



# **BHARATI VIDYAPEETH**

**(DEEMED TO BE UNIVERSITY)**

**'A' Grade University Status by Ministry of HRD, Govt. of India**

**Re-Accredited by NAAC with 'A' Grade**

**FACULTY OF MANAGEMENT STUDIES**

**BACHELOR OF BUSINESS ADMINISTRATION**

**Choice Based Credit System**

**(BBA – 2018- 21) (CBCS)**

## **SYLLABUS**

**Course Structure**

**Applicable with effect from 2018-19**

**Bharati Vidyapeeth**  
**[ Deemed to be University], Pune**  
**Faculty of Management Studies**  
**Bachelor of Business Administration Programme (BBA)**  
**Course Structure & Syllabus**  
**( w.e.f. year 2018-2021)**

**BBA Program Structure 2018-21.**  
**(As per UGC guidelines – template for BBA – 136 credits)**

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## BBA – Sem I and Sem II w.e.f 2018-19

Semester I					Semester II				
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
101	AECC	Business English - Communication.	4	UE & IA	201	AECC	Environmental Science	2	CCA
102	C	Business Organization & Systems	4	UE & IA	202	C	Principles of Management	4	UE & IA
103	C	Micro Economics	4	UE & IA	203	C	Macro Economics	4	UE & IA
104	C	Business Accounting.	4	UE & IA	204	C	Management Accounting	4	UE & IA
105	C	Foundations of Mathematics and Statistics	4	UE & IA	205	C	Business Statistics	4	UE & IA
106	GE	Community Work – I	2	CCA	206	GE	Community Work – II	2	CCA
		Career & Life Skills					Swachha Bharat Abhiyan		
		Waste management					Smart Cities Sectoral Analysis		
		Total Credits →	22					20	

**Courses Types**

- AECC / SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course ( Lab / Practical / Demo etc )
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

**Exam Evaluation Pattern**

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

**BBA Program Structure 2018-21.****(as per UGC guidelines – template for BBA – 136 credits)****BBA – Sem III and Sem IV w.e.f 2018-21**

Semester III				Semester IV					
Code		Course Title	Credits	Examination Pattern	Code		Course Title	Credits	Examination Pattern
301	SEC	Computer Applications for Business(Theory - 3 & Lab -2)	4	CCA	401	SEC	Enhancing Personal & Professional Skills (Theory - 3 & Lab -2)	4	CCA
302	C	Organizational Behavior.	4	UE & IA	402	C	Human Resource Management	4	UE & IA
303	C	Principles of Marketing.	4	UE & IA	403	C	International Business	4	
304	C	Introduction to Financial Management	4	UE & IA	404	C	Business Research	4	UE & IA
305	C	Entrepreneurship Development	4	UE & IA	405	C	Business Laws.	4	UE & IA
306	GE	Community Work	3	CCA	406	GE	Community Work	3	CCA
		Start-up Management					Basics of Taxation		
		Agro Tourism					Yoga - I		
		Total Credits→	23					23	

**Courses Types**

- AECC/SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course ( Lab / Practical / Demo etc )
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

**Exam Evaluation Pattern**

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

**BBA Program Structure 2018-21.****(as per UGC guidelines – template for BBA – 136 credits)****BBA – Sem V and Sem VI w.e.f 2018-21**

Semester V				Semester VI					
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
501	SEC	Summer Internship Report & Viva	6	CCA	601	SEC	Industrial Exposure. (Mini Project)	5	CCA
502	C	Services Management	4	UE & IA	602	C	Introduction to Strategic Management	4	UE & IA
503	DSE	Elective Paper – I	4	UE & IA	603	DSE	Elective Paper – III.	4	UE & IA
504	DSE	Elective Paper – II	4	UE & IA	604	DSE	Elective Paper – IV	4	UE & IA
505	C	Introduction to Operations Research	4	UE & IA	605		Disaster Management	4	CCA
506	GE	Social Media Management	2	CCA	606	GE	Business Ethics	3	CCA
		Road Safety & Management					Basics of Hospitality Management		
		Event Management					Yoga - II		
		Total Credits →	24					24	

**Courses Types**

- AECC/SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course ( Lab / Practical / Demo etc )
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

**Exam Evaluation Pattern**

- CCA – Comprehensive Continuous Assessment

- UE – University Evaluation
- IA – Internal Assessment

### **Program Objectives :**

The Bachelor of Business Administration (BBA) degree program has the following objective:

- To provide students with an in-depth knowledge of Management and Business concepts
- To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organizations at a global level
- To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

**BBA- Sem -V (CBCS 2018)**  
**501: Summer Internship – Report & Viva**

<b>Course Code</b>	501	<b>Course Type</b>	SEC
<b>Credits</b>	Six	<b>Examination Pattern</b>	UE + IA: 60:40

Course Objectives:

1. Assist the student's development of employer-valued skills such as teamwork, communications and attention to detail.
2. Expose the student to the environment and expectations of performance in private/public companies or government entities.
3. Enhance and/or expand the student's knowledge of a particular area(s).
4. Expose the student to professional role models or mentors who will provide the student with support in the early stages of the internship and provide an example of the behaviors expected in the intern's workplace.

Learning Outcomes:

The internship helps in connecting organizations with student. This access results in opportunities to consult with real-world companies on real-world challenges, building relationships that can result in lasting connections with successful organizations that students continue to benefit from after graduation.

**Details:**

At the end of Semester IV a student shall be required to prepare a project in any one of the functional areas of business i.e.

- Marketing Management
- Human Resource Management
- Financial Management.
- International Business Management
- Banking and Insurance Management
- Hospitality Management
- Financial Market

The Summer Training should be conducted in an organization under the guidance of a faculty member . The duration will be for 50 days. The report is to be prepared and submitted to the institute during the semester V.

Reference Books : Follow the Monograph and conduct in coordination with Corporate Resource Center of the Institute

**BBA- Sem -V (CBCS 2018)****502: MANAGEMENT OF SERVICES**

<b>Course Code</b>	502	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 60:40

**Learning objectives:**

- To provide in-depth insight in managing and delivering of quality services
- To create awareness about the services sector, the challenges and opportunities therein.
- To understand the need and importance of people , process and physical evidence in services marketing mix.

**Learning outcomes**

After studying this course students would be able to

- Understand the challenges and opportunities involved in services sector.
- Understand the aspects of developing new services, promoting the services and making it available in a convenient manner.

**Unit 1: Introduction to Services and Service sector**

Meaning of Services, Differences between goods and services, Characteristics of Services , Classification of Services, Growth of Service Sector in India, Factors responsible for growth of service sector in India.

**Unit 2: Marketing of Services :**

7Ps in Service Marketing –

Service Product – service life cycle,

Pricing the Service- factors involved in pricing the services,

Service Location (Place) and Channels of Services,

Promotion and Communication of Services – promotion mix,

People in Services – role of service employees, training of service employees,

Process in Services – service as a process,

Physical Evidence in Services.

**Unit 3: Quality of Services:**

Meaning of service quality, Importance of service quality, quality issues in services. Role of information technology in improving service quality.

**Unit 4: Management Demand and Supply of Services**

Patterns and determinants of demand, strategies for managing demand, service capacity management.

**Unit 5: Introduction To Management Of Different Service Sectors**

Banking Services: - Concept – Scope and Importance, Human Resource Management in banking services,



Hotel Services: - Concept, Scope and Importance, Profile of Services, H. R.M and Customer Care, Management of Hotel Services in India.

Management of Insurance Services : Concept, Scope and Importance

Management of Transport Services : Concept, Scope and Importance, – Passenger transport and Goods transport – Road, Rail and Water Transport. Challenges faced.

Management of Consultancy Services: Concept, Scope and Importance. Types of Consultancy Services – Legal, Technical, Financial, Medical and Managerial.

Management of other Services : Tourism, Entertainment, Education and Telecommunication: Introduction, Formulation of Marketing mix of these Services.

#### Reference Books:

- 1) Service Management & Marketing – Christian Gronroos – Wiley India Edition
- 2) Services Marketing – Text & Cases : Vinnie Jauhari , Kirti Dutta 2<sup>nd</sup> Edition – Oxford University Press
- 3) Services Marketing – S.M. Jha Himalaya Publishing House
- 4) Services Marketing - Dr. Shahjahan
- 5) Services Marketing – K. Ram Mohan Rao
- 6) Services Marketing - Valarie A, Zeithaml & Mary Joe Bitner, Tata McGraw Hill Publications.

#### Journals

1. Journal of Service Management- Emerald Insights
2. European Journal of Service Management

#### Online reference

<https://www.khanacademy.org>

[http://www.pondiuni.edu.in/storage/dde/downloads/markiv\\_sm.pdf](http://www.pondiuni.edu.in/storage/dde/downloads/markiv_sm.pdf)

<https://www.scribd.com>

MOOCs

<https://www.mooc-list.com/course/services-marketing-selling-invisible-openlearning>

NPTEL

**BBA- Sem -V (CBCS 2018)****505: INTRODUCTION TO OPERATIONS RESEARCH**

<b>Course Code</b>	505	<b>Course Type</b>	Core Course
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE + IA: 60:40

**Course Objective**

The objective of the course is to familiarize the students with the tools & techniques of Operation Research.

**Learning Outcome**

Students will be able to understand the practical importance and applications of various operations research techniques.

**UNIT 1**

Definition of Operations Research (OR), Origin and Development of OR, Scope of Operation Research, Advantages and Limitations of OR.

**UNIT 2**

Linear Programming Problem-LPP, Formulation of LP Problem, Graphical solution – Procedure of solving LPP by Graphical method. Applications and limitations of LPP

**UNIT 3**

Transportation Problem, meaning, definition and applications, Applications of Transportation Problem, Types of Transportation problems. Initial Basic Feasible Solution – North West Corner Rule, Least Cost or Matrix Minima Method, Vogel's Approximation method. Checking for optimality, Finding optimal solution by MODI method.

**UNIT 4**

Assignment Problem- meaning, definition and applications, Types – unbalanced and maximization, assignment problem. Hungarian method for solving assignment problem.

**UNIT 5**

Network Analysis - importance of network analysis, construction of networks. Critical Path Method (CPM) - calculation of earliest and latest times, types and computation of floats. Program Evaluation and Review Technique (PERT) - 3 time estimates, expected duration.

**Reference Books :**

1. Operations Research – Hira and Gupta S. Chand
2. Operations Research – Pai, Oxford University Press
3. Operational Research – Dr. P.R. Vital
4. Operational Research – Handy and A. Tata.
5. Statistical Methods and Operation Research – S.P. Gupta

Online Resources:

<https://www.khanacademy.org>

<http://web.itu.edu.tr/topcuil/ya/OR.pdf>

**Moocs:**

www:/Alison  
www/SWAYAM  
www/NPTEL

**BBA- Sem -V (CBCS 2018)**  
**506: Social Media Management**

<b>Course Code</b>	506	<b>Course Type</b>	GE
<b>Credits</b>	Two.	<b>Examination Pattern</b>	CCA : 50 marks

**Course Objectives:**

This Course Teaches students to use social media strategically to create value for a client or organisation..

**Learning Outcome:**

- a) Students will learn by doing assignments focusing on social media, post writing and publishing, management and measurement tools, a social media audit, editorial calendar and crises management.
- b) Students will master the skills necessary to become successful social media managers.

**Unit 1: Introduction To Social Media**

Introduction to Social Media, importance of social Media, History and evolution of Social Media, Managing Information, Aggregators. Facebook, Twitter, Instagram, LinkedIn, Youtube, Blogs.

**Unit 2: Using Social Media**

Strategy Plan for Social Media Management, Touchpoint, Analysis Scheduling, Creating Content, Managing Content programmes, Planning Worksheet, Social media campaign.

**Unit 3: Evaluating Social Media**

- Evaluation of Social Media Platforms
- Tools to manage and measure performance of social media content and campaigns
- Handling critical issues in social media management and legal aspects of social media.

**Unit 4: Setting-up own professional site**

Content management, design, connectivity with social media

**Assignments:**

1. Explain atleast one social media management tool in detail.
2. Describe social media analytics tool in brief with example.
3. Detailed social media campaign: The campaign can be any example presented in social media for Lead Generation. Describe the objectives for campaign, outline the tools, prepare budget for campaign.
4. Budget for social media plan: Based on the understanding of your client, prepare a budget for social media management. Include the individual cost of your tactics, your proposed social media campaign and social media tools. Include the total cost as a bottom line of your budget. Include the ROI of your plan and why that budget should be allocated to social media.

5. List different types of content to be used in creating brand by using social media campaigns. Describe merits and demerits of each type of content used in social media.

**Reference Books**

1. Guy Kawasaki & Peg Fitzpatrick, “The art of social media: power tips for power users
2. Social media marketing all in one for dummies, Jan Zimmerman & Deborah N
3. Social media explained by Mark W. Schaefer

**Online resources**

[http://www.gov.pe.ca/photos/original/IPEI\\_ebiz\\_smmkt.pdf](http://www.gov.pe.ca/photos/original/IPEI_ebiz_smmkt.pdf)

<https://www.coursehero.com/file/10513028/Media-Management-Notes/>

**BBA- Sem -V (CBCS 2018)****506: Road Safety Management**

<b>Course Code</b>	506	<b>Course Type</b>	GE / AECC
<b>Credits</b>	Two.	<b>Examination Pattern</b>	CCA : 50 marks

**Course Objectives:**

The vehicle population in India is growing at an exponential rate. This phenomenon is bringing in its wake a host of health related, environmental, safety and behavioral problems in the society. The problem is compounded due to absence of effective means of mass transportation system in most big cities in India.

**Learning Outcomes:****Unit 1 : Introduction to Road Safety Management**

Importance and need of road safety management.

**Unit 2: Management of Traffic and Traffic Rules.**

Use of traffic signals, signs by hand, knowledge/applications of automatic signals, parking rules, driving around, Traffic islands ,traffic joints, subways and flyovers. Signs of roads: meaning of yellow, green and red lights, zebra crossings, bus stops, use of road by physically disadvantaged persons, elderly persons,women and children, special right of way for ambulance, firefighting vehicles,school bus and V.I.P vehicles

**Unit 3 : Management of Road Mishaps and Accidents:**

First aid to accident victims- First aid techniques, co-ordination with hospitals and other health centres for emergency treatment of accident victims, role of Insurance companies in providing relief to accidents victims, Management of Ambulance Services, Importance of voluntary blood donation in saving accident victims,Rehabilitation of persons affected by accidents.

Qualities of a good Driver: Good health, tolerance, responsibility, knowledge of rules and laws, self confidence, politeness, familiarity with the vehicle and its maintenance requirements, self discipline.

**Reference Books :**

- 1) Pratibha Shastri Ranade , Road Safety Management, ICFAI University
- 2) Vijay Vinayak Revankar, Road Safety – Vimleshwar Automobile Industry and Road Safety Community Forum

**Online Resources:****MOOCs:**

Alison

**BBA- Sem -V (CBCS 2018)****506: Event Management**

<b>Course Code</b>	506	<b>Course Type</b>	GE /AECC
<b>Credits</b>	Two.	<b>Examination Pattern</b>	CCA : 50 marks

**Course Objectives:**

The basic purpose and spirit of this course is to expose the students to hands- on experience of event management.

**Learning Outcomes:**

The students are oriented to event management in order to strengthen their skills of planning, organizing and other such management functional skills.

**Unit 1:**

( 8 hours)

**Introduction to Event Management**

The concept of event. need and importance of events.

**Unit 2:**

( 10 hours)

**Types of Events**

Different types of event in Corporates, Social Programmes and Private Programmes.

Following units are entirely based on practice part of the event management.

**Unit 3: Assessment of Events**

( 12 hours)

Post event assessment of any 05 programmes

A student or a group of 03 students shall be assigned the event which has taken place in near past at any place and they shall make an inquiry into its success and effectiveness by rating them on the basis of appropriate parameters and shall submit the assignment to the respective teacher .

Preparation of Learning Value report :

A student shall prepare a report on what he learnt from the events and submit it to the concerned teacher. The report shall include mainly the description of occasion, the person involved and what guiding principles they have received from them

**Reference Books :**

4. S. R. Singh, Event Management, HPH.
5. Alex Genadelik, Event Planning: Management & Marketing For Successful Events: Become an event planning pro & create a successful event series

**Online Resources:**

<https://blog.komodoplatfrom.com/notes-on-social-media-and-community-management-for-blockchain-cryptocurrency-and-ico-projects-4d0f328bdfb3>

**MOOCs:**

Alison





**BBA- Sem -VI (CBCS 2018)****601 : INDUSTRIAL EXPOSURE (Mini Project)**

<b>Course Code</b>	601	<b>Course Type</b>	AECC
<b>Credits</b>	Five.	<b>Examination Pattern</b>	CCA : 100 marks

## Course Objectives:

- i. To enhance the awareness of the students towards the study and use of Trade and Industry directories, business websites, published data & information relating to trade, commerce & industry.
- ii. To enable the students to gain knowledge and understanding of a business system and activities involved therein and acquire experience by seeking association or intervention in the system

## Learning Outcomes:

**Unit 1 :** ( 12 hours)

The students have to individually visit a service organization like hospital, hotel, bank etc. He has to observe the functioning of the organization. He can have formal and informal discussions with the employees, managers, owners etc. of the organization. Based on this he has to write a report of the visit in the journal.

**Unit 2:**

( 14 hours)

An Industrial Visit should be organized to any manufacturing industry in the vicinity by the Co-ordinator in which all the students have to participate. They have to observe the activities of the organization; they can have formal and informal dialogs with the authorities of the organization. Based on this visit they have to write visit report individually in the Journal.

**Unit 3:**

( 12 hours)

Specific industries like Agriculture, food processing, furniture, garment, insurance, pharmaceuticals, banking, film, wine, paper etc. will be assigned to individual student or a group of two students. The students are expected to collect the information about the industry's history, present practices, products, players in the industry, trends in the industry, contribution of the industry to the development of the nation, future of the industry etc. by referring newspapers, journals, periodicals, business, magazines and different websites etc.

**Unit 4:**

( 10 hours)

Based on data collection in Unit 3, the students have to give the presentation of this industry in the class. The presentations will be evaluated on the basis of its content, information gathering, explanation etc. The students are also expected to prepare a scrapbook for this industry study. The students have to also write an overview of the industry in the Journal.

**Unit 5:**

( 12 hours)

The student will be assigned any specific trade organization like FICCI, Indian Tea Association, Indian Chamber of Commerce & industry, ASSOCHAM, CII, Hotel Association of India, Indian Agro Paper Mills Association etc. By the Co-ordinator. The students have to search the information relating to this trade organization through internet websites and other sources. Students have to write a detailed profile and functioning of the trade organization in the Journal.

**Note :** Students have to give Viva-Voce at end of the semester based on their performance in the assignments during the term.

**Mode of Evaluation:**

The performance of the Students in this course will be evaluated as under.

- A) Internal evaluation (Class Participation) – 20 marks
- B) Oral presentation by the student based on the assignments performed in the class during the Term – 20 Marks
- C) Journal maintained by the student – 20 Marks
- D) Viva-voce at the end of the term based on the assignments performed – 40 Marks

**BBA- Sem -VI (CBCS 2018)****602 : INTRODUCTION TO STRATEGIC MANAGEMENT**

<b>Course Code</b>	602	<b>Course Type</b>	<b>Core</b>
<b>Credits</b>	Four.	<b>Examination Pattern</b>	UE & IA : 60+40

**Course Objectives:**

- to understand the concept of strategy formulation and business policies for effective business functioning in an environment of change.
- to identify the opportunities and threats in environment critical internal appraisal of resources within an organization, so as to develop corporate and business strategies.

**Learning Outcomes:**

The students will learn the main concepts and thought processes in strategic management. Develops strategically as clear thinking rather than the blind use of other people's concepts.

**Unit 1: Introduction to Business Policy and Strategic Management.****10 Hr.**

Concept, Nature, Importance, Objectives of Understanding Strategy- meaning and definition, Benefits of strategic management. Introduction, Meaning, Components of strategic management process. Vision, Mission, Objectives and Goals, Levels of Strategies.

**Unit 2: Internal and Environmental Analysis.****10 Hr.**

Environmental Analysis- Competitive analysis, Michael Porters- Five forces model.  
Internal Analysis- SWOT analysis, Identification of Distinct competencies.

**Unit 3: Strategic Analysis and Choice****12 Hr.**

Strategic Analysis and Choice in Business Strategic alternatives  
Evaluating and choosing Business strategies BCG matrix, Ansoff Matrix, GE9 Cell.

**Unit 4: Corporate and Business Strategies****14 Hr.**

Foundations of Business Strategies, Types of business strategies. Levels of strategies, Various Corporate Strategies.

**Unit 5: Strategic Implementation and Control.****14 Hr.**

Designing organizational structures for strategic implementation. Understanding strategic evaluation and control. Types of Control. Techniques of strategic evaluation and control.

**Books Recommended:**

1. Understanding Strategic Management by Anthony Henry, Oxford University Press
1. Strategic Management by Chandrasekaran & Ananthanarayanan, Oxford
2. Business Policy and Strategic Management; AzharKazmi; Tata McGraw Hill.
3. Business Policy and Strategic Management; N.S. Gupta; Himalaya Publishing House.
4. Management Policy and Strategic Management; Prof. R. M. Srivastava; Himalaya Publishing House.

5. Business Policy and Strategic Management; William F. Glueck / Lawrence R. Jauch; McGraw-Hill series.

**Supplementary Readings**

1. Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI
2. Upendra Kachru: Strategic Management, Excel books
3. Arthur A. Thompson Jr. and A.J. Strickland: Strategic Management –Concepts and Cases, McGraw-Hill Companies
4. Lawrence R. Jauch & William F. Glueck: Business Policy and Strategic Management (Mcgraw Hill Series in Management).

Online Resources: **Web Resources:**

<https://www.strategicmanagementinsight.com/>  
[http://www.1000ventures.com/bec\\_bestsites\\_strategy.html](http://www.1000ventures.com/bec_bestsites_strategy.html)

MOOCs: **MOOCS:**

<https://www.mooc-list.com/>  
<https://www.coursera.org/>  
<https://swayam.gov.in/>  
<https://alison.com/>

**BBA- Sem -VI (CBCS 2018)****605: Disaster Management**

<b>Course Code</b>	<b>605</b>	<b>Course Type</b>	<b>GE</b>
<b>Credits</b>	<b>Four.</b>	<b>Examination Pattern</b>	<b>CCA : 100 marks</b>

**Course Objectives:**

1. To provide students an exposure to disasters, their significance and types.
2. To ensure that students begin to understand the relationship between vulnerability, disasters, disaster prevention and risk reduction
3. To gain a preliminary understanding of approaches of Disaster Risk Reduction (DRR)

**Learning Outcomes:**

Students will be able to develop rudimentary ability to respond to their surroundings with potential disaster response in areas where they live, with due sensitivity

**Unit 1:****( 6 hours)**

Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks)

**Unit 2:****( 12 hours)**

Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc. ) Differential impacts- in terms of caste, class, gender, age, location, disability Global trends in disasters -urban disasters, pandemics, complex emergencies, Climate change

**Unit 3:****( 10 hours)**

Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.

**Unit 4:****( 8 hours)**

Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources

**Unit 5:****( 12 hours)**

Disaster Risk Management in India Hazard and Vulnerability profile of India Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation)

**Project Work: (Field Work, Case Studies)** The project /fieldwork is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must be conceived creatively based on the geographic location and hazard profile of the region where the college is located.

**Suggestions For Project Work :**

- ask students to explore and map Disaster prone areas, vulnerable sites, vulnerability of people (specific groups) and resources. The students along with teachers could work on ways of addressing these vulnerabilities, preparing plans in consultation with local administration or NGOs.
- Students may conduct mock drills in schools, colleges or hospitals. They could also work on school safety, safety of college buildings)training in first aid. Other examples could be- identifying how a large dam, road/ highway or an embankment or the location of an industry affects local environment and resources or how displacement of large sections of people creates severe vulnerabilities may be mapped by student project work.

**Reference Books:**

1. Disaster Management by R Subramanian – Vikas Publishing House
2. R. B. Singh, Disaster Management and Mitigation
3. Satish Modh – Introduction to Disaster Management, Macmillan Publishers India
4. Palaveniel Kathireshan, Disaster Management, Allied Publishers 2015.
5. Larry Collins, Disaster Management and Preparedness, CRC Press

**Online Resources:**

<https://ndma.gov.in/en/>

<https://www.linkedin.com/pulse/disaster-management-definition-process-various-phases-chatterjee/>

**MOOCs:**

[www/Swayam](http://www/Swayam)

[www/Alison](http://www/Alison)

**BBA- Sem -VI (CBCS 2018)****606: BUSINESS ETHICS**

<b>Course Code</b>	606	<b>Course Type</b>	GE /AECC
<b>Credits</b>	Three.	<b>Examination Pattern</b>	CCA : 50 marks

**Course Objectives:**

The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility

**Learning Outcomes:**

This course exposes the student to the issues of values and ethics in management so that decision making and decision execution are undertaken in a human manner, as this will add to the flexibility and dynamism of the corporate culture.

The course will take the student from managerial ethics to organizational ethics and business sustainability

**Unit 1:****( 12 hours)**

Ethics – Meaning, and Nature of Ethics. Types of Ethics, Importance of Ethics.

Business Ethics : Meaning, Nature and Importance of ethics in business, meaning of corporate social responsibility, Relation between corporate responsibility & Business Ethics.

**Unit 2:****( 14 hours)**

Concept of Morals, Values, Beliefs; Moral issues in business, Spirituality and Ethics; Influence of Major religions on ethics: Hinduism, Islam, Christianity, Buddhism, Sikhism, and Zoroastrianism. Influence of spirituality on ethics.

**Unit 3:****( 12 hours)**

Relationship between Business, Business Ethics & Business Development, Role of Business ethics in building a good society.

Case Studies on Business Ethics

**Reference Books :**

1. Management by Values; Chakraborty S.K.; OxfordUniversity Press, Kolkata 2005.
2. Professional Ethics by R. Subramanian, Second Edition, OXFORD
3. Theory and Practice of Managerial Ethics; Jayashree S. Sadri S. and Dastoor D.S.; Jaico , Mumbai.
4. New Mantras in Corporate Corridors, Sharma Subash New age International Publishers, New Delhi 2007.
5. Business Ethics and Corporate Governance (towards excellence and sustainability); Sadri S., Jayashree. Himalaya Publishing Co. Mumbai 2011.
6. Managing from the Heart: Unfolding spirit in people and organization; Wakalu, Arun: Response Books, New Delhi
7. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
8. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.

Online Resources:

<https://managementhelp.org/businessethics/index.htm>

MOOCs:

<https://www.edx.org/learn/business-ethics>



<p>Course Code : <b>606</b></p> <p>BBA- Sem -VI (CBCS 2018)</p> <p><b>Basics of Hospitality Management</b></p>	
Credits : Three	CCA
Course Type : GE	
<p>Course Objectives:</p> <ol style="list-style-type: none"> <li>1. Recognize scope and career in the hospitality industry.</li> <li>2. Identify the major segments and specialization of the industry and their operations.</li> </ol>	
Learning Outcomes:	
<p><b>Unit 1:</b></p> <p><b>Introduction to the Hospitality Industry:</b></p> <ol style="list-style-type: none"> <li>a. History and scope of the hospitality industry.</li> <li>b. Economic impact of the hospitality and tourism industries.</li> <li>c. Careers in the industry.</li> <li>d. Link between hospitality and travel and tourism.</li> <li>e. Major segments and specialization of the industry.</li> <li>f. medical tourism</li> </ol>	<b>( 8 hours)</b>
<p><b>Unit 2:</b></p> <p><b>Recreation/Travel and Tourism:</b></p> <ol style="list-style-type: none"> <li>a. Operation of recreational facilities such as resorts, spas, theme parks, and clubs.</li> <li>b. Meetings, conventions, exhibitions, banquets, and other events.</li> <li>c. Travel agencies and concierge desks.</li> <li>d. Gaming entertainment industry.</li> </ol>	<b>( 10 hours)</b>
<p><b>Unit 3:</b></p> <p><b>Operations:</b></p> <ol style="list-style-type: none"> <li>a. Leadership and management in the industry.</li> <li>b. Hospitality marketing.</li> <li>c. Human resources and risk management and safety procedures.</li> </ol>	<b>( 12 hours)</b>
Reference Books :	
<ol style="list-style-type: none"> <li>1. Introduction to Hospitality Management, John R. Walker ,Pearson</li> <li>2. Food and Beverage Service, D.R. Lillicrap,John A. Cousins &amp; <a href="#">Suzanne Weekes</a>, Book Power.</li> </ol>	

3. Food and Beverage Management, Bernard Davis , Sally Stone, Butterworth Heineman Ltd.
4. Hotel House Keeping and Management, Raghubalan, Oxford University Press.
5. Managing Front Office Operations, Michael Kasavanna, Richard Brooks , Charles Steadmon, AH&LA.

Online Resources:  
[www/youtube.com](http://www.youtube.com)

MOOCs:  
<https://www.ifitt.org/hospitality-and-tourismmoocs/>

<p>Course Code : 606</p> <p>BBA- Sem -VI (CBCS 2018)</p> <p><b>Yoga II (OPEN)</b></p>	
Credits : Three	CCA
Course Type : GE	
<p>Course Objectives:</p> <p>This course is aimed at elucidating the core knowledge contained in the science of Meditation.</p>	
Learning Outcomes:	
<p><b>Unit 1:</b> <span style="float: right;"><b>( 12 hours)</b></span></p> <ul style="list-style-type: none"> <li>▪ Patanjali Yog Shastra Introduction*</li> <li>▪ Meditation and its origin Concentration and Self Discipline Proper Food and Behaviour</li> <li>▪ Omkar Meditation Omkar and its effects, Omkar Meditation –Posture, Process, Benefits.</li> </ul> <p><b>Unit 2:</b> <span style="float: right;"><b>( 14 hours)</b></span></p> <ul style="list-style-type: none"> <li>▪ Introduction of Kriya, Bandha and Mudra. ii) Importance of Kriya and its scientific approach. iii) Importance of BANDHA and its scientific approach. iv) Importance of MUDRA and its scientific approach. v) Effect of Asanas on various Systems vi) Difference between Asana and Exercise. vii) Difference between Pranayama and deep breathing. iv) Yogic Diet.</li> </ul> <p><b>Unit 3:</b> <span style="float: right;"><b>( 12 hours)</b></span></p> <ul style="list-style-type: none"> <li>▪ Yogasanas and Pranayam</li> <li>▪ Basic Yogasanas for beginners Bhastrika, bhramari, Anulom Vilom Pranayam –process, practice and its benefits</li> <li>▪ Sun salutation Origin of Suryanamaskara and Yogasanas in India,</li> <li>▪ Sun Salutation -Process, Practice and Benefits, Influence of suryanamaskar on health and wellness of individual, impact on weight loss</li> </ul>	
<p><b>Reference Books :</b></p> <ol style="list-style-type: none"> <li>1. Yoga – Asanas, Pranayam, Mudras, Kriya, Vivekananda Ashram</li> <li>2. Yoga – Sivanand Yog Vedanta Center</li> </ol>	
<p><b>Online Resources:</b></p> <p><a href="https://www.yogatoday.com/">https://www.yogatoday.com/</a></p> <p><a href="https://www.youtube.com/user/yogatoday">https://www.youtube.com/user/yogatoday</a></p> <p><a href="https://m.youtube.com/user/yogawithadriene/playlists">https://m.youtube.com/user/yogawithadriene/playlists</a></p>	

**MOOCs:**  
Swayam