

# **SCHEME AND SYLLABUS**

**FOR**

## **BACHELOR OF BUSINESS ADMINISTRATION (BBA) DIGITAL MARKETING (Honours/Honours with Research)**

**For University Teaching Department & Affiliated Institutes**

**(with effect from session 2023-2024)**

**As per National Education Policy 2020**



**DEPARTMENT OF MANAGEMENT STUDIES  
J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA,  
FARIDABAD**

**SECOND YEAR****Third Semester**

<b>Paper No</b>	<b>Title of Paper</b>	<b>Credits</b>	<b>Marks</b>			<b>Code</b>
			<b>Internal</b>	<b>Practical</b>	<b>External</b>	
BBA/DIMK/301	Internet Fundamentals	4	25	-	75	DSC
BBA/DIMK/302	Human Resource Management	4	25	-	75	DSC
BBA/DIMK/303	Fundamentals of International Business	4	25	-	75	MIC
BBA/DIMK/304	MIS and Knowledge Management	3	25	-	75	MDC
AEC-102-N1	Communication, Mediation and Resolution	2	25	-	75	AEC
BBA/DIMK/305	Advanced Excel for Business	3	25	75	-	SEC
VAC-108-N1	Health Psychology	2	25	-	75	VAC
	<b>TOTAL</b>	<b>22</b>	<b>175</b>	<b>75</b>	<b>450</b>	

#### Fourth Semester

Paper No	Title of Paper	Credits	MARKS			CODE
			Internal	Practical	External	
BBA/DIMK/401	Financial Management	4	25	-	75	DSC
BBA/DIMK/402	Marketing Research	4	25	-	75	DSC
BBA/DIMK/403	Product and Brand Management	4	25	-	75	DSC
BBA/DIMK/404	E-Business	4	25	-	75	DSC
BBA/DIMK/405	Strategic Management	4	25	-	75	VOC
AEC-103-N3	Effective Corporate Communication	2	25	-	75	AEC
VAC-110-N1	Environmental Pollution, Waste Management and Sanitation	2	25	-	75	VAC
	TOTAL	24	175	-	525	

**Exit Option:** Any student opting for exit option after second year will get UG Diploma provided he/she completes 90 Credits of first four semesters and additional 4 credits of internship report based on internship of 4-6 weeks. Thus, he/she will be eligible to exit the course with 94 Credits. In addition, the internship report would be evaluated by external expert from panel approved by Department of Management Studies, J C Bose University of Science and Technology, YMCA, Faridabad. Furthermore, the credits of internship report would be included/mentioned in the UG Diploma as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical	Total Marks	Credits
BBA/DIMK/407	Internship	Internship	-	-	100	100	4

The students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of 7 years.

## **SEMESTER III**

**INTERNET FUNDAMENTALS**  
**PAPER CODE: BBA/DIMK/301**

**Total credits: 4**  
**Internal marks: 25**  
**External marks: 75**

**Course Outcomes:** After completing the course, the student will be able to:

1. Understand the current developments in Web and Internet technologies.
2. Learn the basic working schemes of the Internet and World Wide Web.
3. Comprehend the principle of Web page design.
4. Understand fundamental tools and technologies for web design.

**Unit I:**

Introduction to Internet: History of the Internet, working of internet, Connecting to Internet, Internet Service Providers, DNS Servers.

**Unit II:**

Introduction to World Wide Web, Web Pages and Web site, Web Clients and web servers, Web Application, Do and don'ts for web content, Web Graphics Design

**Unit III:**

Brief introduction to some Key concepts: Web browser, Search Engines, Plug-ins, HTTP, URL and Hyperlinks. Designing Your Own Website: HTML and PHP, History of Web programming, Introduction to HTML, HTML Documents, HTML Tags, Introduction to PHP, How PHP fits into web environment, Introduction to Wordpress.

**Unit IV:**

Web Publishing and Browsing, Documents Interchange Standards, Components of Web Publishing, Publishing Tools, Internet Security Management Concepts: Overview of Internet Security; Firewalls, Information Privacy, Copyright Issues.

**SUGGESTED READINGS:**

1. Greenlaw R. & Hepp E., Inline/Online: Fundamentals of Internet and World Wide Web, McGraw Hill
2. Berners -LEE, Godel and Turing, Thinking on the Web, Wiley Publication
2. Oliver D., SAMS Teach yourself HTML, Pearson

**Note:** Only latest available edition books are recommended.

**HUMAN RESOURCE MANAGEMENT**  
**PAPER CODE: BBA/DIMK/302**

**Total credits: 4**  
**Internal marks: 25**  
**External marks: 75**

**Course Outcomes:** After completing the course, the student will be able to:

1. Understand the basics of human resource management.
2. Analyse the human resource challenges in present scenario.
3. Know the essentials of employing, maintaining and promoting a motivated workforce.
4. Develop critical understanding of contemporary issues of human resource management.

**UNIT I**

Foundation of HRM, Concept of HRM and HRD; Role of HR Practitioner; Managing the HR Function; Contribution of HR Function to Organizational Success; Evaluating HR Functions.

**UNIT II**

HR Policies; Job, Role and Competence Analysis; Human Resource Planning; Recruitment and Selection; Induction, Redundancy, Outplacement and Dismissal; Maintenance and Welfare Activities: - Employee Health and Safety, Fatigue and Welfare Activities.

**UNIT III**

Human Resource Development; Learning and Development; Personal Development Planning; Training; Management Development; Career Management; HR Approaches to Improving Competencies.

**UNIT IV**

Employee Compensation- Aims, Components, Factor Influencing Employee Compensation; Internal Equity, External Equity and Individual Worth; Pay Structure; Incentive Payments; Employee Benefits and Services; Performance Appraisal; 360 Degree Feedback, Balance Score Card.

**SUGGESTED READINGS:**

1. C.B Gupta, Human Resource Management, Sultan Chand and Sons
2. V.S.P. Rao, Managing People, Excel Publishers Pvt. Ltd.
3. Aswathappa, Human Resource and Personal Management, Tata McGraw Hill, New Delhi
4. Pattanayak, Human Resource Management, Prentice Hall of India
5. Desler, Human Resource Management, Prentice Hall of India,

**Note:** Only latest available edition books are recommended.

**FUNDAMENTALS OF INTERNATIONAL BUSINESS**  
**PAPER CODE: BBA/DIMK/303**

**Total Credits: 4**  
**Internal Marks: 25**  
**External Marks: 75**

**Course outcomes:** After the successful completion of the course, students will be able to:

1. Describe various types of International Business, stages of internationalization and evaluate the risk involved in international business.
2. Model the ways to enter in international market- its selection and strategies formulation.
3. Understand the challenges and strategies to handle these challenges.
4. Understand global sourcing and countertrade, and critically evaluate these sources.

**UNIT-I**

Concept of international business; domestic vs international business Globalization and its relevance, stages of Internationalization, need for International Marketing, Types of International Business, Risks involved in international business.

**UNIT-II**

Market Selection, Market Entry Strategies, Market coverage Strategies, International Business Intelligence, Global Sourcing, Countertrade, Global Trade.

**UNIT-III**

International Investments: Types of Foreign Investments, Theories of International Investment, Trade and Investment, Factors Affecting International Investment, Growth of Foreign Investment, Foreign Investment in India, and Foreign Investment by Indian Companies.

**UNIT-IV**

International Organization and HRM, Export Promotion, India in Global Market, Corporate Governance and Social Responsibility in International Business, MNCs and Global organizations.

**SUGGESTED READINGS:**

1. A. Buckley, Multinational Finance, Prentice-Hall of India, New Delhi.
2. Raj Agarwal, International Trade, Excel
3. Albaum Duerr, International Marketing and Export management, Pearson
4. C.W. Hill, International Business, TMH
5. World Bank, World Development Report (latest issue)

**Note:** Only latest available edition books are recommended.

**MIS AND KNOWLEDGE MANAGEMENT**  
**PAPER CODE: BBA/DIMK/304**

**Total Credits: 3**  
**Internal Marks: 25**  
**External Marks: 75**

**Course outcomes:** After the successful completion of the course, students will be able to:

1. Understand technical and business issues related to development of information system
2. Understand the role of Information Systems for Strategic Advantage
3. Understand the importance of knowledge management
4. Apply the tools and technologies of Knowledge Management

**UNIT – I**

MIS-A Framework: Information, Types of information, Dimensions of information, MIS concept, Definition, Nature and scope of MIS, MIS characteristics, MIS functions, MIS classification, and Application areas of information systems: Finance, Marketing, Manufacturing and Personnel. Planning for Designing and Implementing the MIS: Strategic and project planning for MIS, Conceptual system design, and Detailed system design, Implementation, Evaluation and Maintenance of MIS.

**UNIT – II**

Information Systems for Strategic Advantage: Introduction, Strategic roles for information systems, breaking business barriers, Value chain and strategic IS, Re-engineering business processes, improving business quality, challenges of strategic IS, Sustaining Strategic success. Intranets, Extranets, Enterprise Collaboration Systems.

**UNIT – III**

Introduction to knowledge management (KM), History of KM, Importance of KM, Information Management to Knowledge Management, K M Cycle, Industrial Economy to Knowledge Economy

**UNIT – IV**

Mechanics of Knowledge Management–Tools and Technologies, Communities of Practice and Knowledge conversion, The knowledge Management Matrix, Ethics in KM

**SUGGESTED READINGS:**

1. Management Information Systems by Sadagopan S, EEE Publication
2. Management Information System 13<sup>th</sup> Edition Kenneth C. Laudon, Jane P. Laudon, Pearson
3. Knowledge Management Challenges, Solutions, and Technologies, Irma Becerra-Fernandez, Avelino Gonzalez, Rajiv Sabherwal, Prentice Hall.

**Note:** Only latest available edition books are recommended.



**COMMUNICATION, MEDIATION AND RESOLUTION**  
**AEC-102-N1**

**Total Credits: 2**  
**Internal Marks: 25**  
**External Marks: 75**

**Course Objectives:**

1. To familiarize the students with the process and barriers of communication
2. To enable the students develop critical thinking and identify logical fallacies
3. To help students in recognizing factors and applying strategies in conflict resolution
4. To inspire students in appreciating the role of mediation and find creative solutions

**UNIT-I**

**Communication and Barriers to Communication:** 7C's of Communication, Win-Win Communication, Strategies for Effective Communication, Zero-Sum; Reasons for Conflict; Communication Barriers.

**UNIT-II**

**Critical Thinking and Cognitive Skills:** reason; analysis, synthesis, divide and rule; root-cause analysis; logic and logical fallacies.

Reasoning; Logic; Inductive and Deductive Reasoning; Logical fallacies: Ad hominem, straw man fallacy; bandwagon fallacy; hasty generalization; false dilemma; false dichotomy; Tu Quoque; circular reasoning and hasty generalization; Recognizing fallacies.

**UNIT-III**

**Mediation and Conflict-Resolution:** Cognitive Skills and Critical thinking; Listening for key words, phrases and hints, Creative Communicating, Managing and celebrating Diversity, Adaptability and Negotiation; Dispute-resolution; arbitration; mediator's role; caucuses, third party, objectivity, impartiality, neutrality, offers, counter offers, questions, demands, and proposals, impasse, settlement. Brainstorming, Problem solving strategies, Stress management, Significance of Collaboration, Confronting challenges.

**UNIT-IV**

**Mediation in Practice:** Exercises in role-playing and mediation and one case study assignment as directed by the teacher.

**Course Outcomes:**

1. The students will be familiarized with the process and barriers of communication.
2. The students will be enabled to develop critical thinking and identify logical fallacies.
3. The students will be able to recognize factors and apply strategies in conflict resolution.
4. The students will be able to appreciate the role of mediation and find creative solutions.

**SUGGESTED READINGS:**

1. Mangla R.K., Basics of Communication, Mediation and Resolution.
2. Raman M. and Sharma S., Effective Communication Skills
3. Phillips C. C., Conflict, Conflict Resolution and Mediation: Theory, Process and Practice.

**Note:** Only latest available edition books are recommended.

**ADVANCED EXCEL FOR BUSINESS**  
**PAPER CODE: BBA/DIMK/305**

**Total Credits: 3**  
**Internal Marks: 25**  
**Practical Marks: 75**

**Course Outcomes:** After completing the course, the student will be able to:

1. Identify large data generated through business transactions using advanced excel tools.
2. Analyse and present data using tables, pivot tables, pivot charts and dashboards.
3. Examine complex business problems using various functions.
4. Identify excel add-ins for constraint optimization, summarization and forecasting.

**Unit I**

Spreadsheet concepts, managing worksheets, formatting cells, conditional formatting, entering data; editing, printing and protecting worksheets; handling operators in formula, project involving multiple spreadsheets; Working with multiple worksheets; controlling worksheet views; Cell referencing and naming of cells and cell ranges.

**Unit II**

Sorting, multilayer sorting; data validation; find and replace; paste special; identifying missing values, filter and advanced filter; Conditional formatting; Tabulation; Flash-fill; Graphical representation using charts, Organizing charts and graphs, advanced charting tools; identifying outliers; Formatting as table; Pivot tables, pivot charts and dynamic dashboards.

**Unit III**

Formulae vs functions; Cell formulae vs array formulae; Mathematical functions; Statistical functions; Financial functions; Logical functions; Date and Time functions; Lookup and reference: Hlookup, and Vlookup, index and match functions; Text functions and error functions. What-if-analysis: Goal-seek, Data tables and Scenario manager; Data analysis ToolPak: Descriptive Statistics, moving averages, Histogram, Covariance, correlation and Regression analysis (only for projection); solver add-in.

**Unit IV**

Recording Macros, Absolute and relative macros, editing macros, Use of spinner buttons and command buttons; Sub Procedure, Function Procedure (creating New Functions); Working with Loops: Do while loop, For Next loop; Creating User Forms: Message Box, Input Box; If Then Else.

**SUGGESTED READINGS:**

1. Greg Harvey, Excel, All-in-One for Dummies. John Wiley & Sons.
2. Michael Alexander and Kusleika Richard, et al.
3. J. Walkenbach, MS Excel 2016, Bible, John Wiley & Sons, USA.
4. W. L. Winston, MS Excel 2013, Data Analysis & Business Modeling, Microsoft Press, USA.

**Note:** Only latest available edition books are recommended.

**HEALTH PSYCHOLOGY**  
**PAPER CODE: VAC-108-N1**

**Total credits: 2**  
**External marks: 75**  
**Internal marks: 25**

**Course Outcomes:**

After completion of this course, the student will be able to:

1. Gain understanding regarding the concept of health and role of psychology in it.
2. Get acquainted with well-being and its significance.
3. Develop insight into scientific knowledge regarding negative consequences of stress and other health related disorders.
4. Appreciate the positive impact of health enhancing behaviours on well-being and mental health.

**UNIT I :** Introduction to Health Psychology: Nature, Goals and Scope. Relationship between mind and body. Emergence of Health Psychology.

**UNIT II :** Well-being: Components of Well-being: Eudemonia and Hedonism, Life Satisfaction Affect. Assessment of Health and Well-being.

**UNIT III:** Stress, Illness and Pain: Causes and Consequences; Coping with Stress, Pain and Illness. Health, Related Disorders- Coronary Heart Disease, Cancer, Diabetes, HIV and AIDS.

**UNIT IV:** Health Enhancing Behaviours: Psychological factors - Resilience, Hope, Optimism; Exercise; Safety and Nutrition. Implications for Well-being.

**SUGGESTED READINGS:**

1. DiMatteo, M.R. and Martin, L.R. Health psychology. New Delhi: Pearson.
2. Sarafino, E.P. (Health psychology: Bio Psychosocial interactions NY: Wiley.
3. Snyder, C.R., Lopez, S.J. Positive Psychology :The scientific and practical explorations of human strengths. Thousand Oaks, CA: Sage.
4. Taylor, S.E. Health Psychology. New York: Tata McGraw Hill.

**Note: Only latest available edition books are recommended.**

## **SEMESTER - IV**

**FINANCIAL MANAGEMENT**  
**PAPER CODE: BBA/DIMK/401**

**Total Credits: 4**  
**Internal Marks: 25**  
**External Marks: 75**

**Course Outcomes:** After completing the course, the students will be able to:

1. Understand the concept of financial management and various source of finance.
2. Analyse capital budgeting process and apply capital budgeting techniques for Business decisions;
3. Examine capital structure and cost of capital.
4. Critically examine various theories of dividend, identify and analyse dividend policy; and suggest sound dividend policy.

**UNIT I**

Nature, scope, and objectives of financial management, Finance decision, Functions and Responsibilities of Finance Manager. Sources of Finance: Different Sources of Finance including internal sources, external sources.

**UNIT II**

Time value of money, Capital Budgeting Process, Capital budgeting methods: Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index.

**UNIT III**

Components of cost of capital, Method for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC). Capital Structure- Theories of Capital Structure.

**UNIT IV**

Theories of dividend decision - Walter's Model, Gordon's Model, MM Approach, Forms of dividend payment, types of dividend policies and Determinants of Dividend policy. Concept of Working Capital, Operating Cycles, Working capital estimation.

**SUGGESTED READINGS:**

1. Chandra, P. Financial Management-Theory and Practice. Tata McGraw Hill Education, New Delhi.
2. Horne., J. C., &Wachowicz, J. M..Fundamentals of Financial Management, Prentice Hall, New Jersey.
3. Khan, M. Y., & Jain, P. K. Financial Management: Text and Problem. Tata McGraw Hill Education India, New Delhi.
4. Kothari, R. Financial Management: A Contemporary Approach. Sage Publications India Pvt. Ltd, New Delhi.
5. Pandey, I. M. Financial Management. Vikas Publications, New Delhi.
6. Rustagi, R. P. (Fundamentals of Financial Management. Taxmann Publication, New Delhi.
7. Ross, S. A., Westerfield, R. W., Jaffe, J., &Kakani, R. K. Corporate Finance. McGraw Hill Education, New York.

**Note:** Only latest available edition books are recommended.

**MARKETING RESEARCH**  
**PAPER CODE: BBA/DIMK/402**

**Total Credits: 4**  
**Internal Marks: 25**  
**External Marks: 75**

**Course Outcomes:** After completion of this course, the students will be able to:

1. Understand fundamental concepts and processes involved in marketing research and its significance in decision-making.
2. Formulate research problem and research design for solving marketing problems.
3. Collect and tabulate required primary and secondary data for analysis.
4. Prepare a research report.

**Unit - I**

Introduction to marketing research – Definition, scope, objectives; significance of marketing research in decision making; types of marketing research; Research process; Research proposal; Ethical considerations in marketing research.

**Unit - II**

Formulating research problem; Research design and its types; Hypothesis – Null, alternate; Measurement and scaling techniques; questionnaire designing.

**Unit - III**

Census and Sample; Meaning, and significance of sampling; Methods of sampling; Determination of sample size and sampling errors. Types of data; Methods of collecting of primary data and secondary data; Tabulation and cleaning of data for analysis.

**Unit - IV**

Descriptive statistics – measures of central tendency and dispersion; Inferential statistics – Confidence intervals and hypothesis testing; Report Writing – Meaning, Types of Reports, Format of Research Report, Presentation of Research Report.

**Suggested Readings:**

1. Cooper, Donald R. and Schindler, Pamela S., Marketing Research – Concepts, Cases, Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Beri, G.C, Marketing Research, Tata McGraw Hill, New Delhi.
3. Malhotra, Naresh K and Das S., Marketing Research – An Applied Orientation, Pearson Education.
4. Green, Paul and Donald S Tull, Research for Marketing Decisions, PHI.
5. Kothari, C.R., Research Methodology, New Age International Publishers.
6. Boyd & Westfall, Marketing Research, Prentice Hall.

**Note:** Only latest editions of the above books are recommended.

**PRODUCT AND BRAND MANAGEMENT**  
**PAPER CODE: BBA/DIMK/403**

**Total Credits: 4**  
**Internal Marks: 25**  
**External Marks: 75**

**Course outcomes:** After the successful completion of the course, students will be able to:

1. Gain operational understanding of product development process and product strategies.
2. Design, implement and take appropriate branding decisions.
3. Implement the branding strategies in current scenario.
4. Measure the sources of brand equity.

**Unit-I**

Concept of product; product life cycle; new product development process; branding, packaging, labeling; brand identity; customer-based brand equity

**Unit-II**

Brand positioning; brand audits, brand personalities; choosing brand elements to build brand equity; designing marketing programs to build brand equity

**Unit-III**

Leveraging secondary brand associations to build brand equity; country of origin; co-branding; licensing; celebrity endorsement; sporting; cultural and other events; third party sources.

**Unit-IV**

Measuring brand equity; designing and implementing branding strategies; brand-product matrix; brand hierarchy; introducing and naming new products and brand extensions.

**Suggested readings:**

1. Keller, Kevin Lane. Strategic Brand Management; Pearson Education, New Delhi.
2. Kirti Dutta. Brand Management: Principles and Practices, Oxford University Press.
3. Kapferer, Jean Noel. Strategic Brand Management, Kogan Page, New Delhi.

**Note:** Only the latest editions of the above books are recommended.

**E-BUSINESS**  
**PAPER CODE: BBA/DIMK/404**

**Total Credits: 4**  
**Internal Marks: 25**  
**External Marks: 75**

**Course outcomes:** After the successful completion of this course, students will be able to:

1. Understand the E- Business infrastructure, models and trends
2. Know about different types of electronic payment mechanism used in the industry.
3. Understand about cyber frauds and security threats involved in e-business
4. Integrate theoretical frameworks with business strategies.

**Unit-I**

Concept of E-Business, E-Business framework, E-Business application, Network Infrastructure for E-Business. Mobile computing, mobile computing application.

**Unit-II**

Types of E-payment, digital token-based e-payment, smart card, credit card payment systems, risk on e-payment, designing e-payment. EDI application in business, EDI: legal, security, standardisation and EDI.

**Unit-III**

Consumer and business markets: Online ordering, Advertisement and marketing on Internet, Offering customer product on the net, electronics customers support. Web catalogues, type of digital documents, data warehouses, multi-media and digital video, Future of Electronic-Business: Virtual Factory, Strategies for Electronic Business.

**Unit-IV**

IT Act 2000 and its amendments, Cyber-crimes & frauds, types and tools of hacking. Security and Electronic-Business: Client-server security, data and message security, document security, firewalls.

**Suggested readings:**

1. Ravi Kalakotta & Whinston B., "Frontiers of E-Commerce", Addison-Wesley, New Delhi.
2. R. Kalakotta & M. Robinson, "E-Business: Roadmap for Success", Addison-Werley, New Delhi.
3. Daniel Amor, The E-Business (R) Evolution, Prentice Hall, PTR, New Delhi.
4. Parag Diwan and Sunil Sharma, "E-Commerce", Excel Books, New Delhi.
5. Reynolds, "Beginning of E-Commerce", Shroff Publication.
6. Kamlesh K. Bajaj & Debjani Nag, "E-Commerce", Tata McGraw Hills, New Delhi.

**Note:** Only the latest editions of the above books are recommended.



**STRATEGIC MANAGEMENT**  
**PAPER CODE: BBA/DIMK/405**

**Total Credits: 4**  
**Internal Marks: 25**  
**External Marks: 75**

**Course outcomes:** After successful completion of the course the students will be able to:

1. Get a clear understanding of the basic concept of strategy and its relationship with the firm's vision, mission, and objectives for the organisations' success.
2. Identify different strategic options available and their relation with the dynamic environment.
3. Sketch the strategy to be followed by the organisation and to effectively implement the strategy that will help the organisation to become successful in the market.
4. Evaluate strategies in an effective manner by applying different techniques.

**Unit-I**

Strategy - levels of strategy; strategic planning; strategic management; process of strategic management; strategic intent: company's vision, mission, and objectives.

**Unit-II**

Strategic formulation - environmental and organisational appraisal; types of strategies; strategic analysis and choice, BCG matrix, General Electric matrix and balance score card approach, value chain analysis.

**Unit-III**

Strategy implementation - designing organisational structure; structural, behavioural, functional and operational implementation.

**Unit-IV**

Strategy evaluation and control - strategic and operational control; techniques of evaluation and control.

**Suggested readings:**

1. Kazmi A., Business Policy and Strategic Management, TMH publication.
2. Jauch L. R. & Glueck W.F., Business Policy and Strategic Management, TMH publication.
3. Thompson A. A. and Strickland A. J., Strategic Management - Concept and cases, TMH publication.
4. David, Fred R. Strategic Management – Concept and Cases, Pearson Education.
5. Kenneth, A. Andrews, Concepts of corporate Strategy, Dow Jones-Irwin
6. John A. Pearce II and R.B. Robinson, Strategic Management - Strategy Formulation and Implementation, McGraw-Hill Education.

**Note:** Only the latest editions of the above books are recommended.

**EFFECTIVE CORPORATE COMMUNICATION**  
**AEC-103-N3**

**Total Credits: 2**  
**Internal Marks: 25**  
**External Marks: 75**

**Course Objectives:**

1. To acquaint students with the appropriate grammatical structures in written forms.
2. To enable the students to understand the significance of technical writing and formal communication.
3. To equip students to develop and demonstrate effective writing skills in varied forms.
4. To inspire students to deliver persuasive presentations.

**UNIT-I**

Writing Skills and Basics of Grammar: Subject-verb agreement; sentence correction; tense-verb usage; Composition of a Paragraph; Characteristics of a Good Paragraph; Use of Idioms and Proverbs; Literary Tropes and Use of Figures of Speech.

**UNIT-II**

Technical Writing and Reports: SPSE structure; IMRD structure; Report Writing: Types of Reports and Structure of a Long Report. Hedging, Nominalization; Memos; Agenda and MoM; Case Study Method; Presentations; Business Letters-quotation and placing order.

**UNIT-III**

Drafting proposals: From essays to proposals; Types of Essay Writing: Structure of an essay; Argumentative essays; Expository essays; Narrative essays; and Descriptive essays; Structure of an Essay Reading, Writing and Comprehension. Drafting proposals; Synopsis Writing; Definitions; Comparisons and Contrasts; Hedging; Nominalization, proposal presentations

**UNIT-IV**

Exercises in Proposal Presentations: Drafting and Presenting Proposals.

**Course Outcomes:**

1. The students will be acquainted with the appropriate grammatical structures in written forms.
2. The students will be able to understand the significance of technical writing and formal communication.
3. The students will be able to develop and demonstrate effective writing skills in varied forms.
4. The students will be able to deliver persuasive presentations.

**ENVIRONMENTAL POLLUTION, WASTE MANAGEMENT AND SANITATION**  
**PAPER CODE: VAC-110-N1**

**Total Credits: 2**  
**Internal Marks: 25**  
**External Marks: 75**

**Course Outcomes:** At completion of this course, the students will be able to:

1. Acquire the knowledge of sources, effects and control measures for environmental pollution/climate change at local and global level.
2. Gain insight into disaster management, environmental legislation and impact assessment.
3. Understand various concepts related to solid waste management and apply in solid waste management.
4. Analyze health and sanitation problems in the living environment and understand various social issues related to the environment.

**UNIT-I:**

Environmental Pollution and Climate Change Definition – Causes: effects and control measures of: - Air Pollution, Water pollution, Soil Pollution, Marine pollution, Noise pollution, Thermal Pollution, Nuclear Hazards. Role of an individual in prevention of pollution. Case studies. Climate Change: Causes, Consequences and Solution of Climate Change and its effect on: Agriculture, Availability of Fresh Water and Change of River Ecosystem, Sea-Level Rising and Loss of Human interest. IPCC Agenda 21, Earth Summit, Stockholm Conference 1972. Convention on Biological Diversity (CBD), Ramsar Convention. Kyoto Protocol, Montreal Protocol.

**UNIT –II:**

Disaster Management: Floods, Drought, Earthquake, Volcanoes, Cyclone and Landslides - their impacts. Disaster management cycle. Role of information, education communication and training in disaster management. Environmental Legislation and EIA: Role of Ministry of Environment and Forest (MoEF), Government of India; Central Pollution Control Board (CPCB); National Environmental Policy (NEP) -2006, in developing legislation. 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. Environmental Awareness: Role of Non-Government Organizations in Public Awareness. Environment Impact Assessment: Concept and significance: methods of assessment.

**UNIT-III:**

Waste Management: Introduction to Solid waste management: Primary waste products –Solid waste, Toxic biological and hospital wastes; Waste composition and characterization. Municipal solid waste generation, cycling and disposal: landfills, incineration, source reduction and recycling, Hazardous waste management and handling rules.

**UNIT-IV:**

Environmental Sanitation and Health: Introduction to WHO and UNICEF, water and airborne diseases: TB, Cholera, Amoebiasis, and Dehydration: ORT, social economic and health impacts of AIDS. Role of public awareness and information technology in sanitation and human health. Social Issues and the Environment: From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, Rainwater Harvesting, Watershed management, Resettlement and rehabilitation of peoples; its problems and concerns, case studies. Environmental ethics: Issues and possible solutions. Environmental Education. Wasteland reclamation, Consumerism and Waste products. Environmental movements: Chipko Movement.

**REFERENCE BOOKS:**

1. Solid Waste Management Manual CPCB, New Delhi.
2. Trivedy R.K. and Arvind Kumar, Ecotechnology for Pollution Control and Environmental

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3. Sahai, Sushma (2009) Bio- medical waste management, APH Publishing.
4. Rao, M.N. and Sultana, R. (2012). Solid and Hazardous Waste Management, BS Publications, Hyderabad.
5. Canter, W. L. (1995) Environmental Impact Assessment, McGraw-Hill Science/ Engineering/ Math, New York
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## **SUGGESTED WEB SOURCES:**

1. [http://envis.nic.in/ENVIS\\_html/ENVISSubject/subject.html](http://envis.nic.in/ENVIS_html/ENVISSubject/subject.html)
2. <https://nptel.ac.in/courses/103/106/103106162/>
3. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=14>
4. <https://swayam.gov.in/>

**Note:** Only latest available edition books are recommended.