the student along with prescribed fee and application form, internal marks of the student in the applied subject would be re-checked and corrected if required.

### **1.7 Examination norms**

1. Student should report to the examination hall 15 minutes before commencement of the examination. Once the exam starts, the student will not be allowed to enter without permission of the Controller of Examinations.
2. No student is allowed to leave the examination hall in the initial one hour and last half an hour after the commencement of the examination.
3. All the students are required to carry their hall ticket and college identity card in the examination hall else they will not be allowed to write the exam. In case of lost hall ticket, student shall have to pay a fine of Rs. 100.
4. It is mandatory for all students to be in college uniform on all examination days otherwise they will not be allowed to appear for the examination.
5. No student is allowed to write anything on the question paper except their enrollment number and roll number.
6. Books, study material, mobile phones, laptops, i-pods and other subject related material are strictly prohibited in the examination hall. Students keeping such valuable items outside the examination hall shall do so at his own risk. ASB will not be responsible for any loss, in such cases.
7. Students are not allowed to share stationery items with each other.

8. Students are not allowed to interact amongst themselves during the examination or with anybody outside the examination hall while the examination is going on.
9. Assembling of students in the lobby & washrooms also is not allowed during the examination hours.
10. Students while going to the washroom during examinations need to make proper entry in the In-Out sheet and should return back within 3 minutes. Any student taking longer time period can be denied entry in to the examination room by the invigilator.
11. The college will not be responsible for personal property left in the examination hall.
12. A candidate whose conduct is disturbing to other candidates and who persists in such behavior after receiving a warning from an invigilator shall be required to leave the examination hall.
13. Examination norms are applicable as soon as you enter the examination hall. If the candidate has any query(s), they should raise their hand and speak to the invigilator only.
14. Decision taken by invigilator during examinations will be final and binding on all students.



## Rules for the Payment of Fees

1. The due dates for the submission of fees are stated in admission letter issued to student at time of the admission.
2. Non-submission of fee in accordance to the due dates stated will lead to the imposition of late fee submission fine as per the details mentioned below:

1 <sup>st</sup> week after the due date	Rs. 100/- per day
2 <sup>nd</sup> Week after the due date	Rs. 200/- per day
3 <sup>rd</sup> Week after the due date	Rs. 500/- per day
4 <sup>th</sup> Week after the due date	Rs. 700/- per day
After one month of the due date (Re-Registration Fee)	Rs. 45000/-

3. Non-submission of the fee even after one month of the due date will lead to Re-Registration as stated above.
4. Fees once deposited will not be refunded.
5. The management is authorized to take steps to ensure timely payment of the fees as and when required.
6. Notice for the fee submission or any additional action in case of defaulters will be displayed on Notice Board for the reference and perusal of the student accordingly.
7. Students availing education loan can collect their fee demand letter for the Bank process from the Accounts Department as and when stated as per the notice.
8. Notice displayed on Notice Board will be the only mode of sharing information. In case student misses to see notice, responsibility for the same will be levied on him/her.
9. As per the examination system, it is mandatory to get “no dues” cleared before commencement of the exams. In case of non-submission/partial submission of fees, “no dues” of the student will be pending and hence will not be allowed to appear for the exams, unless permitted by Department of Student Welfare.
10. For any extension required for the above, student should inform and approach Department of Student Welfare before the due date.
11. Students availing Hostel facilities need to deposit Fees on time as informed at the time of the admission and also need to ensure to adhere to the deadlines.

Further updates in rules, if any, will be informed to the students well in advance.

## **Library Rules & Regulations**

---

1. The library shall remain open on all working days (Monday to Saturday) from 8:30 A.M to 6:00 P.M. Issue / return time of books and reading materials is 9:00 A.M. to 5:00 P.M.
2. Library membership is open to all students; however, they need to apply for the membership on the prescribed application form.
3. Students are eligible to get three text books issued through bar code on their Institute ID Card. Till the time a student is issued the permanent ID Card, a temporary ID Card in the prescribed format can be requested from Asst. Dean/HOD for getting the books issued. This temporary card has to be submitted back on the issuance of the permanent ID Card with bar code.
4. Library Membership is non-transferable. The students himself /herself shall be responsible for any misuse of his / her ID card. Exchanging ID cards among students is strictly prohibited.
5. The Institute ID Card should be preserved carefully as it is essential for establishing library membership. Loss of the Card should be reported immediately in writing to Asst. Dean/HOD. Issue of a duplicate card may be considered on a payment of Rs. 200/- (in case the card has been lost).
6. Books from the Circulation section shall be issued for a maximum 10 days at a time.
7. Books once issued will not be returned on the same day.
8. Request for reissuing the book will not be entertained if the “book request” is pending from other students.
9. Sub-lending of books is strictly forbidden.
10. Borrowers shall return the book on or before the due date, failing which an overdue fine of Rs.10/- per day per book will be levied upon. Producing “Medical Certificate” will not entitle a student an exemption from the fine. No book will be issued to the student unless he/she returns back the overdue books.
11. No student will be entitled to keep the book overdue on the pretext that he/she has got placement/job interview and he/she is not able to attend the college. The borrowed book should be returned on time to library failing which the usual fine will be levied on the student.

12. Books marked “Not to be Issued/Reference Only”, journals, magazines or newspapers shall not be issued to students.
13. The Library In-Charge reserves the right to recall any book issued even prior to the due date, if necessary.
14. Students are required to obtain a “No Dues Certificate” at the end of each semester. Defaulters will not be allowed to appear in the examination.
15. Borrowers shall be responsible for the safe return of books to the library. While borrowing a book, students must ensure that book is in good condition. Any damage must be brought to the notice of library staff. The student will have to either replace the book or will pay double the price of the book, if any damage or disfigurement of the book is noticed at the time of returning the book in the library. If any book is damaged or lost, the borrower shall have to replace the whole set or pay double the price of the set with fine amount.
16. Library is a place for making the best use of resources. Complete silence should be maintained in the library. Members are, therefore, advised not to indulge in conversation, consultation, discussion or demonstrative greetings of friends. Any defaulter may be suspended from the library for a period up to 15 days as decided by the Director based on the recommendation of the Library In-charge.
17. “Mobile phone” needs to be kept switched off or on silent mode before entering library.
18. Bags, folders, personal books, magazines, ladies purse etc. are not allowed to be brought inside the library. Students, in their interest, are advised not to leave money in their bags, purses etc.
19. Visitors are not entertained inside library without prior permission of Library Incharge.
20. Stealing or damaging books/magazines/journals, etc. from the library or misbehavior with library staff shall be considered as an offence for which strict disciplinary action will be taken against the students concerned to the extent of expulsion from the institute.
21. Photocopying service is available for all students at nominal charges. Photocopying of library books & Journals may only be carried out within the copyright regulations. Before taking any book/journal for photocopying, permission must be obtained from the librarian or library staff on duty.
22. Director/Library In-Charge has the right to add, delete or amend any or all the above rules from time to time depending on the circumstances

## **Computer Lab Rules & Regulations**

---

The Asian School of Business Computer Lab is for students currently enrolled at Noida Campus. To use the ASB computer lab, a student must possess the current student ID card. It is against policy for a student to let another person use his/her ID Card to gain access to the computer lab. If any student is found violating the above norms, his/her card will be confiscated.

1. Students need to present ID Card issued by Asian School of Business as and when requested by a Lab Technician.
2. Surfing/ Browsing of Social Media websites are strictly prohibited.
3. Students need to make an entry in computer lab while entering or leaving.
4. Students are supposed not to use the on/off switch to reboot the computers again and again.
5. Computer games should not to be played in the lab unless the games are required for an assignment.
6. Students need to be considerate towards other lab users as this is a common study area. One is supposed not make any noise inside the lab, nor talk on cell phones inside the lab. One may step outside the lab to attend phone call.
7. Any sort of food and drinks are not permitted inside the computer lab.
8. It is expected that students do not waste limited resources by printing extra copies one may not need. If something is to be printed, one needs to ensure to pick it up from the printer area.
9. Students need to limit the printing. If one needs to print from Internet and don't know how long the document is, it is advisable to download the document and check to see how long it is. Those who print excessively will be asked to refrain from doing so. After breach for the third time, printing privileges may be revoked for concerned student.
10. Printing facility is available only for the Print items that are school related. Free printing is not for club flyers or for other personal use.

11. If other students are waiting to use the computer and one is not doing school related work, it is supposed to let the new comers use the computer. The primary purpose of the lab is to assist in school-related work.
12. Students should not install or download any software or modify or delete any system files on any lab computers.
13. CD-ROMs and other multimedia equipment are for Institute work only. Students should not use them for playing music or other recreational activities.
14. Students are supposed to respect the equipment and hence should not damage, remove or disconnect any labels, parts, cable or equipment.
15. Students are supposed not to read or modify other users' files that may be stored on the hard disk.
16. If one leaves the lab, it is advisable not to leave your personal belongings unattended. In any such case, College will not responsible for any theft.
17. Profanity inside the lab will not be tolerated.
18. Sleeping inside the lab is not permitted.
19. Breaching of copyright regulations will lead to strict punishments.
20. After using the computer, students are supposed to shut down the system & arrange the chairs properly before leaving.
21. Director/Lab In-Charge has the right to add, delete or amend any or all the above rules from time to time depending on the circumstances.

***FAILURE TO COMPLY WITH ANY OF THE ABOVE-MENTIONED RULES  
MAY RESULT IN THE SUSPENSION OF LAB PRIVILEGES***

Misinterpretation of these policies on your part does not constitute an excuse for improper action.

***Failure to adhere to the rules may result in any or all of the following:***

1. Revocation of computer Lab facilities
2. Suspension from the Computer Lab for a period as deemed suitable by Director or Asst. Dean - ASB.

***Any disciplinary action taken will be in accordance with policies of Asian School of Business***

## Center for Skill Development-CSD

---

At Asian School of Business, the impact of a well-groomed, impressive personality & effective communication is well understood and that directs towards a strong impetus on overall personality development of the student. In sync with this mindset at ASB, an in-house Center for Skill Development (CSD) has been set up to cater to the demands of Corporate.

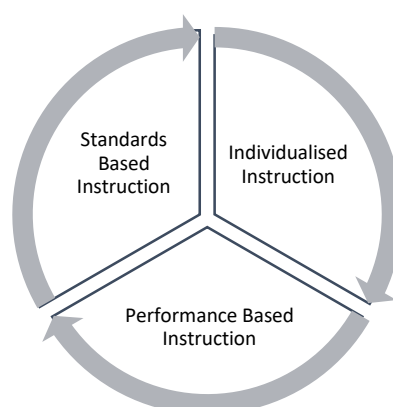
To increase the relevance with future employment market including promotion of self-employment, a two pronged initiative- Soft skills and Employability skills has been made an integral part of skill development under CSD. This further caters to various aspects of development in the different semesters: emphasizing on identifying and developing individual learning and development needs of the students, covering various behavioral & communication aspects, customized training solutions to hone the required competencies, employability skills and making students ready for the professional world

### **‘Crafting Prodigy’**

Under the CSD umbrella at ASB, a thriving and impactful mentoring program “Crafting Prodigy Program” is in place, where customized attention is the focus. Every student is assigned to a **‘Crafter’** who gives personalized attention towards identifying the strengths and weaknesses of the individual student and focuses on building his/her capabilities and skills needed to succeed in a dynamic global economy; in other words, crafting his **‘Prodigy’**.

A dossier incorporating an Individual Development Plan is created, mapping the entire journey of the prodigy through knowledge and skill development, to a well-groomed competent professional ready to take on the world.

***Benefits of the programme:*** Everyone learns in different timeframes and in different ways.



## **Corporate Resource Cell (CRC)**

---

Corporate Resource Cell (CRC) works toward providing best interface to students and aims to create a platform where students and industry can come together and explore opportunities for employment. Prime objective of CRC is to maintain strong Industry Institute linkages and strive for overall development and grooming of students according to industry requirements via regular workshops, symposia, seminars and conferences, at national & international level. CRC also offers Summer Internship Program (SIP), short term projects on regular basis throughout the course; conducts skills based training and workshops wherein students get to know about industry/profession expectations. This helps students in acquiring right skills for better placement opportunity and excel in their profession.

**Following are the rules & norms of CRC department that student is expected to follow strictly during the course of study.**

- 1) Placement support will be offered to students only after successful completion of academic compliance, Summer Internship Program (SIP) & CSD trainings.
- 2) Student must have qualified PAS (Professional Assessment Score)
- 3) Live Projects: 1-month live project at end of 2<sup>nd</sup> Semester

**4) Summer Internship Program (SIP):**

- a. Compulsory for all students at the end of 4<sup>th</sup> semester
- b. SIP will be offered to students registered in CRC by duly filling “SIP Registration Undertaking” and recommendation of Asst. Dean - ASB
- c. Duration of internship is 45 - 60 days wherein students are required to follow the company norms & requirements. They must follow discipline & guidelines suggested by faculty & industry mentors from time to time.
- d. The SIP report has to be submitted to company & college as per the prescribed format and strictly following the submission deadlines.
- e. Students not following the compliance, having negative feedback from the company; will be required to redo the Summer Internship as per compliance.

## 5) Final Placements:

- a. Final placement assistance will be offered to students who have successfully met the academic compliance and completed SIP.
- b. Assistance will be offered to students submitting the duly signed “Assistance Form” approved by Asst. Dean - ASB.
- c. Final Placement recruitment process will start in the final semester

### PROFESSIONAL ASSESSMENT SCORE (PAS)

Professional Assessment Score (PAS) is an integral part of your academic performance and placement skills set; this is an indicator for your individual performance and skill development which will help you in your personal as well as professional growth. Scores are calculated on basis of your interaction, involvement, performance and achievement in various parameters in activities by mentioned below:

Department	Score	Min. Pass Score	Parameter
Centre for Skill Development (CSD)	10	5	<ul style="list-style-type: none"><li>• Crafter meetings &amp; feedback</li><li>• Regular sessions &amp; their outcome (communication, dressing &amp; grooming, Resume, Language Sessions)</li><li>• Skill based workshops</li></ul>
	15	15	Mandatory: <ul style="list-style-type: none"><li>• Technical Skill Development Workshops</li><li>• Domain Specific Workshops</li><li>• Professional Development &amp; Aptitude Trainings</li></ul>
Academics Department	25	15	<ul style="list-style-type: none"><li>• Class performance</li><li>• Maintaining 75% attendance</li><li>• Overall behavior</li><li>• Participation in Club Activities &amp; Academic Events</li><li>• Attendance in Club Activities &amp; Academic Events</li></ul>
Examination Department	25	15	<ul style="list-style-type: none"><li>• Performance in Sessional Mid-Term examinations</li><li>• Performance in Sessional End-Term examinations</li></ul>



Corporate Resource Cell (CRC)	25	15	<ul style="list-style-type: none"> <li>• Attendance in CRC activities <ul style="list-style-type: none"> <li>○ Industrial/Corporate visits</li> <li>○ On Campus – Guest Lectures</li> <li>○ Off Campus – Guest Lectures/ Conference/ Seminar (Nomination Basis) #</li> </ul> </li> <li>• Placement readiness assessment</li> <li>• Summer Internship</li> <li>• Live Projects (Optional – Nomination Basis) #</li> </ul>
Total Score	<b>100</b>		

*# - Live Projects are optional and will be offered on nomination basis, however, additional credit will be allocated to students opting for the same.*

*# - Off Campus activities are also on nomination basis, however, students opting for the same will be offered additional credit*

### **Important:**

- Student needs to meet all above parameters and score a minimum of 15 marks in each, except in CSD where he/she needs to score a minimum of 5 marks
- PAS will be calculated Semester wise; 1<sup>st</sup> score will be shared during mid semester which will give you an opportunity to improve your score by semester end
- Defaulters will not be eligible for Summer Internship Programs
- A consolidated score of minimum 70% needs to be maintained for being eligible for final placement assistance.

## Department of Student Welfare

---

Department of Student Welfare encompasses everything that the institute undertakes to meet the personal and social needs of students and enhance their wellbeing. It involves recognizing, valuing and developing each student as a total and unique person in the context of society. The Student Welfare Program is the sum total of all the policies, structures and activities which are planned and implemented by the institute to promote student welfare. Asian School of Business endeavors to create an environment in which students are safe, secure and feel cared for.

Department of Student Welfare at Asian School of Business undertakes concern in reference to:

- ✓ Students Code of Conduct
- ✓ Attendance Norms and Rules and Regulation for availing Leaves
- ✓ Regulations / Directive for Banning ragging & Anti-ragging measures
- ✓ Non-Academic Student Grievance Policy & Academic Grievance Policy

### 1. Student Code of Conduct

- a) Codes of conduct are already stated above in the handbook and adherence to the same is compulsory. Non-compliance may lead to the formation of ad-hoc discipline committee followed by the presentment of student involved in indiscipline behavior to show cause his/her act and justifying the act to the committee members.
- b) The decision taken by the ad-hoc discipline committee will be subject to the approval of Department of Student Welfare and the Management.
- c) The students involved in indiscipline act need to adhere to the decision taken thereupon.

## **2. Attendance Norms and Rules & Regulations for availing Leaves**

Asian School of Business regards student's participation in class as essential to the learning process. Therefore, regular class attendance is required by all students in each course, failing which the students will be debarred from the examinations.

All students are expected to attend classes regularly and maintain at least 75% of attendance in respective subjects as per the CCS University norms. Leaves (unplanned/planned) with prior approval will be permitted upto 25% of total classes per subject, pre and post Sessional Mid-term examinations.

Further, in case of any emergency or critical situation, 10% of additional reserved leaves may be approved/ granted as per the discretion of Asst. Dean - ASB & HOD - Department of Student Welfare. As a disciplinary measure, any student will not be allowed inside the lecture room after 5 minutes of commencement of lecture. Entry is solely at discretion of the concerned faculty.

Compensatory attendance for classes missed due to participation in CRC activities like placement interviews, seminars, live projects, etc. or for responsibilities given in extracurricular events by college will be provided only when student emails the request for On Duty (OD) Leave to Asst. Dean - ASB and Academic Coordinator, ASB either in advance or latest by 2 PM on the same day keeping the activity In-Charge in cc. Compensation in attendance will be made on pro-rata basis, i.e., only for the duration in which the student was actively involved in the CRC/other assigned activity and not for the whole day. The duration of active participation mentioned in OD request will be subject to verification by the respective activity in-charge.

### **Guidelines for Availing Leaves:**

- a) In case of Planned Leave, student is supposed to write an Application addressing Asst. Dean - ASB and submit the same to the Faculty coordinator at least 48 hrs before the date of planned leave.
- b) Planned leaves without prior information and approval will not be sanctioned.
- c) In case of any unplanned Absence, student is supposed to inform Faculty coordinator or call at board number on the very first day of Absence followed by a written application or e-mail within 48 hrs of joining college back.
- d) Any application received after 48 hrs i.e. after 2 days will be cancelled straight away irrespective of any excuse.

- e) In case of leaving college early due to ill health or coming late in morning, application is mandatory and it requires approval on the same day. Student has to ensure that this kind of application will be in rare cases and hence not be made a regular affair.
- f) No leaves will be sanctioned on the day of any Academic or CRC Event.
- g) In case of any Medical Leave extending 2 days, Medical Prescription along with Medical Certificates and Copy of Reports is to be submitted.
- h) Any application not approved/ On Hold, will be send to Academic Coordinator and students need to check the status of their application and contact Asst. Dean-ASB to discuss the same within one week from the date of Not approved/ On Hold leaves, to avoid last minute confusion, if any.
- i) For any further clarification and additional leaves, the student may seek advice of Faculty Coordinator and act accordingly.

### **3. Anti-Ragging Measures**

The aim of the regulations is to root out ragging in all its forms from the Institute by instituting stringent anti-ragging measures and provisions for strict punishments to defaulters.

Ragging within the Institute Campus including its School / Departments and Hostels is strictly prohibited. Ragging in any form is prohibited and same is applicable also in private lodges/buildings where the Institute's students may be staying. No student shall participate or abet or propagate ragging in any form.

The Institution has formed an "**Anti-Ragging Committee**" headed by HOD- Department of Student Welfare. It will comprise of select faculty members, students from the fresher category as well as seniors and a select lot of non-teaching staff.

This Committee will be fully and totally responsible to ensure that no incidence of ragging as given in these regulations takes place and will also monitor and ensure that the instructions of these regulations are followed fully at all times. The Committee will also maintain alert vigil at all times and ensure that the Anti-Ragging Squads/Anti-Ragging Control Cell of the Institution carry out their functions properly.

A number of **Anti-Ragging Squads** will be constituted. The number of squads will be based on the number of blocks / floors and strength of the students so that the Anti-Ragging Measures can be effectively implemented.

#### 4. Grievance Redressal Cell

Students' Grievance Redressal Cell (GRC) works under the Department of Student Welfare with the aim to redress the grievances and complaints of students of Asian School of Business.

The purpose of the Grievance Redressal Cell is to maintain the healthy working atmosphere amongst staff, students & management of the Institute. This cell will help students to record their complaints and solve their problems related to academics, resources and personal grievances.

The cell will resolve their problems / complaints promptly and judiciously and shall also redress their grievances as and when required. As a result of this system, the Institute will have pleasant ambient atmosphere and good work culture with in-built goodwill and mutual understanding among the students.

The idea behind the working of the Cell is to uphold the dignity of the Institute by ensuring Strife free atmosphere in the Campus by promoting cordial Student to Student relationship and Student to Teacher relationship that acts as a bridge to develop a responsive and accountable attitude among all the students in order to maintain a harmonious educational atmosphere in the Institute.

The Cell will encourage the students to express their grievances / problems freely without any fear. As a bridge between the students and the staff / management, it will advise students to respect the right and dignity of one another and show utmost restraint and patience under all circumstances. The possible issues can be in reference to academic or non-academic reasons as mentioned below.

<b>Academics Related</b>	<b>Non Academics Related</b>
Time table scheduling	Service matters
Examination related issues	Maintenance issues
IT services	General Admin
Syllabus review	Any other issue
Library Related	

**Process for reporting Grievance:**

Any grievance related to academic or nonacademic issue needs to be reported to Department of Student Welfare in a form of written application addressing the HOD-Department of Student Welfare mentioning

- ✓ Name of the Student
- ✓ Batch Details
- ✓ Complaint against whom
- ✓ Reason of Grievance
- ✓ Brief of the Grievance
- ✓ Supporting document, if any.

Within 48 hours of receiving the application, Student Affairs Department will arrange for pre hearing of the issue or will decide to form a committee/adhoc committee to discuss on the grievance and further come to a solution updating student about the same.

## Holiday List for Students: Academic Year 2019-20

---

S No	Date	Day	Occasion
1	30th July 2019	Tuesday	Shivratri
2	12th August 2019	Monday	Eid-ul-Adha
3	15th August 2019	Thursday	Independence Day & Raksha Bandhan
4	24th August 2019	Saturday	Janmashtami
5	2nd September 2019	Monday	Ganesh Chaturthi
6	2nd October 2019	Wednesday	Gandhi Jayanti
7	7th - 8th October 2019	Monday - Tuesday	Dussehra Break
8	26th - 29th October 2019	Saturday - Tuesday	Diwali Break
9	12th November 2019	Tuesday	Guru Nanak Birthday
10	25th December 2019	Wednesday	Christmas
11	1st January 2020	Wednesday	New Year
12	13th January 2020	Monday	Lohri
13	9th March - 10th March 2020	Monday - Tuesday	Holi Break
14	6th April 2020	Monday	Mahavir Jayanti
15	10th April 2020	Friday	Good Friday
16	13th April 2020	Monday	Baisakhi
17	7th May 2020	Thursday	Buddha Purnima
18	24th May 2020	Sunday	Eid-ul-Fitr

**Note:** The dates in holiday calendar are tentative

## Detailed Curriculum

### CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT THREE YEARS BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

SUBJECT	Page No.
<b>SEMESTER – I</b>	
BBA-101: Business Organisation	34
BBA-102: Business Mathematics	35
BBA-103: Principles of Economics	36
BBA-104: Book Keeping and Basic Accounting	37
BBA-105: Business Laws	38
BBA-106: Fundamentals of Management	39
BBA-107: Business Ethics	40
<b>SEMESTER – II</b>	
BBA-201: Organisation Behaviour	42
BBA-202: Business Communication	43
BBA-203: Indian Economy	44
BBA-204: Business Statistics	45
BBA-205: Business Environment	46
BBA-206: Principles of Accounting	47
<b>SEMESTER – III</b>	
BBA-301: Advertising Management	49
BBA-302: Indian Banking System	50
BBA-303: Human Resource Management	51
BBA-304: Marketing Management	52
BBA-305: Company Accounts	53
BBA-306: Company Law	54
<b>SEMESTER – IV</b>	
BBA-401: Consumer Behaviour	56
BBA-402: Financial Management	57
BBA-403: Production Management	58
BBA-404: Sales Management	59
BBA-405: Research Methodology	60
BBA-406: Operation Research	61
<b>SEMESTER – V</b>	
BBA-501: Managerial Economics	63
BBA-502: Entrepreneurship & Small Business Management	64
BBA-503: Income Tax	65
BBA-504: Cost and Management Accounting	66
BBA-505: Industrial Law	67
BBA-506: Fundamentals of Computer	68
<b>SEMESTER – VI</b>	
BBA-601: International Trade	70
BBA-602: Strategic Management & Business Policy	71
BBA-603: Goods and Services Tax	72
BBA-604: Management Information System	73
BBA-605: Auditing	74
BBA-606: Fundamental of E-Commerce	75
BBA-607: Project Report	76
<b>QUALIFYING PAPER</b>	
BBA-008: Environmental Studies	77-79



## **YEAR 1**

### **SEMESTER 1**

<b>CODE</b>	<b>SUBJECT</b>	<b>PAGE NO.</b>
BBA-101	Business Organisation	34
BBA-102	Business Mathematics	35
BBA-103	Principles of Economics	36
BBA-104	Book Keeping and Basic Accounting	37
BBA-105	Business Laws	38
BBA-106	Fundamentals of Management	39
BBA-107	Business Ethics	40

## **BBA-101: BUSINESS ORGANISATION**

### **Unit 1:**

Meaning and definition of business essentials & scope of business, Classification of Business Activities, Meaning, Definition, Characteristics and Objectives of Business Organisation, Evolution of Business Organisation, Modern Business, Business & Profession

### **Unit 2:**

Business Unit, Establishing a new business unit, Meaning of Promotion, Features for business, Plant location, Plant Layout & size of business unit

### **Unit 3:**

Forms of Business Organisation; Sole Proprietorship, Partnership, Joint Stock Companies Co-operatives

### **Unit 4:**

Business Combination Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions

### **Unit 5:**

Business Finance: Financial need of Business methods & sources of finance. Security Market, Money Market, Study of Stock Exchange & SEBI.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Business Organization and Management	Tulsian, P.C.	Pearson
Text book of Business Organisation and Management	Chhabra, Ankur; Chhabra, T.N.	Sun India
Business Organization and Management	Gupta, C.B.	Sultan Chand
Business Organisation and Management	Sherlekar S.A.	Himalaya
Business Organisation	Singh & Chhabra	Dhanpat Rai & Co (P) Ltd.

## **BA-102: BUSINESS MATHEMATICS**

### **Unit 1:**

Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business Mathematical Induction.

### **Unit 2:**

Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the Adjoint Matrix methods & Gaussian Elimination Method

### **Unit 3:**

Percentage, Ratio and Proportion, Average, Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest

### **Unit 4:**

Set theory- Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set, Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of Set theory in business, Permutation & Combination.

### **Unit 5:**

Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems)

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Business Mathematics	J.K. Thukral	Mayur Paper-backs
Mathematics for Economics	Monga	Vikas Publishing
Mathematics for Economics	Mehta and Madnani	Sultan Chand & Sons
Business Mathematics	Zamiruddin	Vikas Publishing House
Mathematics for Management	Ragghavachari	Tata McGraw-Hill Education
Business Mathematics	Mariappan	Pearson India

## **BA-103: PRINCIPLES OF ECONOMICS**

### **Unit 1:**

Definition, Nature, Scope & Limitations of Economics, Economics as an art or Science; Relevance of Economics in Business Management, Utility analysis, Marginal Theory of utilities and Equi-Marginal theory of utility

### **Unit 2:**

Meaning of demand, Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve and Nature of Curves, Laws of Demand, Elasticity of Demand, Types of Elasticity & Measurement, Indifference Curves Analysis, Consumer Equilibrium & Consumer Surplus. Price, Income and Substitution effect

### **Unit 3:**

Production- Meaning and Analysis, Production function, Laws of production, Laws of increasing returns & Laws of constant returns, Equal product curves and Producer equilibrium

### **Unit 4:**

Market analysis- Nature of market, Types of markets and their characteristics, Pricing under different market structures- Perfect Monopoly, Oligopoly and Monopolistic Competition, Price discrimination under Monopoly and Competition

### **Unit 5:**

Theories of factor pricing, factor pricing v/s product pricing; Theories of Rent, Theories of Interest, Theories of Wages, Theories of Profit, Concept of Profit Maximization

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Principles of Economics 6e	N. Gregory Mankiw	Cengage Learning India Private Limited
Business Economics	Adhikari M	Excel Books
Managerial Economics	Gupta G.	McGraw Hill Education; 2e
Principles of Economics	Lal S.M.	Cengage Learning India Pvt. Ltd
Principles of Economics	E. Case Karl, C. Fair Ray, E. Oster Sharon	Pearson
Principles of Economics	Vaish & Sunderam	Vikas Publications

## **BBA-104: BOOK KEEPING AND BASIC ACCOUNTING**

### **Unit 1:**

Meaning of book keeping; Process of book keeping and accounting, Basic terminology of accounting, subsidiary books of accounts, difference between accounting & book keeping, Importance & Limitations of Accounting, Various users of Accounting Information, Accounting Principles, Conventions & Concepts

### **Unit 2:**

Accounting Equation, Dual Aspect of Accounting, Types of accounting, Rules of Debit & Credit, Preparation of Journal and Cash book including banking transaction, Ledger and Trial Balance

### **Unit 3:**

Rectification of errors, preparation of bank reconciliation statement, Bills of Exchange and Promissory Notes

### **Unit 4:**

Valuation of stocks, accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries

### **Unit 5:**

Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Fundamentals of Accounting	Gupta R.L. & Radhaswamy	Sultan Chand & Sons
Financial Accounting	Maheshwari, S.N.	Vikas Publishing
Fundamentals of Accounting	Gupta R.L. & Radhaswamy	Sultan Chand
Financial Accounting	Hanif, M; Mukherjee, A.	Mc Graw Hill
Financial Accounting	Narayanaswamy, R.	PHI
Financial Accounting	Rajasekaran, V.	Pearson
Financial Accounting	Chawla & Jain	Kalyan Publishers

## **BBA-105: BUSINESS LAWS**

### **Unit 1:**

Indian Contract Act: Definition and essentials, Contract and Agreements, Offer & Acceptance, Consideration, Capacity of parties, Free Consent, Performance of Contracts, Termination of Contract, Consequence and Remedies of Contract termination.

### **Unit 2:**

Contingent Contract, Implied Contract, Quasi Contract, Indemnity Contract, Guarantee contract, Bailment, Lien, Pledge Contract, Agency Contract

### **Unit 3:**

Sales of Goods Act: Sale contract- Definition, Features, Formation of Contract, Contents of Sale contract- Goods, Price, Condition and Warranty, Ownership of goods and transfer, Performance of sale contract, Delivery, Rights of unpaid sellers, Auction Sale.

### **Unit 4:**

Indian Partnership Act: Definition and Nature of Partnership, Partnership Deed, Mutual and Third parties relation of Partners, Registration of Partnership Dissolution of Partnership.

### **Unit 5:**

Definition: Features, Types, Recognition and Endorsement of Negotiable Instruments

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Business Law	M C Kuchhal, Vivek Kuchhal	Vikas Publication
Elements of Company Law	N.D. Kapoor	Sultan Chand & Sons
Legal Aspects of Business	Akhileshwar Pathak	McGraw Hill Education
Business Law	N.D. Kapoor	Sultan Chand & Sons

## **BBA-106: FUNDAMENTALS OF MANAGEMENT**

### **Unit 1:**

Introduction: Concepts, Objectives, Nature Scope and significance of management, Evolution of management thoughts, Contribution of Taylor, Weber and Fayol in management.

### **Unit 2:**

Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

### **Unit 3:**

Organizing: Concept, Objectives, Nature of organizing, Types of Organization, Delegation of authority, Authority and responsibilities, Centralization and Decentralization Span of Control

### **Unit 4:**

Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Meaning. Importance, Styles, Supervision, Motivation, Communication

### **Unit 5:**

Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Principles and Practice of Management	Prasad B M L	Sultan Chand and Sons
Principles and Practice of Management	Satya Narayan and Rao VSP	Excel
Principles of Management	Robbins; Decenzo; Bhattacharyya; Agarwal	Pearson
Principles of Management	Pagare Dinkar	Sultan Chand and Sons
Essentials of Management: An International innovation & Leadership Perspective	Koontz, Harold; Weihrich, Heinz	TMH
Management Principles and Practice	Srivastava and Chunawalla	Himalaya Publishing House Pvt Ltd
Business Organization and Management	C B Gupta	Sultan Chand & Sons

## **BBA-107: BUSINESS ETHICS**

### **Unit 1:**

Business Ethics- An overview, Concept, nature, evolving ethical values, Arguments against business Ethics

### **Unit 2:**

Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance.

### **Unit 3:**

Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM

### **Unit 4:**

Gandhian Philosophy of Wealth Management-Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins.

### **Unit 5:**

Corporate Social Responsibility, Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Business Ethics and Values: with case studies	Vasisth, Neeru; Rajput Namita	Taxmann's
Business Ethics (Text and cases)	Murthy, C.S.V	Himalaya Publishing House
Human Values & Professional Ethics	Saxena; Verma; Sharma	Kanishka Prakshan



## **YEAR 1**

### **SEMESTER 2**

<b>CODE</b>	<b>SUBJECT</b>	<b>PAGE NO.</b>
BBA-201	Organization Behaviour	42
BBA-202	Business Communication	43
BBA-203	Indian Economy	44
BBA-204	Business Statistics	45
BBA-205	Business Environment	46
BBA-206	Principles of Accounting	47

## **BBA-201: ORGANISATION BEHAVIOUR**

### **Unit 1:**

Introduction, nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

### **Unit 2:**

Individual Behavior– Individual behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's Expectancy theory.

### **Unit 3:**

Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, Johari Window, Leadership, Theories and Prevailing Leadership styles in Indian Organisations.

### **Unit 4:**

Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.

### **Unit 5:**

Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisational Quality of work life, recent advances in OB.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Organisational Behavior	Prasad, L.M.	Sultan Chand and Sons
Organizational Behavior	Stephen P. Robbins	Pearson
Organizational Behavior	Anjali Ghanekar	Everest Publishing House
Organisational Theory and Behavior	Sharma, R.A.	Tata McGraw Hill Education
Organizational Behavior Human Behavior at Work	J.W. Newstrom	Tata McGraw Hill
Organizational Behavior through Indian Philosophy	N.M.Mishra	Himalaya Publication House

## **BBA-202: BUSINESS COMMUNICATION**

### **Unit 1:**

Meaning and objective of Business Communication, Forms of Communication, Communication model and process, Principles of Effective Communication

### **Unit 2:**

Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations

### **Unit 3:**

Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies.

### **Unit 4:**

Oral & Non-verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, conducting Surveys, Body Language, Para Language, Effective Listening, Interviewing skills, Writing Resume, Letter and Application

### **Unit 5:**

Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Business Communication, 2nd Edition	Meenakshi Raman & Prakash Singh	Oxford University Press
Business Communication Today, 14th Edition	Courtland L. Bovee, C. AllenPaul, John V.Thill	Pearson
Effective Business Communication	Asha Kaul	PHI Learning Pvt. Ltd.

## **BBA-203: INDIAN ECONOMY**

### **Unit 1:**

Meaning of Economy, Economic growth & development, Characteristics of India Economy, Concepts of Human development, Factors affecting economic development

### **Unit 2:**

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 3:**

Economic planning in India; Planning commission, Critical evaluation of current Five Year Plan

### **Unit 4:**

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 5:**

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

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Macro Economics	Brooman	Allen & Unwin
Monetary Theory	Seth, M.L	Laxmi Narayan Agarwal
Monetary Theory	Vaish, M.C	Vikas Publishing House Pvt Ltd
Macro Economics	Singh, S.P	S. Chand Publishing
Indian Economy	Gaurav Datt Ashwani Mahajan	S. Chand

## **BBA-204: BUSINESS STATISTICS**

### **Unit 1:**

Statistics: Concept, Significance & Limitations, Types of Data, Classification & Tabulation, Frequency Distribution & graphical representation.

### **Unit 2:**

Measures of Central Tendency (Mean, Medium, and Mode), Measures of Variation: Significance & Properties of a good measure of variation: Range, Quartile Deviation, Mean Deviation and Standard Deviation, Measures of Skewness & Kurtosis.

### **Unit 3:**

Correlation: Significance of Correlation, Types of correlation, Simple correlation, Scatter Diagram method, Karl Pearson Coefficient of Correlation. Regression: Introduction, Regression lines and Regression Equation & Regression coefficient.

### **Unit 4:**

Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Bayes theorem [Simple numericals], Probability Distribution: Binomial, Poisson and Normal.

### **Unit 5:**

Sampling Method of sampling, sampling and Non-sampling errors. Test of Hypothesis, Type- I and Type– II Errors, Large sample tests

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Business Statistics	SP Gupta and MP Gupta	Sultan Chand & Sons
Statistics for Management	Levin and Rubin	Pearson Education
Modern Elementary Statistics	JE Feud	Prentice hall
Fundamental of Statistics	DN Elhance	Kitab Mahal, Wholesale Division
Introduction of Statistical Methods	CB Gupta	Vikas Publishing House Pvt.Ltd
Business Statistics	JK Sharma	Pearson
Statistical Methods	SC Gupta	Sultan Chand Publishers

## **BBA-205: BUSINESS ENVIRONMENT**

### **Unit 1:**

Concept, Significance, Components of Business environment, Factors affecting Business Environment, Social Responsibilities of Business

### **Unit 2:**

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

### **Unit 3:**

Industrial Policy– Historical perspective (In brief); Socio-economic implications of Liberalisation, Privatisation and Globalisation

### **Unit 4:**

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

### **Unit 5:**

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

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Business Environment	Francis Cherunilam	Himalaya Publishing House
Business Environment	K. Aswathappa	Himalaya Publishing House
Business Environment	Bedi, Suresh	Excel Books
Business Environment	J. Paul	McGraw Hill Education
Business Environment	C. B. Gupta	Sultan Chand and Sons
The International Business Environment	Morrison J, Palgrave	Palgrave
Economic Environment of Business	M. Adhikari M	Sultan Chand

## **BBA-206: PRINCIPLES OF ACCOUNTING**

### **Unit 1:**

Accounting standards in India, Concept of GAAP (Generally Accepted Accounting Principles), International Accounting Standards, Accounting for Price level changes.

### **Unit 2:**

Accounting of Non-trading Institutions, Joint Venture and Consignment

### **Unit 3:**

Accounts of banking companies and General Insurance companies, Department and Branch account.

### **Unit 4:**

Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts

### **Unit 5:**

Partnership Accounts: Final Account, Reconstitution of Partnership firms- admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner).

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Financial Accounting: As Per the BBA Course Syllabus	Rajasekaran, V.	Pearson
Text Book of Accounting for Management	Mahehwari S.N.	Vikas Publishing House
Financial Accounting	Shukla, S.M.	Sathiya Bhawan Publication
Financial Accounting	Singhal, R.S.	Anand Publication

## **YEAR 2**

### **SEMESTER 3**

<b>CODE</b>	<b>SUBJECT</b>	<b>PAGE NO.</b>
BBA-301	Advertising Management	49
BBA-302	Indian Banking System	50
BBA-303	Human Resource Management	51
BBA-304	Marketing Management	52
BBA-305	Company Accounts	53
BBA-306	Company Law	54



## **BBA-301: ADVERTISING MANAGEMENT**

### **Unit 1:**

Advertising: Introduction, Scope and importance in business: Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.

### **Unit 2:**

Integrated Communication Mix (IMC)- meaning and, importance, Communication- importance, process. communication mix- components, role in marketing, Branding- meaning, importance in advertising

### **Unit 3:**

Promotional objectives – importance, determination of promotional objectives, setting objective, DAGMAR; Advertising Budget importance, establishing the budget-approaches allocation of budget.

### **Unit 4:**

Advertising Copy-meaning, components, types of advertising copy, importance of creativity in advertising; Media planning- importance, strategies, media mix.

### **Unit 5:**

Advertising Research – Importance, testing advertising effectiveness, market testing for Advs; International Advertising- importance, International vs Local Advertising.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Advertising & Sales Promotion	Kazmi, S.H.H; Batra, Satish K.	Excel Books
Marketing Management	Kotler, Philip; Keller, Kevin Lane	Pearson
Advertising and Promotion	George E. Beich & Michael A. Belch, TMH	Mc Graw Hill
Advertising Management	Batra; Myers; Aaker	Pearson
Advertising & Sales Promotion: Integrated marketing communication: Text and cases	Mittal, Arun	Global Vision Publishing House

## **BBA-302: INDIAN BANKING SYSTEM**

### **Unit 1:**

Indian Banking System: Structure and organization of banks; Reserve Bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-operative banks; Development Banks.

### **Unit 2:**

State Bank of India: Brief History; Objectives Functions; Structure and organization; Working and progress.

### **Unit 3:**

Banking Regulation Act, 1949: History; Social Control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Co-operative banks

### **Unit 4:**

Regional Rural and Co-operative banks in India: Functions; Role of regional rural and co-operative bank in rural India; Progress and performance.

### **Unit 5:**

Reserve Bank of India; Objectives; Organization; functions and working; monetary policy, credit control measures and their effectiveness

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Fundamentals of Banking	Basu A.K	Asia Publishing
Banking in India	Panandikar,S.G	LONGMAN
Banking Law and Practice in India	Tennan, M.L	S Chand & Company

## **BBA-303: HUMAN RESOURCE MANAGEMENT**

### **Unit 1:**

Introduction to HRM & HRD, Concept of HRM, Objectives and Process, HRM vs. Personnel Management, HRM Vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, Role of HRD manpower.

### **Unit 2:**

Human Resource Policies & Strategies; Introduction, role of HR in strategic management, HR policies & Procedures, HR Programme, developing HR policies and strategies, Strategic control, Types of Strategic control, Operational Control System, Functional and Grand strategies, Strategy factors.

### **Unit 3:**

Human Resource Procurement & Mobility, Productivity & improvement, job analysis & Job design, work measurement, ergonomics. Human Resource planning-objectives, activities, manpower requirement process, Recruitment & Selection, Career planning & development, training methods, basic concept of performance appraisal, Promotion & Transfer

### **Unit 4:**

Employee Compensation Wage policy, Wage determination, Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wages/salary- DA, incentives, bonus, fringe benefits etc., Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of Bonus Act 1965.

### **Unit 5:**

Employee relations Discipline & Grievance handling, types of trade unions, problems of trade unions

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Human Resource Management	Aswathappa, K	McGraw-Hill Education
Human Resource Management	Gupta, C.B	Sultan Chand and Sons
Human Resource Management	Rao, V.S.P	Excel Books
Human Resource Management Text and Cases	Tripathi D. K.	Himalaya Publishing
Cases in Human Resource Management	Panda, Sitansu: Sekhar, S. F Chandra	Paramount Publishing House

## **BBA-304: MARKETING MANAGEMENT**

### **Unit 1:**

Marketing: Definition, nature, scope & importance, Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, Societal marketing.

### **Unit 2:**

Segmentation: Concept, basis of segmentation, Importance in marketing; targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

### **Unit 3:**

Marketing Mix: Product: Product Mix, New Product development, levels of product, types of product, Product life cycle, Branding and packaging. Distribution: Concept, importance, different types of distribution channels etc.

### **Unit 4:**

Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion: Promotional mix, tools, objectives, media selection & management.

### **Unit 5:**

Marketing Research: Importance, Process & Scope of Marketing Information Systems: Meaning Importance and Scope Consumer Behavior: Concept, Importance and factors influencing consumer behavior.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Marketing Management	Kotler, Philip; Keller, Kevin Lane	Pearson
Marketing Management	Saxena, Ranjan	McGraw Hill
Marketing Management: Indian Context Global Perspective	Ramaswamy; Namakumari	Sage Publications India Pvt Ltd
Principles of Marketing	Philip T. Kotler, Gary Armstrong, Prafulla Agnihotri	Pearson
Marketing 4.0: Moving from Traditional to Digital	Philip Kotler	Wiley

## **BBA-305: COMPANY ACCOUNTS**

### **Unit 1:**

Joint Stock Companies- types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.

### **Unit 2:**

Final Accounts: Including Computation of managerial Remuneration and disposal of profit.

### **Unit 3:**

Accounting for Amalgamation of companies as per Accounting Standard 14, Accounting for Internal reconstruction

### **Unit 4:**

Consolidated Balance Sheet of Holding and subsidiary Companies

### **Unit 5:**

Liquidation of Company, Statement of Affairs and Deficiency/Surplus, Liquidation for final statement of A/c, Receivers Receipt and Payment A/c.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Corporate Accounting: As Per the BBA Course Syllabus	Rajasekaran, V.	Pearson
Topics in Corporate Accounting: As Per Companies Act, 2013	Monga, J.R.	Scholar Tech Press
Advanced Accountancy	Gupta, R.L; Radhaswamy, M	Sultan Chand & Sons
Corporate Accounting	Varshney, J.C.	Wisdom Publication
Corporate Accounting	Shukla, S.M; Gupta, S.P	S. Chand

## **BBA-306: COMPANY LAW**

### **Unit 1:**

Corporate Personality: Kinds of Companies, Promotion and Incorporation of Companies.

### **Unit 2:**

Memorandum of Association, Articles of Association, Prospectus.

### **Unit 3:**

Shares; Share Capital, Members, Share Capital- Transfer and Transmission, Directors-Managing Director, Whole Time Director

### **Unit 4:**

Capital Management-Borrowing powers, mortgages and charges, Debentures, Company Meetings-kinds quorum, voting resolutions, minutes.

### **Unit 5:**

Majority Powers and Minority Rights, Prevention of oppression and mismanagement, Winding up-Kinds and Conduct.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Company Law	N.D.Kapoor	Sultan Chand
Company Law	Avtar Singh	Eastern Book Co., Lucknow
Modern Indian Company Law	M C Kuchal	ESRI Mahavir Books
Principles of modern Company Law	Grower	Stevens & Sons, London
A Guide to the Companies Act	Ramaiya	Wadhwa & Co., Nagpur

## **YEAR 2**

### **SEMESTER 4**

<b>CODE</b>	<b>SUBJECT</b>	<b>PAGE NO.</b>
BBA-401	Consumer Behaviour	56
BBA-402	Financial Management	57
BBA-403	Production Management	58
BBA-404	Sales Management	59
BBA-405	Research Methodology	60
BBA-406	Operation Research	61

## **BBA-401: CONSUMER BEHAVIOUR**

### **Unit 1:**

Introduction to Consumer Behavior (CB)- Importance, Scope, need for studying CB, Consumer Research process.

**Unit 2:** Consumer Behaviour models: Economic model, Psychoanalytic model, Sociological model, Howard & Seth model, Nicosia Model, Engel- Kollat- Blackwell Model.

### **Unit 3:**

Individual determinants: Perceptual process, consumer learning process, consumer attitude formation, attitude measurement, meaning and nature of personality, self-concept

### **Unit 4:**

Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.

### **Unit 5:**

Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Consumer Behaviour	Schifman & Kanuk	Pearson
Consumer Behaviour	Louden & Bitta	McGraw Hill Education
Consumer Behaviour	Solomon	McGraw Hill Education
Consumer Behaviour	Leon G. Schiffman, Joseph Wisenbult S. Ramesh Kumar	Pearson
Consumer Behaviour in Indian Perspective	Suja. R. Nair	Himalayan Publishing House



## **BBA-402: FINANCIAL MANAGEMENT**

### **Unit 1:**

Introduction: Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money-Compounding & Discounting

### **Unit 2:**

Capital Structure Planning: capitalization Concept, basis of capitalization, consequences and remedies of over and under capitalization. Determinants of Capital structure, Capital structure theories.

### **Unit 3:**

Management of Fixed Capital: Cost of Capital, Nature & Scope of Capital budgeting-payback NPV, IRR and ARR methods and their practical applications. Analysis of risk & uncertainty

### **Unit 4:**

Management of Working Capital: Concepts of working Capital, Approaches to the financing of current Assets determining capital (with numerical problems), Management of different components of working capital.

### **Unit 5:**

Management of Earning: Concept & relevance of Dividend Decision, Dividend Models-Water, Gordons, MM Hypothesis, Dividend policy-determinants of Dividend policy

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Financial Management: Text, Problem and Cases	Khan, M.Y; Jain, P.K.	McGraw-Hill Education
Financial Management	Pandey, I.M.	Vikas Publishing
Financial Management	Chandra, Prasanna	McGraw-Hill Education
Financial Management: Theory Concepts and Problems	Rustagi, R.P.	Taxmann
Financial Management: Theory and Practice	Gupta, Shashi K.	Kalyani Publishers

## **BBA-403: PRODUCTION MANAGEMENT**

### **Unit 1:**

Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager, Production Planning & Control (PPC), Objectives of PPC

### **Unit 2:**

Types of manufacturing Systems: Intermittent & Continuous Systems etc., Product design & development

### **Unit 3:**

Plant Location & Plant layout.

### **Unit 4:**

Materials Management & Inventory Control: Purchasing Economic lot / Economic order Quantity (EOQ), Lead time, Reorder level. Brief of ABC analysis, Stock Keeping

### **Unit 5:**

Quality Control: Quality, Quality Assurance, Quality Circles, TQM, JIT, Statistical Quality Control.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Production and Operations Management	Aswathappa, K; Bhat, Shridhara	Himalaya Publication House
Production and Operations Management	Chary, S.N.	Mc Graw Hill
Production and Operations Management	Bedi, Kanishka	Oxford Publication

## **BBA-404: SALES MANAGEMENT**

### **Unit 1:**

Sales Management: Evolution of sales function, Objectives of sales management positions, Functions of Sales executives, Relation with other executives

### **Unit 2:**

Sales Organisation and relationship: Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations.

### **Unit 3:**

Salesmanship: Theories of Personal Selling, Types of Sales executives, Qualities of sales executives, Prospecting, pre-approach and post-approach, Organising display, showroom & exhibition

### **Unit 4:**

Distribution network Management, Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system

### **Unit 5:**

Sales Force Management, Recruitment and Selection, Sales Training, Sales Compensation

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Sales Management	Cundiff, Still, Govoni	Phi Learning Pvt Ltd
Sales Management	S.A. Chunawalla	Himalaya
Sales and Distribution Management: Text and Cases	Havaldar, Krishna K; Cavale, Vasant M.	TMH
Sales and Distribution Management	Ramendra Singh	Vikas Publishing
Salesmanship and Sales Management	P.K. Sahu, K.C. Raut	Vikas Publishing

## **BBA-405: RESEARCH METHODOLOGY**

### **Unit 1:**

Introduction- Meaning of Research; Objectives of Research; Types of Research; Research Process; Research Problem formulation.

### **Unit 2:**

Design of Research- Research Design; Features of a Good design; Different Research Designs; Measurement in Research; Data types; Sources of Error.

### **Unit 3:**

Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs- Probability & Non Probability Sampling.

### **Unit 4:**

Processing & Analysis of Data- Processing operations; problems in processing; types of analysis, Hypothesis Testing- Chi-square test, Z test, t-test, f-test.

### **Unit 5:**

Presentation- Diagrams; Graphs; Charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Research Methodology, C.R. Kothari	C.R. Kothari	New Age International Publishers
Research Methodology: A New Approach,	Rao, B. Paravthiswara; Aditya, Ravi	Paramount
Research Methodology: Concepts and Cases	Chawla, Deepak; Sondhi, Neena	Paperback
Research Methodology: Methods and Techniques	Kothari, C.R; Garg, Gaurav	Vikas
Research Methodology	Bill Taylor, Gautam Sinha	PHI

## **BBA-406: OPERATIONS RESEARCH**

### **Unit 1:**

Nature, Definition & characteristics of Operations Research, Methodology of OR, Models in OR; OR & managerial Decision making, OR-Techniques.

### **Unit 2:**

Linear programming: Introduction, Advantages of Linear Programming, Applications areas of Linear Programming, LPP- problem formulation, Graphic Method, Simplex Method (including Big M method)

### **Unit 3:**

Transportation- North West Corner Rule, Matrix Minima & VAM Methods, Degeneracy, MODI Method, Assignment Problems

### **Unit 4:**

Decision making under Uncertainty-Criteria of Maximax, Maximin, Minimax Regret, Laplace & Hurwicz Criteria. Decision making under Risk-Criteria of EMV & EOL, Decision Tree approach & its applications.

### **Unit 5:**

PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Introduction to Operations Research	Hiller and Lieberman	McGraw-Hill Education
Operations Research	Kanti Swarup	Sultan Chand
Operations Research	Hamdy A. Taha	Pearson
Operations Research	JK Sharma	Trinity
Operations Research	VK Kapoor	Sultan Chand
Operations Research	Vivek Kumar	S.K. Kataria & Sons
Operations Research: Theory & Practice	Mittal & Prakash Chandra	Surendra Publications

## **YEAR 3**

### **SEMESTER 5**

<b>CODE</b>	<b>SUBJECT</b>	<b>PAGE NO.</b>
BBA-501	Managerial Economics	63
BBA-502	Entrepreneurship & Small Business Management	64
BBA-503	Income Tax	65
BBA-504	Cost and Management Accounting	66
BBA-505	Industrial Law	67
BBA-506	Fundamentals of Computers	68

## **BBA-501: MANAGERIAL ECONOMICS**

### **Unit 1:**

Nature and Scope: Nature and Scope of Managerial Economics, its relationship with other subjects, Fundamental Economic Tools-Opportunity Cost Concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.

### **Unit 2:**

Demand Analysis: Concept and importance of Demand & its determinants, Income & Substitution effects. Elasticity of demand, Elasticity in managerial decisions, revenue concepts, relevance of demand forecasting and methods of demand forecasting.

### **Unit 3:**

Cost Concept: Various cost concepts and classification, Cost output relationship (short run and long run cost curves). Economics and diseconomies of scale, Cost control and Cost reduction, Indifferent curves

### **Unit 4:**

Pricing: Pricing methods, Price and output decisions under different market structures- perfect Competition, Monopoly, Monopolistic Competition, Oligopoly

### **Unit 5:**

Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break Even analysis. Elementary idea of Inflation

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Business Economics	H L Ahuja	S. Chand Publishing
Managerial Economics	Dominick Salvator	McGraw-Hill Book Company
Managerial Economics	P. Samuelson & W. Nordhaus	Mcgraw Hill Education
Essentials of Business Economics	D N Dwivedi	Vikas Publishing
Managerial Economics	Peterson & Lewis	Pearson Education India
Managerial Economics: Concepts & Cases	Mote Paul & Gupta	McGraw Hill Education
Modern Micro Economics	A. Koutsoyiannis	Macmillan Press Ltd.

## **BBA-502: ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT**

### **Unit 1:**

Name & Scope Role & Importance in Indian Economy, Theories of Entrepreneurship, traits of entrepreneur, entrepreneurs vs professional managers, problems faced by entrepreneurs.

### **Unit 2:**

Entrepreneurial Development Entrepreneurial Development, Significance and role of environment infrastructural network, environmental analysis, E.D. programmes (EDP), problems of EDP.

### **Unit 3:**

Transportation-North West Corner Rule, Matrix Minima & VAM Methods, Degeneracy, MODI Method, Assignment Problems

### **Unit 4:**

Project & Reports Search for business idea, transformation of idea into reality: projects and classification. Identification of projects, project design and network analysis, project appraisal plant layout

### **Unit 5:**

Small industry setup, Types of organization- sole proprietorship, partnership, jointstock company, co-operative organization, their merits, limitations, suitability. Organisational locations, steps in starting a small industry, incentives and subsidies available, export possibilities.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Entrepreneurship & Small Business Management: As Per the BBA Course Syllabus	Charantimath, Poornima M.	Pearson
Entrepreneurship Development (Suggested Reading)	Vasant Desai	Himalayan Publication
Business Entrepreneurship & Management (Suggested Reading)	Pradeep Kumar	Aggarwal S.P
Entrepreneurial Resource Planning: An Introduction	Kesharwani	Bodduluri; Manery
Entrepreneurship and Small Business Management	Dr. Swetabh Mittal	Anand Publications



## **BBA-503: INCOME TAX**

### **Unit 1:**

Basic Concept: Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person, Tax Evasion, Avoidance of Tax, Tax Planning.

### **Unit 2:**

Basis of Charge: Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income.

### **Unit 3:**

Heads of Income: Income from Salaries, Income from House Properties.

### **Unit 4:**

Heads of Income: Profit and Gains of Business or Profession including Provisions relating to specific business, Capital Gains, Income from other sources.

### **Unit 5:**

Aggregation of Income, Set off and Carry forward of losses, deduction from gross total Income.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Income Tax	Agarwal,B.K	Navneet Prakashan Grih
Systematic Approach to Income Tax	Dr. Girish Ahuja and Dr.Ravi Gupta	Wolter Kluwer
Income Tax	Dr.V.K.Singhanian	Taxmann
Income Tax Law and Account	Mehrotra, H.C	Sahitya Bhawan Publications
Income Tax	Jain, R.K	Sbpd Publications

## **BBA-504: COST AND MANAGEMENT ACCOUNTING**

### **Unit 1:**

Introduction: Nature and Scope of Cost Accounting, Cost, Concepts and Classification, Methods and Techniques, Installation of Costing System.

### **Unit 2:**

Accounting for Material, Labour and Overheads

### **Unit 3:**

Element of Cost, Assessment of Cost-Preparation of Cost Sheet and Statement of Cost

### **Unit 4:**

Management Accounting - Meaning, Nature, Scope, Functions. Relationship between Management Accounting, Financial Accounting and Cost Accounting

### **Unit 5:**

Marginal Costing and Absorption Costing.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Cost & Management Accounting	Maheshwari, S.N	Sultan Chand & Sons
Cost & Management Accounting	Varshney, J.C.	Wisdom Publication
Management Accounting	Sharma, P.K.	Wisdom publication
Management Accounting: As Per the BBA Course Syllabus	Bhattacharyya, Debarshi	Pearson
Principles & Practice of Cost Accounting	Sharma, Pawan Kumar	Wisdom publication

## **BBA-505: INDUSTRIAL LAW**

### **Unit 1:**

Factory Act 1948

### **Unit 2:**

Workmen Compensation Act 1923

### **Unit 3:**

Industrial Dispute Act 1947, Minimum Wages Act 1948

### **Unit 4:**

Employee State Insurance Act 1948.

### **Unit 5:**

Employee Provident Fund Act 1952, Payment of Gratuity Act 1972

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Elements of Industrial	N D Kapoor	Law- S. Chand and Sons
Industrial Relations and Labour Laws	Ghosh, Piyali; Nandan, Shefali	McGraw Hill Education
Industrial Law	Ranjeet Singh; R.N Singh	Anand Publications Meerut
Labour Laws and Industrial Laws	Mishra and Mishra	Central Law Publications
Labour Laws for Everyday Made Easy	S.D. Puri & Sundeep Puri	Snow White Publications Pvt. Ltd.

## **BBA-506: FUNDAMENTALS OF COMPUTERS**

### **Unit 1:**

History of computing, Characteristics of computers, Limitations of computers, Basic computer organization, Generations of computers.

### **Unit 2:**

Input-Output Devices: Keyboard, Mouse, Light pen, touch screens, VDU, Scanners, MICR, OCR, OMR, Printers and its type, Plotters, Microfilm, Microfiche, Voice Recognition and Response Devices.

### **Unit 3:**

Storage Devices: Primary and Secondary Storage devices-RAM, ROM, Cached Memory, Registers, Storage Concept, Hard disk, Floppy disk, CD-ROM, Magnetic tapes and cartridges, comparison of sequential and direct access devices.

### **Unit 4:**

Computer Software: Relationship between hardware and software, Computer Languages-Machine Language Assembly language, High-level languages, Compilers & interpreters, Characteristics of good language.

### **Unit 5:**

Operating System & Internet: Definition and functions of O.S. Batch Processing, Multipurposing, Multiprogramming, time sharing, On-line process, Real time process. Introduction to window-98, Internet & its uses, terminology of internet, Browser, Search engines, E-Mail, Video conferencing.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Fundamental of Computers	V.Rajaraman	B.P.B. Publications
Computer Fundamentals	P.K. Sinha	B.P.B. Publications
Fundamentals of Computers	Balagurusamy E.	Mcgraw Hill
Fundamentals of Computers	Reema Thareja	Oxford University Press
Computer Fundamentals	Goel Anita	Pearson

**YEAR 3**  
**SEMESTER 6**

<b>CODE</b>	<b>SUBJECT</b>	<b>PAGE NO.</b>
BBA-601	International Trade	70
BBA-602	Strategic Management & Business Policy	71
BBA-603	Goods and Services Tax	72
BBA-604	Management Information System	73
BBA-605	Auditing	74
BBA-606	Fundamentals of E-Commerce	75
BBA-607	Project Report	76
<b>QUALIFYING PAPER</b>		
BBA-008	Environmental Studies	77-79

## **BBA-601: INTERNATIONAL TRADE**

### **Unit 1:**

Basics of International Trade: International Trade theories, drivers of international trade, restraining forces, recent trends in world trade.

### **Unit 2:**

Foreign trade & economic growth: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.

### **Unit 3:**

International economic institutions: International economic institutions, IMF, World Bank, WTO, Regional economic groupings: NAFTA, EU, ASEAN, SAARC.

### **Unit 4:**

Recent trends in India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports.

### **Unit 5:**

India's Trade Policy: India's Trade policy, export assistance, marketing plan for exports.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
International Marketing	Varshney & Bhattacharya	Sultan Publications
International Business	Arun Kumar Jain	Tata McGraw Hill
International Business	Vyuptakesh Sharan	Pearson Education
International Trade and Export Management	Cherunilam, Francis	Himalaya Publication House

## **BBA-602: STRATEGIC MANAGEMENT & BUSINESS POLICY**

### **Unit 1:**

Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism of Policy making

### **Unit 2:**

Responsibilities & tasks of Top Management: objectives of Business Characteristics, Classification, Types of objectives and their overall Hierarchy, setting of objectives, Key areas involved.

### **Unit 3:**

Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance

### **Unit 4:**

Corporate Strategy: Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis

### **Unit 5:**

Concept of Synergy: Types, Evaluation of Synergy. Capability Profiles, Synergy as a Component of Strategy & its relevance

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Strategic Management: Concepts and Cases	David, Fred R; David, Forest R.	Pearson
Strategic Management	P.Subba Rao	Himalaya
Strategic Management	Kazmi, Azhar; Kazmi, Adela	McGraw-Hill Book Company
Business Policy and Strategy	C.B. Gupta	Sultan Chand Publications
Concepts in Strategic Management and Business Policy: Towards Global Sustainability	Wheelen, Thomas L; Hunger, David J.	Prentice Hall
Business Policy and Strategic Management	Anil Tandon	Anmol Publications Pvt. Ltd.

## **BBA-603: GOODS & SERVICE TAX**

### **Unit 1:**

Introduction, indirect tax, definition & nature, Basis for charging indirect tax, constitutional framework of indirect tax before GST. Structure of GST, GST council, GST network, Slab of GST.

### **Unit 2:**

Levy and collection of GST: Taxable event - supply of goods and services, place of supply, within state, interstate, import and export, time of supply, valuation for GST Valuation rules, Taxability of reimbursement of expense, exemption from GST: Small supplier and composition scheme, classification of goods and service.

### **Unit 3:**

Input tax credit and value of supply: eligible and ineligible input tax credit, apportionments of credit and blocked credit, tax credit in respect of capital goods, recovery of excess tax credit. Payment of tax: refund, TDS, TCS, job work valuation procedure.

### **Unit 4:**

Registration, Returns, assessment, offence and penalties.

### **Unit 5:**

Practical exposure to documentation and various online returns under the ACT.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Indirect Taxes: Law and Practices	Datey, V.S.	Taxmann's Publication
GST Act with latest update	--	Government Published
Student's Guide to GST and Custom Law	V.K.Singhania	Taxmann's Publication
Principles of GST and Custom Law	Datey, V.S.	Taxmann's Publication
Fundamentals of GST and Custom Law	Bansal K.M	Taxmann's Publication
GST and Custom Law	Shri Pal Sakhlecha	Taxmann's Publication



## **BBA-604: MANAGEMENT INFORMATION SYSTEM**

### **Unit 1:**

Management Information System (MIS): Concept & definition, Role of MIS, Process of Management, MIS- A tool for management process, Impact of MIS, MIS & computers, MIS & the user, MIS- Support to the Management.

### **Unit 2:**

Planning & Decision making: Concept of corporate planning, Strategic planning, Type of strategic tools of Planning, MIS-Business Planning; Decision making concepts, Methods, tools and procedures, Organizational Decision making, MIS & Decision making concepts.

### **Unit 3:**

Information & System: Information concepts, Information: A quality product classification of the information, Methods of data & information collection, Value of information, MIS & System concept, MIS & System analysis, Computer System Design.

### **Unit 4:**

Development of MIS: Development of long range plans of MIS. Ascertaining class of information, determining the information requirement, Development and implementation of MIS, Management of quality in MIS, organization for development of MIS, MIS: factors of success and failure.

### **Unit 5:**

Decision Support System (DSS): Concept and Philosophy, DSS: Deterministic Systems, Artificial intelligence (AI) System, Knowledge based expert system (KBES), MIS & role of DSS, Transaction Processing System (TPS), Enterprise Management System (EMS), Enterprise Resource Planning (ERP) System, Benefits of ERP, EMS & ERP

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Management Information System	Jawadekar W S	Tata McGraw-Hill
Managing with information	Kanter, Jeorme	Pearson
Management Information Systems	James A. O'Brien and George M. Marakas	McGraw-Hill/Irwin
Making Enterprise Information Management (EIM) Work for Business	John Ladley	Morgan Kaufmann
Management Information System	Barnes & Noble	Resounding Wind Publishing.

## **BBA-605: AUDITING**

### **Unit 1:**

Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking.

### **Unit 2:**

Internal Check System: Internal Control, Audit Procedure: Vouching Verification of Assets and Liabilities.

### **Unit 3:**

Audit of Limited Companies: Company Auditor- Appointment, Powers, Duties and Liabilities, Auditor's Report and Audit Certificate

### **Unit 4:**

Special Audit, Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit

### **Unit 5:**

Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit.

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Contemporary Auditing: As Per the BBA Course Syllabus	Basu, S.K.	Pearson
Fundamentals of Auditing	Basu, S.K.	Pearson
Financial Accounting & Auditing	Varshney, J.C.	Wisdom Publication

## **BBA-606: FUNDAMENTALS OF E-COMMERCE**

### **Unit 1:**

E-Commerce: Introduction, meaning and concept; Needs and advantages of E-commerce; Traditional commerce; Types of E-Commerce, Basic requirements of E-Commerce.

### **Unit 2:**

Internet: Concept & evaluation, Characteristics of Internet: email, www, ftp, telnet, Intranet & Extranet, Limitation of internet, Hardware & Software requirement of Internet, Search Engines.

### **Unit 3:**

Electronic Payment Systems: E-Cash, e-cheque, credit cards, debit cards, smart cards, E-Banking, Manufacturing Information Systems.

### **Unit 4:**

EDI introduction, networking infrastructure of EDI, Functions & Components of EDI File types of EDI.

### **Unit 5:**

Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws- salient provisions; PKI (Public key infrastructure)

### **Suggested Readings:**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
E-Commerce	Kamlesh K Bajaj, Debjani Nag	McGraw Hill
E-Commerce	David Whiteley	Tata McGraw Hill, 2000
Frontiers of E-Commerce	Ravi Kalkota	Pearson
Electronic Commerce	Eframi Turban, Jae Lee, David King, K. Michale Chung	Pearson Education
E-Business and E-Commerce Management: Strategy, Implementation and Practice, 5e	Chaffey	Pearson Education India

## **BBA-607: PROJECT REPORT**

### **Details of the Project**

In sixth semester, the candidates will have to submit a Project Report on a problem/topic to be assigned by the institute.

The evaluation of the project will consist of

- (1) Evaluation of Project Report
- (2) Viva on Project.

### **The report should contain the following:**

- 1. Objectives and Scope of the study
- 2. Literature Review and Rationale/Importance of the Study
- 3. Research Methodology
- 4. Analysis of Data
- 5. Findings, Conclusions and Recommendations

The student shall prepare the Project Report as per the format that shall be provided. The student will submit two copies of the report to the faculty guide and the number of pages in the report should be 75 or more.

**Evaluation:** Evaluation shall be carried out of 100 marks

Internal Marks: 50

External Marks: 50

# **QUALIFYING PAPER**

## **ENVIRONMENTAL STUDIES (CODE-008)**

### **Unit 1:**

Multidisciplinary Nature of Environmental Studies: Definition, Scope and Importance, Need for Public Awareness.

### **Unit 2:**

Natural Resources: Renewable and Non-renewable Resources: Natural resources and associated problems: -

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

**Unit 3:**

Ecosystems: Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Introduction, types, characteristic features, structure and function of ecosystems: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

**Unit 4:**

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

**Unit 5:**

**Environmental Pollution:** Definition- Causes, effects and control measures of: Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution. Solid waste Management: Causes, effects and control measures of urban and industrial wastes, Role of an individual in prevention of pollution, Pollution Case Studies, Disaster Management: Floods, earthquake, cyclone and landslides.

**Unit 6:**

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

**Unit 7:**

Human Population and the Environment, Population growth, variation among nations, Population explosion: Family Welfare Programme, Environment and human health, Human Rights, Value Education, Women and Child Welfare, Role of Information Technology in Environment and human health, Case Studies

**Unit 8:**

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

**Suggested Readings**

<b>Book</b>	<b>Authors</b>	<b>Publication</b>
Text book for Environment Studies, UGC.	Erach Barucha	Orient BlackSwan
Environmental Studies: from Crisis to Cure	R. Rajagopalan	Oxford University Press.
Fundamentals of Environmental Studies,	Mahua Basu	Cambridge University Press.
Fundamental Concepts in Environmental Studies,	Mishra D.D.	S Chand & Company.
Perspectives in Environmental Studies	Anubha Kaushik	New Age International Publishers

## Clubs at Asian School of Business

---

We not only welcome diverse perspectives but see them as a critical ingredient in our uniquely collaborative and creative environment. When people from different backgrounds come together to develop and test an idea, invention takes place. Experience of a business school can never be restricted to academics and class room learning but rather goes beyond learning from books to all round development of students. Enrolling for a Club of their choice and organising interesting activities throughout the year provides students an opportunity to know their peers better, learn to work in a team and under time and budget constraints.

S No	Club Name	Club Type
1	Utsav	Cultural Club
2	Mark-Techos	Marketing Club
3	Technocrats	IT Club
4	Corporate Social Conscience	CSR Club
5	Bulls and Bears	Finance Club
6	Abhivyakti	Dramatics Club
7	Synergize TogetHR	HR Club
8	SEED	Entrepreneurship Club
9	Athleema	Sports Club
10	Buzz	Media Club
11	Gnosis	Literary Club
12	Prakriti	Environment Club

### Objectives of Student Club Activities

- Develops the students in forming their personality with balance and integrity.
- Develops talent of students and improves their capabilities and assists them in acquiring useful knowledge and experience.
- Students get accustomed to participating in social activities thereby improving interaction among them hence developing a harmonious relationship among themselves.
- Students get associated with their society and develop a feeling of belongingness towards it as well as nation.