

LECTURE PLAN

BBA

SEMESTER III

FOR PRIVATE CIRCULATION

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LECTURE PLAN

BUSINESS LAWS

BBA-201

**COURSE OUTLINE
BUSINESS LAWS - BBA 201
BBA III**

L-4 Credits -4

COURSE OBJECTIVE:

The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

COURSE OUTCOME:

After studying this subject, students will be able to:

1. Have clarity in concepts related to the legal aspects of Contracts and Negotiable Instruments and its functioning.
2. Understand about the various legal provisions under the Sales of Goods Act, 1930
3. Comprehend Companies Act 2013 and its latest amendment.
4. Have a knowledge of dealing with Negotiable instruments.

INTERNAL ASSESSMENT AND ASSIGNMENT

25 Marks

- | | |
|------------------------|----------|
| 1. Written Test | 10 Marks |
| 2. Class Assignments | 5 Marks |
| 3. Class Participation | 5 Marks |
| 4. Attendance | 5 Marks |

COURSE CONTENTS

Unit-I

(20 Hours)

The Indian Contract Act, 1872: General Principle of Law of Contract

- Essentials of Valid Contract
 - Offer and acceptance
 - Consideration
 - Contractual capacity
 - Free consent
 - Legality of objects
- Special Contracts
 - Indemnity
 - Guarantee
 - Bailment
 - Pledge

Unit II

(10 Hours)

The Sales of Goods Act, 1930

- Meaning and Essential Elements of Contract of Sale
- Meaning of Goods
- Conditions and Warranties
- Transfer of ownership in goods including sale by non-owners

- Performance of contract of sale
- Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Unit III

(20 Hours)

The Companies Act 2013 with up-to-date Amendments (Basic elementary knowledge):

Essential characteristics of a Company

- Types of Companies
- Memorandum and Articles of Association
- Prospectus
- Shares –
 - Kinds
 - Allotment and Transfer
- Debentures
- Meetings
 - Essential conditions for a Valid Meeting
 - Kinds of Meetings and Resolutions
- Directors and Remuneration
 - Directors,
 - Managing Directors-their Appointment
 - Qualifications
 - Powers and Limits on their Remuneration
- Prevention of Oppression and Mismanagement
- Single Person Company

Unit IV

(10 Hours)

The Negotiable Instruments Act 1881

- The Negotiable Instruments Act, 1881
 - Meaning and Characteristics
 - Kinds of Negotiable Instrument
 - Promissory Note
 - Bills of Exchange
 - Cheques
 - Crossing of Cheque
 - Bouncing of Cheque
 - Holder and Holder in Due Course
 - Privileges of Holder in Due Course
 - Negotiation
 - Types of Endorsement

STUDY MATERIAL FOR THE SUBJECT

➤ MAIN TEXT BOOK

1. **Author's Name(s):** S.N Maheshwari, S.K. Maheshwari
Title: A manual of Business Laws
Edition: VII **Year:** 2018
Publisher: Himalaya Publishing House (ibid 1)

➤ REFERENCES BOOKS

1. **Author's Name(s):** M C Kuchhal, Vivek Kuchhal
Title: Business Law
Edition: VII **Year:** 2018
Publisher: Vikas Publishing House Pvt Ltd (ibid 2)
2. **Author's Name(s):** S.N Maheshwari, S.K. Maheshwari
Title: Company Law
Edition: VIII **Year:** 2016
Publisher: Himalaya Publishing House (ibid 3)

➤ ACTS

1. Companies (Amendment) Act, 2013.
2. The Indian Contract Act, 1872
3. The Negotiable Instrument Act, 1881
4. Sales of Goods Act, 1930

➤ JOURNALS

1. Chartered Secretary
2. The Chartered Accountant
3. Indian Journal of Research
4. Journal of Economics and Finance (IOSR-JEF)
5. Journal for Corporate Professionals - Chartered Secretary
6. International Journal of Advance Research in Computer Science and Management

LECTURES 1-3

INDIAN CONTRACT ACT, 1872

OBJECTIVE:

These lectures will enable students to understand the concept of law; will throw light on the formation of Indian Contract Act and essentials of a valid contract.

CONTENTS:

- Meaning of Law
- Law of Contract- The Indian Contract Act, 1872
 - Scope and Application
 - Meaning of Contract
 - Kinds of Contract
 - Enforceability
 - Valid
 - Void
 - Illegal
 - Unenforceable
 - Mode of Creation
 - Express
 - Implied
 - Extent of Execution
 - Executed
 - Executory
- Essential Elements of a Contract

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 1-4

LONG ANSWER TYPE QUESTIONS: Q 1, 2, 3

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 1.27; Q 1,2,3,4,5,6,7 (Essay Type Questions)
- 2 ibid 1, Page No. 1.91; Q3 (Essay Type Question)

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page 1.5-1.8

REFERENCE BOOK:

- 1 ibid 42, Page No. 5-17

ARTICLES:

1. Jennejohn, Matthew, The Architecture of Contract Innovation (December 3, 2017). Boston College Law Review, Forthcoming; BYU Law Research Paper No. 17-33. Available at SSRN: <https://ssrn.com/abstract=3081946>
2. Sawant, R, "Breach of Contract And Its Consequences Under Indian Contract Act, 1872, A Brief Overview", Chartered Secretary , Volume XLV, No.4, 2015, pp. 41-46
3. <http://www.legalservicesindia.com/article/article/emails-and-contracts-communication-and-validity-2326-1.html> (May 28, 2017)

LECTURES 5-6

OBJECTIVE:

The objective of these lectures is to understand the essential element of valid contract i.e. Offer and Acceptance.

CONTENTS:

- Offers and Acceptance
 - Offer
 - Proposal or Offer
 - Types of Offer
 - Acceptance
 - Essentials of Valid Acceptance
 - Communication of Offer and Acceptance

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 11

LONG ANSWER TYPE QUESTION: Q 4, 5, 6

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No 1.15-1.30

REFERENCE BOOK:

- 1 ibid 2, Page No. 18-33

LECTURES 7-8

OBJECTIVE:

The objective of these lectures is to understand the concept, essential elements, importance of adequacy of consideration and to identify the persons who are not competent to enter into contracts.

CONTENTS:

- Consideration
 - Meaning of Consideration
 - Essential Elements of Consideration
 - Adequacy of Consideration
 - Exception: No Consideration, No Contract

- Contractual Capacity
 - Minor
 - Person of Unsound mind
 - Person disqualified by Other Laws

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 12, 13, 20

LONG ANSWER TYPE QUESTION: Q 13, 14, 15

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 1.31-1.39, 1.57-1.65

REFERENCE BOOK:

1 ibid 2, Page No. 34-55

LECTURES 9-11

OBJECTIVE:

The objective of these lectures is to understand essential elements of a valid contract i.e. free consent and Legality of object under the law of contract.

CONTENTS:

- Consent
 - Free Consent
 - Coercion
 - Undue Influence
 - Fraud
 - Misrepresentation
 - Mistake

- Legality of the Object
 - Consideration and Object
 - Unlawful Consideration and Object
 - Public Policy

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 14-19

LONG ANSWER TYPE QUESTION: Q 7, 8

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No 1.40-1.56, 1.66-1.71

REFERENCE BOOK:

1 ibid 2, Page No. 56-87

LECTURES 12-15

OBJECTIVE:

These lectures will enable to understand the meaning of performance of contract, differentiate between actual and attempted performance. These lectures will also explain meaning and modes of discharge of contracts and remedies in case of breach.

CONTENTS:

- Performance of Contract
 - Meaning
 - Types
 - Actual
 - Attempted
 - Responsibility of Performance

- Demand for Performance
- Time and Place for Performance
- Appropriation of Payments
- Discharge of Contract
 - Meaning of Discharge
 - Modes of Discharge
 - By agreement
 - By performance of contract
 - By operation of law
 - By material alteration
 - By subsequent impossibility of performance
 - By breach
 - Types
 - Actual
 - Anticipatory
 - Remedies for breach of contract
 - Rescission
 - Damages
 - Quantum Meruit
 - Specific Performance
 - Injunction

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q 3,4

LONG ANSWER TYPE QUESTIONS: Q 5, 10

OTHER ASSIGNMENTS:

1. ibid 1, Page No 1.95, Q 1,5
2. ibid 1, Page No 1.104, Q 10
3. Page No 1.105, Q 1,7,9

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No 1.87-1.95
2. ibid 1, Page No 1.96-1.103

REFERENCE BOOK:

1. ibid 4, Page No. 103-168

LECTURES 16-18**OBJECTIVE:**

The objective of these lectures is to understand the special contracts under the law of contract.

CONTENTS:

- Contracts of Indemnity and Guarantee
 - Difference between a Contract of Indemnity and a Contract of Guarantee
 - Kinds of Guarantee
 - Nature of Surety's Liability
 - Rights of the Surety
 - Discharge of Surety

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q6, 21

LONG ANSWER TYPE QUESTION: Q9, 12

SUGGESTED READINGS:**TEXT BOOK:**

1. ibid 1, Page No 1.125-1.136

REFERENCE BOOK:

1. ibid 2, Page No. 146-161

LECTURES 19-20**OBJECTIVE:**

The objective of these lectures is to understand the contract of Bailment and contract of Pledge

CONTENTS:

- Contracts of Bailment
- Contracts of Pledge

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 10, 22, 23

LONG ANSWER TYPE QUESTION: Q 10, 11, 16, 17
SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No 1.137-1.150

REFERENCE BOOK:

1 ibid 2, Page No. 162-178

UNIT-II

LECTURES 21-22

THE SALE OF GOODS ACT 1930

OBJECTIVE:

The lectures will help the students to understand the contract of sale and how is it different from agreement to sell.

CONTENTS:

- Contract of Sale
 - Meaning
 - Essentials
 - Difference between Sale and Agreement to Sell
- Goods
 - Meaning
 - Kinds
 - Perishing of goods
- Price

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 1-5

LONG ANSWER TYPE QUESTION: Q 1-3, 24, 25

SUGGESTED READINGS:

TEXT BOOK:

1 Ibid 1, Page No 2.3-2.9

REFERENCE BOOK:

1 Ibid 2, Page No 209-222

ARTICLE:

1. Mehra, V. "Sale of Goods Act, 1930 and Performance of The Contract (Section 32 To Section 40) In Relation to E-Commerce and Its Implications", Journal of Legal studies and Research, Vol. 2, Issue 2, April 2016, pp. 79-87.

LECTURES 23-24

THE SALE OF GOODS ACT 1930

OBJECTIVE:

These lectures will help the students to understand the concept of conditions and warranties under the Sale of Goods Act.

CONTENTS:

- Conditions and Warranties
 - Meaning of Condition and Warranty
 - Differences Between Condition and Warranty
 - Express and Implied Condition and Warranty
- Doctrine of Caveat Emptor

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 7-13,

LONG ANSWER TYPE QUESTION: Q 5-10, 26, 30

SUGGESTED READINGS:

TEXT BOOK:

1 Ibid 1, Page No. 2.13-2.24

REFERENCE BOOK:

1. ibid 2, Page No. 223-235

ARTICLES:

1. Chhunna Mal Ram Nath vs. Mool Chand Ram Bhagat (1928) 30 BOMLR 837, Weblink - <https://indiancaselaws.wordpress.com/2014/05/25/chhunna-mal-ram-nath-vs-mool-chand-ram-bhagat/>
2. Kailash Sharma vs. The Patna Municipal Corporation and Ors. Citation: CWJC No. 9730 of 2006, Weblink - <https://indiancaselaws.wordpress.com/2014/01/12/kailash-sharma-vs-the-patna-municipal-corporation-and-ors/>

LECTURES 25-30

THE SALE OF GOODS ACT 1930

OBJECTIVE:

These lectures will help the students to understand the concept transfer of property and various rights of an unpaid seller under the Sale of Good Act 1930.

CONTENTS:

- Transfer of Ownership
 - Importance of Transfer of Ownership
 - Rules regarding Transfer of Ownership
 - Transfer of Title by Non-Owners
- Performance of Contract of Sale
 - Duties of Seller and Buyer
 - Delivery
- Unpaid Seller
 - Meaning of Unpaid Seller
 - Rights of Unpaid Seller
 - Rights of Unpaid Seller against the goods
 - Right of Lien
 - Right of Stoppage of goods in transit
 - Distinguish between Lien and Stoppage of goods in transit
 - Effect of sub-sale or Pledge by buyer upon the “Two rights of the Unpaid Seller”
 - Right of Resale
 - Rights of Unpaid Seller against the buyer Personally
- Auction Sale
 - Meaning of Auction Sale
 - Rules regarding Auction Sale

- Implied Warranties in an Auction Sale

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 15-25, 26, 27, 29

LONG ANSWER TYPE QUESTION: Q 11-23, 30, 31

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 2.25-2.54

REFERENCE BOOK:

1 ibid 4, Page No. 236-264

CASE LAWS

1. Badri Prasad v. State of Madhya Pradesh & Anr. 1969 SCR (2) 380 (Ascertainment), Weblink - <https://indiancaselaws.wordpress.com/2012/01/24/badri-prasad-vs-state-of-madhya-pradesh-anr/>
2. Beale v. Taylor [1967] 3 All ER 253 (Sale by Description, Section 13 of Sale of Goods Act), Weblink - <https://indiancaselaws.wordpress.com/2012/01/24/beale-vs-taylor/>

UNIT III

LECTURES 31-32

THE COMPANIES ACT 2013 WITH UP-TO-DATE AMENDMENTS

OBJECTIVE:

These lectures will help students to understand about the nature of the company, its characteristics and various types of company.

CONTENTS:

Companies Act 2013

- Meaning of Company
- Essential Features of Company
 - Voluntary association
 - Independent legal entity
 - Perpetual existence
 - Common seal
 - Legal liability

- Transferability of shares
- Lifting Up of the Corporate Veil
- Types of Companies
 - Statutory companies
 - Registered companies
 - Listed and Unlisted companies
 - Holding and subsidiary companies
 - Government company
 - Foreign company
 - One-man company
 - Dormant company
 - Associate company
 - Global company
 - Multinational company
 - Non-profit making company

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 1, 2, 28

LONG ANSWER TYPE QUESTIONS: Q 1-4

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 5.3-5.28

REFERENCE BOOK:

1 ibid 3, Page No. 1-35

ARTICLES:

1. Narasimhan V.R. “One Person Company: A Dynamic Form of Business”, Chartered Secretary, Vol. XLIII, No: 06, June 2013, pp. 660-664.
2. Chandratre K R , “ Definition of ‘Public Company’: Effect of the Proviso to section 2(71) of the Companies Act, 2013, Chartered Secretary, Vol 47, No 01, January 2017, pp 28-31

LECTURES 33-36

OBJECTIVE:

These lectures will help students to the stages involved in formation of a company. The important documents maintained by the company will also be explained in these lectures.

CONTENTS:

Companies Act 2013

- Formation of Company
 - Meaning
 - Steps
 - Promotion
 - Functions and duties of promoters
 - Types
 - Professional
 - Occasional
 - Financial
 - Entrepreneurial
 - Incorporation
 - Meaning
 - Steps
 - Preliminary steps
 - Filing of documents
 - Payment of fees
 - Obtaining certificate of incorporation
 - Effects of registration
 - Commencement of Business
 - Meaning
 - Provisional contracts
 - Preliminary contracts
- Memorandum and Articles of Association
 - MOA
 - Meaning
 - Clauses of MOA
 - Name
 - Situation
 - Objects
 - Liability
 - Capital
 - Association
 - Form of MOA
 - Alteration of MOA
 - Doctrine of Ultra Vires

- AOA
 - Meaning
 - Form of AOA
 - Contents of AOA
 - Alteration of AOA
- Binding Effects of MOA and AOA
- Constructive Notice of MOA and AOA
- Doctrine of Indoor Management
 - Meaning
 - Exceptions
- Prospectus
 - Meaning
 - Need
 - Requirements as to Prospectus
 - Contents of prospectus
 - Information
 - Reports
 - Declaration
 - Other matters
 - Penalty
 - Mis statements in prospectus
 - Criminal liability
 - Civil liability
 - Shelf-Prospectus
 - Red-Herring prospectus
 - Listing of securities

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 3-13, 26

LONG ANSWER TYPE QUESTIONS: Q 4-12

SUGGESTED READINGS:

TEXT BOOK:

1 *ibid* 1, Page No. 5.29-5.73

REFERENCE BOOK:

1 ibid 2, Page No.49-93

ARTICLE:

1. Chandratre K R, “Effect of Changes regarding Objects Clause of Memorandum under Companies Act 2013”, Chartered Secretary, Vol. 47, No. 04, April 2017, pp 29-32

LECTURES 37-39**OBJECTIVE:**

These lectures will help students to understand the general terms regarding allotment of shares.

CONTENTS:

- Allotment of Shares
 - General Principles of Allotment
 - Statutory Principles of Allotment of Securities
 - Return of Allotment
 - Transfers of Shares

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 16-19

LONG ANSWER TYPE QUESTIONS: Q 13-16

SUGGESTED READINGS:**TEXT BOOK:**

1 ibid 1, Page No. 5.74-5.99

REFERENCE BOOK:

1. ibid 3, Page No.142-169

LECTURES 40-43**OBJECTIVE:**

These lectures will explain students the concept of company meetings, its types and procedure involved in the conduct of meetings.

CONTENTS:

- Company Meetings
 - Meaning
 - Types
 - Statutory Meeting
 - Annual General Meeting (AGM)
 - Extraordinary General Meeting (EGM)
 - Meeting by NCLT
 - Class Meetings
 - Other Meetings
 - Procedure of Meeting
 - Requisites of Valid Meeting
 - Passing of Resolutions
 - Minutes of Meeting (MOM)

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 20-22

LONG ANSWER TYPE QUESTIONS: Q 17-19

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 5.114-5.130

REFERENCE BOOK:

1 ibid 3, Page No.142-169

LECTURES 44-50

OBJECTIVE:

These lectures will help students to understand the meaning, legal provisions of appointment of directors, power and duties of directors.

CONTENTS:

- Company Directors and Managers
 - Meaning
 - Number and Composition

- Classification
 - As per Companies Act
 - Managing Director (MD)
 - Whole Time Director (WTD)
 - Independent Director
 - Nominee Director
 - As per Listing Agreement
 - Executive
 - Non-Executive
 - According to Mode of Appointment
- Number of Directorships
- Disqualification of Directors
- Removal of Directors
- Powers and Duties of Directors
- Legal Position of Directors
- Appointment Remuneration and allied matters
- Prevention of Oppression and Mismanagement
 - Oppression
 - Mismanagement

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 23-25

LONG ANSWER TYPE QUESTIONS: Q 20-25

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 5.155-5.178, 5.246-5.251

REFERENCE BOOK:

- 1 ibid 2, Page No.172-211

ARTICLE:

- 1 Banerjee, S.K. “Corporate Social Responsibility: Provisions in Companies Act, 2013”, Chartered Secretary, Vol XLIV, No. 05, May 2014, pp. 575-579.

UNIT-IV

LECTURES 51-53

LAW OF NEGOTIABLE INSTRUMENTS

OBJECTIVE:

These lectures will help students understand the concept of negotiable instruments, its features and types. The lectures will also give an overview the special instruments and the concept of maturity of negotiable instrument.

CONTENTS:

Negotiable Instruments Act, 1881

- Meaning
- Essential Features
- Types
 - Promissory Note
 - Bills of Exchange
 - Inland and Foreign Bill
 - Time and Demand Bill
 - Trade and Accommodation Bill
 - Cheques
- Ambiguous Instruments
- Inchoate Instruments
- Escrow
- Payment in due course
- Maturity of NI

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 1-7

LONG ANSWER TYPE QUESTIONS: Q 1-3, 5, 26, 29

TEXT BOOK:

1 ibid 1, Page No. 4.3-4.20.

REFERENCE BOOK:

1 ibid 3, Page No. 351-377.

LECTURES 54-56

OBJECTIVE:

The objective of these lectures is to explain about the holder and holder in due course and how are both different

CONTENTS:

- Meaning of Holder
- Meaning of Holder in due course
- Difference between Holder and Holder in due course
- Privileges of Holder in due course

ASSIGNMENTS FROM QUESTION BANK

LONG ANSWER TYPE QUESTIONS: Q 5

TEXT BOOK:

1 ibid 1, Page No.4.22-4.25

LECTURES 57-60

OBJECTIVE:

The students will be explained about the endorsement of NI and types of endorsement in detail through these lectures.

CONTENTS:

- Endorsement of NI
 - Rules
 - Types
 - General or Blank
 - Specific or Full
 - Partial
 - Restrictive
 - Conditional

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: Q 4, 13, 14,31

LONG ANSWER TYPE QUESTIONS: Q 16-25

TEXT BOOK:

1 ibid 1, Page No.4.29-4.34

REFERENCE BOOK:

1 ibid 3, Page No. 351-408

LECTURE PLAN

MARKETING MANAGEMENT

BBA-203

COURSE OUTLINE
MARKETING MANAGEMENT – BBA 203
BBA-III SEMESTER

L-4 Credits -4

OBJECTIVES

The objective of this paper is to provide students with an understanding of the basic concepts and principles in the area of marketing management and to inculcate in them an awareness of the importance of understanding consumer needs and the processes involved in conceptualizing, creating, communicating and delivering products aimed at fulfilling these needs.

COURSE OUTCOMES

The marketing management paper will allow graduates to:

- Understand the place and contribution of marketing to the business enterprise.
- Define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data
- Describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different situations in the competitive environment will affect choices in target marketing
- Describe the major types of consumer buying behavior, the stages in the buyer decision process and completely outline the components of the marketing mix; identify how the firms marketing strategy and marketing mix must evolve and adapt to match consumer behavior and perceptions of the product (e.g., classification of products and services, brand image, price and value), the stage in the product life cycle and the competitive environment; summarize the importance of measuring and managing return on marketing
- List and describe the steps in the new-product development (NPD) process; describe how the NPD process meshes with the adoption and diffusion process for those products
- Identify the costs and benefits of marketing channels; discuss the firms and the functions involved in typical channels in India
- Identify the roles of advertising, sales promotion, public relations, personal selling, and direct marketing in the promotion mix; compare and contrast integrated marketing communications with a non-integrated approach to the promotional mix
- Illustrate how the international trade system, economic, political-legal, and cultural environments in a foreign country affect a company's international marketing decisions
- Identify the major social criticisms of marketing

INTERNAL ASSESSMENT AND ASSIGNMENT

25 marks

- | | |
|---|----------|
| 1. Class Test-I - (Written Test) | 15 marks |
| 2. Class Assessment - (Individual Presentation/Viva-Voice/Report) | 5 marks |
| 3. Attendance | 5 marks |

COURSE CONTENTS

UNIT I

Introduction to Marketing

- Nature Scope and Importance of Marketing
- Basic concepts of Marketing
- Marketing Philosophies
- Marketing Management Process- An Overview
- Marketing Mix
- Marketing Environment
- Steps in consumer Decision Making
- Characteristics of Industrial Marketing
- Market Segmentation, Targeting and Positioning

(14 HOURS)

UNIT II

Product & Pricing Decisions

- Product Levels
- Product Mix
- Product Lines
- Product Strategy
- Branding Decisions
- New Product Development
- Product Lifecycle
- Pricing Decisions
- Pricing Objectives, Pricing Methods
- Price Adjustment Strategies

(14 HOURS)

UNIT III

Place

- **Role and Importance of Intermediaries**
- Types of Channels
- Major Channel Design Decisions
- Selecting, Motivating and Evaluating Channel Intermediaries
- Physical Distribution
- Logistics and Supply Chain Management

(14 HOURS)

UNIT IV

Promotion

- Promotional Objectives
- Factors Affecting Choice of Promotional Mix
- Push vs. Pull Strategy
- Advertising: Definition and Importance
- Comparison of Advertising Media
- Personal Selling- Importance and Process
- Transaction versus Relationship Selling;
- Sales Promotion – Purpose, Types, Limitations
- Publicity and Public Relations- Definition, Importance and Tools;
- Direct Marketing
- Digital Marketing- Types, Advantages & Challenges.

(14 HOURS)

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Marketing Management, and students are advised to go through the material for thorough understanding of the subject.

The students are expected to actively participate in the discussions in the class, so that they may be able to gain sights and develop skills for handling inter personal and group processes, in addition to familiarizing themselves with concepts and theories.

➤ MAIN TEXT BOOKS:

- 1 **Author's Name(s): Kotler, P, Keller, K.L.**
 Title: Marketing Management
 Edition: XVth Edition **Year:** 2015
 Publisher: Pearson Education (ibid 1)

- 2 **Author's Name(s): V S Ramaswamy & S Namakumari**
 Title: Marketing Management (Indian & Global Context)
 Edition: V Edition **Year:** 20143S
 Publisher: Macmillan India Ltd. (ibid 2)

➤ REFERENCES BOOKS:

- 1 **Author's Name(s): Rajan Saxena**
 Title: Marketing Management
 Edition: V **Year:** 2015
 Publisher: McGraw Hill Education (India) Pvt. Ltd. (ibid 3)

- 2 **Author's Name(s): Tapan K Panda**
 Title: Marketing Management – Text and Cases
 Edition: Second Edition **Year:** 2012
 Publisher: Excel Books (ibid 4)

- 3 **Author's Name(s) Vijay Prakash Anand**
 Title: Marketing Management: An Indian Perspective
 Edition: Second Edition **Year:** 2015
 Publisher: Biztantra (ibid 5)

- 4 **Author's Name(s) Arun Kumar, N Meenakshi**
 Title: Marketing Management
 Edition: Third Edition **Year:** 2016
 Publisher: Vikas publishing House Pvt. Ltd. (ibid 6)

5 Author's Name (sPaul bains, Chriss Fill, Kelly Page
Title: Marketing -Asian Edition
Edition: Asian Edition **Year:** 2013
Publisher: Oxford University Press

(ibid 7)

➤ **JOURNALS**

1. The IUP Journal of Marketing Management
2. AIMS International Journal of Management
3. The IUP Journal of Brand management
4. Global Business Review
5. NICE Journal of Business
6. The IUP Journal of Management Research
7. Delhi Business Review
8. Indian Journal of Marketing

LECTURES 1-4

UNIT-I

NATURE SCOPE AND IMPORTANCE OF MARKETING

OBJECTIVE:

The objective of the lectures is to make the students understand the concept, nature and role of marketing in a business organization.

CONTENTS:

- Nature of marketing
 - Marketing is customer-focused
 - Marketing must deliver value
 - Marketing is business
 - Marketing is surrounded by customer needs
 - Marketing is a part of total environment
 - Marketing systems affect company strategy
 - Marketing is a discipline
 - Marketing creates mutually-beneficial relationships
- Importance of Marketing
- Scope of marketing
 - What is Marketing
 - What is Marketed
 - Who Markets
 - Key Customer Markets
 - Functions of exchange
 - Buying and assembling
 - Selling
 - Functions of physical treatment
 - Standardization, grading and branding
 - Packaging
 - Storage
 - Transportation
 - Functions facilitating exchange
 - Salesmanship
 - Advertising
 - Pricing
 - Financing
 - Insurance
 - Core Marketing Concepts
 - Needs, wants and Demand
 - Offerings and Brands

- Value and satisfaction
- Target Markets, Positioning and Segmentation
- Marketing Channels

ASSIGNMENTS FROM QUESTION BANK:

UNIT –I

SHORT ANSWER TYPE QUESTIONS: Q (A) 1, 3,4,6 33, 34

LONG ANSWER TYPE QUESTIONS: Q 4, 5 32- 33

OTHER ASSIGNMENTS:

1 ibid 1, Page No. 36, Q 1-5

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 3-20
- 2 ibid 2, Page No. 20-26

REFERENCE BOOKS:

- 1 ibid 3, Page No. 1.3-1.28
- 2 ibid 6, Page No. 3-11
- 3 ibid 7, Page No. 5-12

LECTURE 5-6

BASIC CONCEPTS OF MARKETING

OBJECTIVE:

The objective of this lecture is to make student understand the emergence of many different philosophies of marketing

CONTENTS:

- Marketing philosophies
 - The exchange concept
 - The production concept
 - The product concept
 - The sales concept
 - The marketing concept

- The societal marketing concept
- Marketing Management Process
- Concept of Marketing Mix

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q (A) 4, (C) 12, (C) 13, 17, 19, 29 31-35

LONG ANSWER TYPE QUESTIONS: Q1, 7, 10, 16, 29, 32,34,

OTHER ASSIGNMENTS:

- 1 ibid 3, Page No.1.74 Q 1,2,3,4,5,6,7,8,9,10,11,12,13
- 2 ibid 6, Page No.66, issue 1
- 3 ibid 7, Page No.33 Q 1,3

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 21-22
- 2 ibid 2, Page No. 107-115

REFERENCE BOOKS:

- 1 ibid 1, Page No. 43-86
- 2 ibid 3, Page No. 43-86
- 3 ibid 6, Page No. 47-58
- 4 ibid 7, Page No. 14-24

LECTURES 6-10

MARKETING ENVIRONMENT

OBJECTIVE:

The lectures will help the students to understand the influence of several factors outside a business firm on the marketing activities of a business firm

CONTENTS:

- The marketing environment can be broadly divided into two categories:
 - Micro-environment
 - Suppliers
 - Customers

- Intermediaries
- Competitors
- General Public
- Macro-environment
 - Demographic
 - Pattern and changes in society based on age, sex, education, ethnic background
 - Characteristic of generation and household patterns
 - Economic
 - Nature of economic system
 - Structural anatomy of economy
 - Role of govt. policies
 - Nature of factor endowment and markets
 - Natural / Physical
 - Environmental concerns
 - Natural resources
 - Effect of improper handling of natural resources and environment
 - Technological
 - Ecology and technology
 - Information technology
 - Inventions
 - Politico-legal
 - Stability of government
 - Laws, judiciary and politics
 - Consumer and environmental protection
 - Socio-cultural
 - Changing role of consumers
 - Conduct of business
 - Marketers
 - Social / cultural behavior
 - **Steps in Consumer Decision Making**
 - **Characteristics of industrial Markets**

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q (A) 4, (C) 12, (C) 13, 17, 19, 29 33-35

LONG ANSWER TYPE QUESTIONS: Q1, 7, 10, 16, 29, 34, Q35

OTHER ASSIGNMENTS:

- 1 ibid 3, Page No.1.74 Q 1,2,3,4,5,6,7,8,9,10,11,12,13
- 2 ibid 6, Page No.66, Issue 1
- 3 ibid 7, Page No. 33, Q 3

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 26-36
- 2 ibid 2, Page No. 107-115

REFERENCE BOOKS:

- 1 ibid 3, Page No. 43-86
- 2 ibid 6, Page No. 47-58

LECTURES 11-14

MARKET SEGMENTATION, TARGETING AND POSITIONING

OBJECTIVE:

The objective of the lectures is to explain the concept of market segmentation to the students.

CONTENTS:

- Concept of market segmentation
- Concept of Targeting
- Concept of Positioning
- Philosophies of market segmentation
 - Mass marketing
 - Product-variety marketing
 - Target marketing
 - Micro marketing
 - Customized marketing
 - Personalized marketing
- Basis of market segmentation
 - Geographic segmentation
 - Demographic segmentation
 - Psychographic segmentation
 - Behavioral segmentation
 - Value based segmentation

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWER TYPE QUESTIONS: Q (B) 3, (C) 11, (C) 15 31

LONG ANSWER TYPE QUESTIONS: Q 17,18,19,20, 32, 33 34

OTHER ASSIGNMENTS

- 1 ibid 3, Page No. 225, Q 1,2,3,
- 2 ibid 7, Page No. 33 Q 1

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 246-276

REFERENCE BOOKS:

- 1 ibid 3, Page No. 200-221
- 2 ibid 6, Page No. 101-120
- 3 ibid,7, Page No. 181-187

ASSIGNMENTS FROM QUESTION BANK:

UNIT-I

SHORT ANSWER TYPE QUESTIONS: Q (A) 2; (B) 1, 2, 4 , 5, 7, 8, 16,17, 30

LONG ANSWER TYPE QUESTIONS: Q 2, 3,29

OTHER ASSIGNMENTS

- 1 ibid 3, Page No. 66, Q 1-4
- 2 ibid 6, Page No. 124,issue 1,3
- 3 ibid 7, Page No. 212, Q3

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 2-7
- 2 ibid 2, Page No. 17-21

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4. E. Constantinides The Marketing Mix Revisited: Towards the 21st Century Marketing 'Journal of Marketing Management', Vol 82, Issue 3, 2018.
5. Motteh Saleh Al- Shibly, Khaldon hamdan Alkhawaldeh, The Impact of Marketing by Relationships to Achieve Competitive Advantage A Case Study "Cellular Telecommunication Companies in Jordan" *Journal of Marketing Management*, 5(2), pp. 31-43
6. Ritu Gupta, Kokil Jain 'The Impact of Anthropomorphism on Purchase Intention of Smartphones: A Study of Young Indian Consumers' *Indian Journal of Marketing*, Volume 45, Issue 5, May 2019
7. Mujahid Mohiuddin Babu, Hongfei Liu, Chanaka Jayawardhena & Bidit Lal Dey 'Impact of Market Orientation on Firm's Customer-based Performance: The Moderating Role of Employee Orientation', *Journal of Marketing Management*, Volume 35, Issue 5, May 2019.

LECTURES 13-16

UNIT II

PRODUCT AND PRICING DECISIONS: PRODUCT CONCEPT AND PRODUCT LEVELS

OBJECTIVE:

The objective of the lectures is to explain the students' the product concept, types of products, and the major product decisions taken by the organization.

CONTENTS:

- Defining a product
 - A bundle of utilities consisting of various product features and accompanying services.
- Components of a product personality
 - The core, or the basic constituent
 - The associated features
 - The brand name and logo
 - The package and label
- Levels of a product
 - Core benefit
 - Basic product
 - Expected product
 - Augmented product
 - Potential product
- Product mix

- The complete set of all products offered for sale by a company. It is composed of several product lines
- Product line
 - A group of closely related products
- Width of product mix
 - Number of product lines carried by an organization
- Length of product line
 - Number of items/ brands in the line
- Depth of product line
 - The total number of items under each brand in the line, in terms of variants, shades, models, pack sizes etc.
- Types of products
 - Durability/ tangibility of goods
 - Non-durable goods
 - Durable goods
 - services
 - Uses of goods
 - Consumer goods
 - Convenience goods
 - Shopping goods
 - Specialty goods
 - Unsought goods
 - Producers or Industrial goods
 - Raw materials
 - Fabricating materials and parts
 - Installations
 - Accessory equipment
 - Operating supplies
- Product Strategy
 - Definition and Meaning
 - Types of Product Strategy
 - Elements of Product strategy
- Product Innovation & Diffusion
 - Meaning and Definition of Innovation
 - Diffusion of Innovation Model
 - Adoption Process

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q 1,2,3,5, 27, 28 26-30 .31-35

LONG ANSWER TYPE QUESTIONS: Q 1,2, 31, 36 26,27,29 31-33

OTHER ASSIGNMENTS:

- 1 ibid 3, Page No. 271, Q 1,2
- 2 ibid 7, Page No288, Q 2

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 277-288
- 2 ibid 2, Page No. 395-424

REFERENCE BOOK:

- 1 ibid 3, Page No. 239-302
- 2 ibid 6, Page No. 147-151
- 3 ibid 7, Page No. 255-263

LECTURE 17

PRODUCT LIFE CYCLE

OBJECTIVE:

The lecture will help student understand the stages via which every product goes through after its commercialization.

CONTENTS:

- Stages in product life cycle
 - Introduction stage
 - Growth stage
 - Maturity stage
 - Decline stage

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 21, 22 32

LONG ANSWER TYPE QUESTIONS: Q 7 (a), (b), 8, 32 28, 30

OTHER ASSIGNMENTS:

- 1 ibid 3, Page No. 271 Q 4,5,6,

SUGGESTED READINGS:

TEXT BOOKS:

- 1 ibid 1, Page No. 349-367
- 2 ibid 2, Page No. 377-388

REFERENCE BOOKS:

- 1 ibid 3, Page No. 253-263
- 2 ibid 6, Page No.152-157
- 3 ibid 7, Page No. 263-270

LECTURE 18

NEW PRODUCT DEVELOPMENT

OBJECTIVE:

The lecture will help students to understand the stages involved in new product development.

CONTENTS:

- Stages in product development
 - Generation of new product ideas
 - Screening of ideas
 - Commercial feasibility
 - Product designing and evaluation
 - Test marketing
 - Launching the product or commercialization
- Causes of product failure
 - Conception of product idea of specification of the product may be faulty
 - Design of product may not match with the needs of customers
 - Strength of competition may not be properly studied
 - Cost of production may be higher than the estimated cost
 - Product performance unsatisfactory
 - Market changes may not be understood properly

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q6, 7, 24, 30

LONG ANSWER TYPE QUESTIONS: Q 5,6,10, 29, 33

OTHER ASSIGNMENTS:

- 1 ibid 3, Page No. 305 Q 1,2,3,4
- 2 ibid 7, Page No. 266 Q 2

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 334-348

REFERENCE BOOKS:

- 1 ibid 3, Page No. 273- 302
- 2 ibid 6, Page No. 153-157
- 3 ibid 7, Page No. 266-269

LECTURE 19-20

PRICING DECISIONS

OBJECTIVE:

The objective of the lecture is to understand how the prices are fixed for various products offered by the organization.

CONTENTS:

- Defining price concept
- Importance of pricing
- Objectives of pricing
 - To achieve price stability
 - To meet or prevent competition
 - To maintain or improve market share
 - To maximize profit
 - To survive in market
 - To build public image
- Determinants of pricing policy
 - Internal factors
 - Objectives of the firm
 - Role of top management
 - Marketing mix
 - Product differentiation
 - Cost of product
 - External factors
 - Demand

- Competition
- Buyers
- Suppliers
- Economic conditions
- Government regulations

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q8,9,10, 19, 20, 27 30

LONG ANSWER TYPE QUESTIONS: Q 11, 12,13,14,15,16,17,19 29

OTHER ASSIGNMENTS:

- 1 ibid 3, Page No. 370 Q 1, 2,3
- 2 ibid 7, Page No. 320 Q 1

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 511-523

REFERENCE BOOKS:

- 1 ibid 3, Page No. 346-358
- 2 ibid 6, Page No.239-250
- 3 ibid 7, Page No. 292-301

LECTURES 21-24

PRICING POLICIES AND STRATEGIES

OBJECTIVE:

The lectures will help students understand the various pricing policies and strategies adopted by the organizations.

CONTENTS:

- Types of pricing policies and decisions
 - Demand-oriented pricing
 - Types of competition
 - Perfect competition
 - Monopoly

- Oligopoly
 - Monopolistic competition
- Cost-oriented pricing
 - Cost plus pricing
 - Marginal cost pricing
 - Break-even analysis
- Competition-oriented pricing
- Value-based pricing
- Pricing decisions and strategies
 - Pricing at prevailing prices
 - Penetration pricing
 - One price versus variable price policy
 - Price lining
 - Psychological pricing
 - Leader pricing
 - Follow the leader pricing
 - Discriminatory or dual pricing
 - Resale price maintenance
 - Value of money
 - Premium pricing
- Pricing of new products
 - Competitive pricing
 - Skimming-the-cream pricing
 - Penetration pricing
 - Keep-out pricing
 - Pricing over the product life cycle

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWER TYPE QUESTIONS: Q 25, 29 28,29, 32-34

LONG ANSWER TYPE QUESTIONS: Q 18, 20, 21, 30, Q33

OTHER ASSIGNMENTS:

1 ibid 3, Page No. 370, Q 1,2,3,4

2 ibid 7, Page No 320, Q 7

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 513201-523

REFERENCE BOOKS:

1. ibid 3, Page No. 359- 368
2. ibid 6, Page No.239-250
3. ibid 7, Page No. 301-309

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4. Davcik, N.S. & Sharma, P., “Marketing Resources, Performance, and Competitive Advantage: A Review and Future Research Directions”, Journal of Business Research, 69(12), 2016, pp. 5547-5552.
5. Syviel accost ‘Perspectives on Social Media ant Its use by Key Account Managers’ Journal of Marketing Management, Vol.54, April 2016, (33-34)
6. Neil O Pulles, Hogger Schiela The Impact of Customer Attractiveness and Supplier Satisfaction on Becoming a Preferred Customer, Journal of Marketing Management, Vol.54, April 2016, (33-34)
7. Sarah-Louise Mitchell & Moira Clark ‘Reconceptualising product life-cycle theory as stakeholder engagement with non-profit organizations, Journal of Marketing Management, Volume 35, Issue 3-4,2019
8. Fernandes Semila, Panda Rajesh, ‘Influence of Social Reference Groups on Consumer Buying Behavior: A Review’ Journal of Management Research, Volume 19, Issue 2, 2019.

LECTURES 25-31

UNIT III

PLACE: DISTRIBUTION CHANNEL DECISIONS AND EMERGING CHANNELS OF DISTRIBUTION

OBJECTIVE:

The lectures would explain the concept of distribution in marketing. It would cover in detail the place mix.

CONTENTS:

- Concept of channels of distribution
- Meaning and Importance of Place
- Functions of channels of distribution

- Types of distribution channels
- Channel Strategies
- Types of intermediaries and their characteristics
- Factors affecting choice of distribution channels

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER TYPE QUESTIONS: Q. No. 13, 17, 20, 29, 30

LONG ANSWER TYPE QUESTIONS: Q. No. 12 – 19, 23 – 25, 33, 36, 30

OTHER ASSIGNMENTS:

1 ibid 3, Page No. 486 Q.1 -4

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 385-474

REFERENCE BOOK:

- 1 ibid 3, Page No. 460-483
- 2 ibid 6, Page No. 278-283
- 3 ibid 7, Page No. 423-435

LECTURES 32-38

PLACE: EMERGING CHANNELS OF DISTRIBUTION

OBJECTIVE:

The lectures would explain the concept of new emerging channel of distribution. It would cover in detail supply chain management.

CONTENTS:

- Designing and Managing Marketing Channel system
- Recent trends in marketing channels and Emerging Channels of distribution
- Managing Retailing
- Physical Distribution
- Marketing Logistics and Supply Chain Management

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWER TYPE QUESTIONS: Q. No. 13, 17, 20, 29 26 29 30

LONG ANSWER TYPE QUESTIONS: Q. No. 12 – 19, 23 – 25, 33, 36 26 28 29 30

OTHER ASSIGNMENTS:

1 ibid 3, Page No. 486 Q.1 -4

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 385-474

REFERENCE BOOKS:

1 ibid 3, Page No. 460-483

2 ibid 6, Page No.273-283

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3. Jeanpert, S., Jeanpert, S.,Paché, G., &Paché, G., “Successful multi-channel strategy: mixing marketing and logistical issues”, *Journal of Business Strategy*, 37(2), 2016, pp. 12-19.
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LECTURES 39–42

UNIT IV

PROMOTION DECISIONS

OBJECTIVE:

The lectures shall introduce the concept of promotion, discuss the objective of having the promotion mix and explain various promotional tools that marketers adopt to inform and persuade buyers.

CONTENTS:

- Introduction to Promotion
 - Meaning and Nature
 - Promotion Mix
 - Meaning
 - Elements
 - Advertising
 - Sales promotion
 - Personal selling
 - Direct marketing
 - Public relations and publicity
 - Factors Affecting Promotion Mix
 - Product related factors
 - Nature of product
 - Product image
 - Stage of product's life-cycle
 - Packaging
 - Degree of customization
 - Pricing policy
 - Distribution decision
 - Target market characteristics
 - Level of competition
 - Geographic coverage
 - Buyer readiness stage
 - Promotional budget
 - Promotional strategy
 - Relative effectiveness of Promotion Mix
 - On basis of: -
 - ✓ Cost
 - ✓ Scope
 - ✓ Advantages
 - ✓ Disadvantages
 - Objectives

- To provide information
 - To stimulate demand
 - To highlight the utility of product
 - To counter competition and stabilize sales
 - To build image
 - Kinds
 - Informative promotion
 - Persuasive promotion
 - Reminder promotion
 - Buyer behavior promotion
 - Promotional Planning
 - Concept
 - Stages
 - Problem definition
 - Definition of detailed objective
 - Design of promotion mix
 - Detailed planning
 - Monitoring and evaluation
- Push and Pull Strategies of Promotion

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTION: Q 1,33-35

LONG ANSWER TYPE QUESTIONS: Q 3, 4, 35

OTHER ASSIGNMENTS

1 ibid 3, Page No. 439 Q.1 - 4

SUGGESTED READINGS:

REFERENCE BOOK:

- 1 ibid 3, Page No. 428-438
- 2 ibid 7, Page No. 334-337

ARTICALS:

- 1 Abhijit Guha, Abhijit Biswas, Dhruv Grewal, Swati Verma, Somak Banerjee and Jens Nordfält, “ Reframing the Discount as a Comparison Against the Sale Price: Does It Make the Discount More Attractive? ” Journal of Marketing Research, Vol 55, Issue 3, June 2018, Pg 339-351.
- 2 Pierre Dal Zoto ‘ Customers becoming creators: how firms leverage technology and consumers for new value, Journal of Business Strategy, Vol. 39, Issue 4, 2018.

- 3 Susan Fournier, Giana M ‘ Putting the Person Back in Person-Brands: Understanding and Managing the Two-Bodied Brand’ Journal of Marketing Research, Vol 55, Issue 3, June May 2019.

LECTURES 43–46

PROMOTION TOOLS - ADVERTISING

OBJECTIVE:

The lectures aim at throwing light on the advertising component of the marketing communications mix. The lectures would discuss the objectives of advertising and help students understand the role of advertising in today’s marketing environment.

CONTENTS:

- Meaning and Definition
- Concept
 - Advertisement copy
 - Meaning
 - Elements
 - Heading
 - Theme
 - Picture
 - Arguments
 - Closing parts
 - Significance
 - Preparation
 - Scientific advertising campaign
 - Keying the advertisement
 - Advertising agency
- Objectives
 - Information
 - Persuasion
 - Reinforcement
- Advertising goals and marketing theories
 - Launch of new products and services
 - Expansion of markets
 - Announcement of product differentiation
 - Announcement of a special offer
 - Announcement of stockiest and dealer location
 - Educating customers
 - Reminder campaign
 - Seek dealer cooperation and motivation
 - Creation of brand preference
 - Allied advertising objectives

- Role of advertising in marketing
 - Promotion of sales
 - New product introduction
 - Creation of good public image
 - Mass production
 - Research
 - Education of people
 - Support to press
- Benefits
 - To manufacturers
 - To wholesalers and retailers
 - To customers
 - To salesman
 - To society (or community)
- Criticism
 - Most advertising is in bad taste
 - Advertising insults consumer intelligence
 - Advertising appeals mainly to emotions
 - Advertising is source of discontents:
 - Advertising influences media
 - Advertising is not productive
 - Advertising increases cost
 - Advertising leads to monopoly
 - Advertising multiplies needs and wants
- Major players in advertising
 - Advertiser
 - Advertising agencies
 - Support organizations
- Advertising media
 - Types
 - Press advertising
 - Outdoor advertising
 - Film advertising
 - Radio advertising
 - Television advertising
 - Direct mail advertising
 - Window display advertising
 - Specialty advertising
- Factors affecting choice of media
 - Nature of product
 - Nature of market
 - Objectives of advertising
 - Circulation of media
 - Financial consideration
 - Type of audience

- Life of advertisement
- Media used by competitors
- Relative advantages and disadvantages
- Types of advertising
 - Brand advertising
 - National advertising
 - Local advertising
 - Retail advertising
 - Nation and Destination advertising
 - Political advertising
 - Social advertising
 - Directory advertising
 - Direct response advertising
 - Business-to-business advertising
 - Institutional advertising
 - Public services advertising
 - Interactive advertising
 - Outdoor advertising
 - Electronic advertising
 - In film advertising
 - Unconventional advertising
- Themes of advertising
 - Prestige
 - Comfort
 - Health
 - Beauty
 - Parental affection
 - Safety
 - Achievement
 - Fear
 - Patriotism
 - Economy
- Effective advertising
 - Attention value
 - Suggestive value
 - Memorizing value
 - Conviction value
 - Sentimental value
 - Educational value
 - Instinctive value
 - Action value
- Decision areas in advertising
 - Advertising objectives
 - Advertising budget

- Advertising copy
- Advertising media
- Advertising management process
 - Deciding on advertising objectives
 - Determining advertising budget
 - Deciding on advertising message
 - Deciding on media mix
 - Media selection
 - Media scheduling
 - Media timing
 - Executing campaign
 - Deciding in measuring advertising effectiveness
 - Improving advertising results
- Recent trends in advertising
 - Sponsorships
 - Quiz/contest
 - Advertising wars
 - Brand/company commercial advertising and elections

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTIONS: Q. No. 5, 26, 27, 28 29,30

LONG ANSWER TYPE QUESTIONS: Q. No. 8, 9, 35 28,29

OTHER ASSIGNMENTS:

1 ibid 4, Page No. 570, Conceptual Q. 1 - 14; Application Q. 1 – 5.

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 534 – 560

REFERENCE BOOKS:

- 1 ibid 3, Page No. 402-423
- 2 ibid 4, Page No. 548 – 569
- 3 ibid 6, Page No 371-376
- 4 ibid 7, Page No. 360-382

ARTICLES:

- 1 Karen Page Winterich, Manish Gangwar and Rajdeep GrewaV 'When Celebrities Count: Power Distance Beliefs and Celebrity Endorsements', Journal of Marketing, Volume 82, Issue 3, May 2018.

LECTURES 47–49

PROMOTION TOOLS - PERSONAL SELLING

OBJECTIVE:

The lectures would explain the age old art of selling goods, i.e., personal selling. It would discuss the relevance of personal selling while elucidating its concept

CONTENTS:

- Meaning and Concept
- Features
- Salesmanship vs. advertisement
- Significance
 - New product introduction
 - Support customer decision-making
 - Creation of demand
 - Creation of new wants
 - Effective selling at low cost
 - Information solicitation
- Benefits
- Kinds of salespersons
- Sales responsibilities
- Requisites of effective salesmanship
- Personal selling skills
- Phases of personal selling process
- Challenges in personal selling
- Personal selling strategies
 - Strategic Objectives
 - Variables affecting Strategies
- Designing and managing the salesforce
- Problems of sales management
- Relationship marketing

ASSIGNMENT FROM QUESTION BANK:

UNIT IV

LONG ANSWER TYPE QUESTION: Q 5

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 621-641

REFERENCE BOOKS:

- 1 ibid 6, Page No. 491-494
- 2 ibid 7, Page No. 365-370

LECTURES 50–52

PROMOTION TOOLS – SALES PROMOTION AND PUBLICITY

OBJECTIVE:

The lectures would explain the concepts of sales promotions and Publicity. Key focus areas of this lecture would be functions and types of sales promotions and designing of the sales promotion programme of an organization. In addition to these, the lectures would also focus on scope of public relations.

CONTENTS:

- Sales promotions
 - Meaning and concept
 - Objectives
 - Proactive objectives
 - Reactive objectives
 - Functions
 - Importance
 - Tools and Techniques of sales promotions
 - Factors influencing sales promotions
 - Types of sales promotion programmes
 - Designing a sales promotion programme
 - Sales promotion for new products
 - Difference between advertising and sales promotion
- Publicity: Concept
- Difference between advertising and publicity
- Public Relations
 - Meaning and scope
 - Objectives
 - Types of PR programmes
 - Functions

- Models
- Role
- Types of PR activities
- Tools

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWER TYPE QUESTIONS: Q. No. 6, 7, 10, 12

LONG ANSWER TYPE QUESTIONS: Q. No. 4, 6, 7, 34

OTHER ASSIGNMENTS:

1 ibid 3, Page No. 439 Q. 1, 2

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 1, Page No. 562 – 572.

REFERENCE BOOKS:

- 1 ibid 3, Page No. 428-438.
- 2 ibid 4, Page No. 574 - 585; 591 – 592; 596 – 607.
- 3 ibid 6, Page No 333-340.

ARTICLES:

1. Paesbrugge, B., Rangarajan, D., Sharma, A., Syam, N., & Jha, S., “Purchasing-driven sales: Matching sales strategies to the evolution of the purchasing function. *Industrial Marketing Management*”, 62, 2017, pp. 171-184.
2. Yadav, M., & Rahman, Z., “Social media marketing: literature review and future research directions”, *International Journal of Business Information Systems*, 25(2), 2017, pp. 213-240.
3. Lin L. ‘Factors Influencing the Behavior Intention of E-Banking Transactions Through Mobile Phones in China’, *The Journal of Internet Banking and Commerce*, 2018.
4. Rabeeb Abdul Majeed 1, K. V. Sriram 2, ‘Determining the Best Advertising Medium for a Footwear Company: A Case Study’ *Indian Journal of Marketing*’, Volume 5, Issue 45, May 2019.
5. Sally Laurie & Kathleen Mortimer, ‘How to Achieve True Integration: The Impact of Integrated Marketing Communication on the Client/Agency Relationship’ *Journal of Marketing Management*, Volume 35, Issue 3, 2019.

LECTURE PLAN

BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY

BBA - 205

**COURSE OUTLINE
BBA-III SEMESTER
BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY
BBA 205**

OBJECTIVES:

L - 4 Credits - 04

To acquaint students with the basics of business ethics and corporate social responsibility of business.

COURSE OUTCOME:

1. The students will gain an understanding of Principles of ethics, values, and Ethics & firms' management structure and strategy.
2. They will be able to do Critical evaluation of concepts of business ethics and apply ethics in problem solving through case studies.

INTERNAL ASSESSMENT AND ASSIGNMENT

25 marks

- | | |
|----------------------------------|----------|
| 1. Class Test-I - (Written Test) | 15 marks |
| 2. Class Assessment + Attendance | 10 marks |

COURSE CONTENTS:

A. INTRODUCTION & ETHICS

- Concept of Values
- Types and Formation of Values
- Values and Behavior
- Values of Indian Managers
- Ethical Decision Making.
- Management Process and Ethics
- Ethical Decision Making, Ethical Issues
- Ethos of Vedanta in Management
- Relevance of Ethics and Values in Business.

(14 Hours)

B. KNOWLEDGE AND WISDOM, STRESS MANAGEMENT & CONCEPT OF DHARMA & KARMA YOGA:

- Meaning of Knowledge and Wisdom
- Difference between Knowledge and Wisdom
- Knowledge Worker versus Wisdom Worker
- Concept of Knowledge Management and Wisdom management
- Wisdom Based Management.
- Meaning of stress management
- Sources and Consequences of Stress

- Stress Management and Detached Involvement
- Concept of Karma and Kinds of Karam Yoga
- Nishkam Karma, and Sakam Karma
- Total Quality Management
- Quality of life and Quality of Work Life. **(14 Hours)**

C. UNDERSTANDING PROGRESS, AND SUCCESS - RESULTS & MANAGING TRANSFORMATION & UNDERSTANDING SUCCESS

- Progress and Results Definition
- Functions of Progress
- Transformation & Need for Transformation
- Process & Challenges of Transformation.
- Definitions of Success
- Principles for Competitive Success
- Prerequisites to Create Blue Print for Success
- Successful Stories of Business Gurus. **(14 Hours)**

D. CORPORATE SOCIAL RESPONSIBILITY & CORPORATE GOVERNANCE

- Corporate Responsibility of Business- Employees, Consumers and Community
- Corporate Governance Code of Corporate Governance
- Consumer Protection Act
- Unethical issues in Business **(14 hours)**

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Business ethics & corporate social responsibility and students are advised to go through the material for thorough understanding of the subject. The students are expected to actively participate in the discussions in the class, so that they may be able to gain insight and develop skills for handling inter personal and group processes, in addition to familiarize themselves with concepts and theories.

➤ MAIN TEXT BOOKS

1. **Author's Name(s):** Fernando, A.C.
Title: Business Ethics
Edition: 2nd **Year:** 2013
Publisher: Pearson Education (ibid 1)
2. **Author's Name(s):** Mandal S.K
Title: Ethics in business and corporate governance
Edition: 2nd **Year:** 2012
Publisher: McGraw-Hill Education (ibid 2)

➤ REFERENCE BOOKS

1. **Author's Name(s):** Govindarajan, Natarajan's, Senthil Kumar, V.S.
Title: Professional Ethics and Human Values
Edition: 1st **Year:** 2013
Publisher: PHI (ibid 3)
2. **Author's Name(s):** Rao, A.B.
Title: Business Ethics and Professional Values
Edition: 1st **Year:** 2012
Publisher: Excel book (ibid 4)
3. **Author's Name (s):** Manuel G. Velasquez
Title: Business ethics concepts
Edition: 7th **Year:** 2017
Publisher: Prentice Hall of India (ibid 5)

➤ PERIODICALS

1. Journal of Human Values
2. IIMB Management Review
3. IUP Journal Of Corporate Governance
4. IUP Journal of Management Research
5. BVIMR Management Edge
6. Journal of Business Ethics
7. The Journal of Law, Medicine & Ethics
8. Ethics & International Affairs

UNIT 1

LECTURES 1-3

INTRODUCTION TO VALUES

OBJECTIVE:

The objective of these lectures is to make the students well versed with the meaning & importance of the concept of values in today's dynamic environment.

CONTENTS:

- Concept of Values
- Meaning of Values
- Characteristics of Values
- Importance of Values
- Types of values
 - Personal values
 - Family values
 - Social-cultural values
 - Material values
 - Spiritual values
 - Moral values
- Formation of Values
 - Physical skill formation
 - Values complete skills
 - Higher level skill formation
 - Value as spiritual skills
- Values & Behavior
 - Role of values in behaviour
 - Employees behaviour
 - Managers behaviour

ASSIGNMENT FROM QUESTION BANK:

UNIT I

MULTIPLE CHOICE QUESTIONS: Q1,2,3,4

SHORT ANSWER QUESTIONS: Q 1, 2, 3, 4, 5,26

LONG ANSWER QUESTIONS: Q 1,2,3,4,27

OTHER ASSIGNMENTS:

1 ibid 2, Page No. 40, Q 1, 2, 3, 4, 7

2 ibid 3, Page No.32, Q1, 2, 3, 4

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 1-19

REFERENCE BOOK:

1 ibid 3, Page No. 3-30

ARTICLES:

1. Kahneman, D., & Tversky, A. (2013). Choices, values, and frames. In Handbook of the Fundamentals of Financial Decision Making: Part I (pp. 269-278).
2. Triandis, H. C. (1979). Values, attitudes, and interpersonal behavior. In Nebraska symposium on motivation. University of Nebraska Press.

LECTURES 4-6

ETHICS AND MANAGEMENT

OBJECTIVE:

The objective of these lectures is to make students understand the terms- Ethics & management and its relevance in the process of ethical decision making. Also, to throw some light on the role of ethics in management.

CONTENTS:

- Values of Indian Managers
 - Qualities of great managers
 - Values in great managers
 - Indian scenario-case studies
- Ethical Decision Making.
 - Meaning of ethical decision making
 - Framework for understanding ethical decision making
 - Process of ethical decision making
- Theories of ethics
- Management Process and Ethics
 - Ethical strategic management
 - Integrating ethics in management process
 - Role of ethics in management

ASSIGNMENT FROM QUESTION BANK:

UNIT I

MULTIPLE CHOICE QUESTIONS: Q5,6,7

SHORT ANSWER QUESTIONS: Q 5,6, 7, 8

LONG ANSWER QUESTIONS: Q 4,5,8,9

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 30-40, Q 4, 5, 8, 9
- 2 ibid 3, Page No.35-45, Q4, 5, 6

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 20-25

REFERENCE BOOK:

- 1 ibid 3, Page No. 40-47

ARTICLES:

1. Mulej, M., Potočan, V., & Rosi, B. (2005). ETHICS OF INTERDEPENDENCE–SOLUTION FOR CONFLICTS BETWEEN HOLISTIC AND SPECIALISTIC THINKING. In 6 eme Congres Europeen de Science des Systemes.
2. Chapman, F. (1928). Lectures on Legal Ethics. Temp. LQ, 3, 99.

LECTURES 7-8

ETHICAL DECISION MAKING

OBJECTIVE:

The objective of these lectures is to make the students aware of the ethical models for making business decisions and the ethical issues in various industries.

CONTENTS:

- Decision making
- Determinants of ethical decision making
- Josephson's Six pillars of Character and business decision making
- Ethical models for making business decisions

- Framework for making good ethical decisions in business

ASSIGNMENT FROM QUESTION BANK:

UNIT I

MULTIPLE CHOICE QUESTIONS: Q9,10,12,13

SHORT ANSWER QUESTIONS: Q 10,11,12,13

LONG ANSWER QUESTIONS: Q 12,13, 14,15

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 50, Q 11,12,13,14,15
- 2 ibid 3, Page No.50-, Q7,9,10

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 30-40

REFERENCE BOOK:

- 1 ibid 3, Page No. 50-60

ARTICLES:

1. Davis, J. R., & Welton, R. E. (1991). Professional ethics: Business students' perceptions. *Journal of Business Ethics*, 10(6), 451-463.
2. Solomon, R. C. (1992). Ethics and excellence: Cooperation and integrity in business.

LECTURES 9-10

ETHICAL ISSUES

OBJECTIVE:

The objective of these lectures is to make students gain a better understanding of the concepts pertaining to ethical issues in various industries.

CONTENTS

- Ethical issues
 - Ethical issues in Marketing & Advertisement
 - Ethical issues in Finance & Accounting

- Ethical issues in HRM
- Ethical issues in Production & Operations Management
- Ethical issues in IT industry

ASSIGNMENT FROM QUESTION BANK:

UNIT I

MULTIPLE CHOICE QUESTIONS: Q14,15,16

SHORT ANSWER QUESTIONS: Q 16,17,18,20,22,29

LONG ANSWER QUESTIONS: Q 16,18,20,21,22,30

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 90, Q 5, 6, 7, 8
- 2 ibid 3, Page No95, Q8, 9, 10, 11

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 45-60

REFERENCE BOOK:

- 1 ibid 3, Page No. 70-85

ARTICLES:

1. Eysenbach, G., & Till, J. E. (2001). Ethical issues in qualitative research on internet communities. *Bmj*, 323(7321), 1103-1105.
2. Slade, S., & Prinsloo, P. (2013). Learning analytics: Ethical issues and dilemmas. *American Behavioral Scientist*, 57(10), 1510-1529.

LECTURES 11-12

ETHOS OF VEDANTA IN MANAGEMENT & RELEVANCE OF ETHICS AND VALUES IN BUSINESS

OBJECTIVE:

The objective of these lectures is to make students gain a better understanding of the concepts pertaining to Ethos in management.

CONTENTS

- Ethos of Vedanta in management
 - Principles of Indian Ethos
 - Dharma Sutras
 - Ethics of Jainism and Buddhism
 - The charvaka ethics of gross Hedonism
 - Advainta Vedanta (Shankara)
 - PatanjaliSutra : Eight fold path of yoga
 - Ethics of the Bhagvad Gita

ASSIGNMENT FROM QUESTION BANK:

UNIT I

MULTIPLE CHOICE QUESTIONS: Q17,18,19,20

SHORT ANSWER QUESTIONS: Q 16,17,18,20,22

LONG ANSWER QUESTIONS: Q 16,18,20,21,22

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 80, Q 1, 2, 3, 4
- 2 ibid 3, Page No85, Q1, 2, 3, 4

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 45-60

REFERENCE BOOK:

- 2 ibid 3, Page No. 70-85

ARTICLES:

1. Ranjan Chatterjee, S. (2009). Managerial ethos of the Indian tradition: relevance of a wisdom model. *Journal of Indian Business Research*, 1(2/3), 136-162.
2. Phadnis, N. Y. (2012). Contribution of Ancient Indian Ethos in Developing Global Mindset in Leadership and Management. In *Proceedings of International Conference on Business Management & IS (Vol. 1, No. 1)*.

LECTURES 13-14

ETHOS OF VEDANTA IN MANAGEMENT & RELEVANCE OF ETHICS AND VALUES IN BUSINESS

OBJECTIVE:

The objective of these lectures is to make students gain a better understanding of the the relevance of ethics in decision making.

CONTENTS

- Relevance of ethics and values in decision making
 - Concept of Beliefs, values, attitude
 - Concept of Virtue ethics
 - Importance of ethics in decision making
 - Case studies on ethics and values in business

ASSIGNMENT FROM QUESTION BANK:

UNIT I

MULTIPLE CHOICE QUESTIONS: Q20,21,22,23

SHORT ANSWER QUESTIONS: Q 16,17,15,20,23

LONG ANSWER QUESTIONS: Q 16,18,219,21,25

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 90, Q 1, 2, 3, 4
- 2 ibid 3, Page No95, Q1, 2, 3, 4

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 45-60

REFERENCE BOOK:

- 1 ibid 3, Page No. 70-85

ARTICLES:

1. Merritt, M. (2000). Virtue ethics and situationist personality psychology. Ethical theory and moral practice, 3(4), 365-383.

2. Harman, G. (1999, January). Moral philosophy meets social psychology: Virtue ethics and the fundamental attribution error. In Proceedings of the Aristotelian society (pp. 315-331). Aristotelian Society.

UNIT II

LECTURES 15-17

KNOWLEDGE & WISDOM

OBJECTIVE:

The objective of these lectures is to highlight the difference between the terms –knowledge and wisdom, and to have a better understanding of the 2 kinds of workers- knowledge workers and wisdom workers.

CONTENTS:

- Meaning of knowledge
- Meaning of wisdom
- Difference between knowledge & wisdom
- Concept of knowledge workers
- Concept of wisdom workers
- Difference between knowledge worker and wisdom workers
- Ways to turn knowledge into wisdom
- Case studies on knowledge and wisdom workers

ASSIGNMENT FROM QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q1,2,3,4

SHORT ANSWER QUESTIONS: Q 1,2,3,4

LONG ANSWER QUESTIONS: Q 1,2,4,5

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 110, Q 1, 2, 3, 4
- 2 ibid 3, Page No100, Q1, 2, 3, 4

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 75-95

REFERENCE BOOK:

1 ibid 3, Page No. 90-110

ARTICLES:

1. Maxwell, N. (2007). From knowledge to wisdom: A revolution for science and the humanities.
2. Arazy, O. F. E. R., Morgan, W., & Patterson, R. (2006, December). Wisdom of the crowds: Decentralized knowledge construction in Wikipedia. In 16th Annual Workshop on Information Technologies & Systems (WITS) Paper.

LECTURES 18-19

KNOWLEDGE BASED AND WISDOM BASED MANAGEMENT

Objective:

The objective of these lectures is to acquaint the students with knowledge-based management and wisdom based management.

CONTENTS:

- Concept of knowledge management
- Features of knowledge management
- Importance of knowledge management
- Concept of wisdom management
- Features of Wisdom management
- Importance of Wisdom management
- Concept of wisdom based management
- Difference between knowledge management and wisdom based management
- Case studies on managers approach towards knowledge management
- Case studies on managers approach towards wisdom management

ASSIGNMENT FROM QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q5,6,7,8

SHORT ANSWER QUESTIONS: Q 5,6,7,8,9

LONG ANSWER QUESTIONS: Q 6,7,8,10

OTHER ASSIGNMENTS:

1 ibid 2, Page No. 110, Q 4,5,6,9

2 ibid 3, Page No100, Q4,5,6,7

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 100-120

REFERENCE BOOK:

1 ibid 3, Page No. 115-135

ARTICLES:

1. Pandey, T N, “ The Concept of CSR under Companies Act 2013-Whether well conceived”, Chartered Secretary, Vol XLIII, No. 12, Dec 2013, pp. 1502-1504.
2. Social and Environmental Responsibility: Case study of HUL Ltd., Shahshank Shah, Journal of Human Values, April 2011, Volume 17, Number.1, pp. 23-42.
3. Achatya Ajay, “CSR: New Management Strategy for Future Business”, BVIMR Management Edge, Vol.6, No.2, July-Dec 2013, pp. 101-107

LECTURES 20-22

STRESS MANAGEMENT

OBJECTIVE:

The objective of these lectures is to highlight the concept of stress, its causes & consequences and how detached involvement helps in stress management.

CONTENTS:

- Concept of stress
- Management of stress
- Characteristics of stress management
- Types of stress
- Sources of stress
- Consequences of stress
- Concept of detached involvement
- Features of detached involvement

- Importance of detached involvement
- Management by detached involvement
- Managing stress at workplace
- Case studies on stress management

ASSIGNMENT FROM QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q9,10,11,12

SHORT ANSWER QUESTIONS: Q 10,11,12,15

LONG ANSWER QUESTIONS: Q 11,12,13,15

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 145, Q 1,2,3,4
- 2 ibid 3, Page No130, Q 1,2,3,5

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 135-155

REFERENCE BOOK:

- 1 ibid 3, Page No. 140-165

ARTICLES:

1. Vishnumurthy, V., Chandrakumar, S., & Sirer, E. G. (2003, June). Karma: A secure economic framework for peer-to-peer resource sharing. In Workshop on Economics of Peer-to-peer Systems (Vol. 35, No. 6).
2. Engardio, P., & McGregor, J. (2006). Karma capitalism. Business Week, 4007, 84-91.

LECTURES 23-25

KARMA

OBJECTIVE:

The objective of these lectures is to have a good understanding of the term karma, its types and how relevant it is in today's working environment.

CONTENTS

- Concept of karma
- Origin of the term karma
- Kinds of karma
 - Sanchita
 - Prarabdha
 - Kriyamana
- Karma at workplace
- Kinds of karma yoga
- Concept of nishkama karma(detached involvement)
- Relevance of nishkama karma
- Concept of sakam karma(attached involvement)
- Relevance of sakam karma
- Difference between nishkama karma and sakam karma
- Ideologies of karma in Bhagvad Gita

ASSIGNMENT FROM QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q15,16,18,19

SHORT ANSWER QUESTIONS: Q 20,21,22,29,30

LONG ANSWER QUESTIONS: Q 20,21,22,28,29

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 145, Q 5,6,7,8
- 2 ibid 3, Page No130, Q 4,5,6

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 160-185

REFERENCE BOOK:

- 1 ibid 3, Page No. 170-195

ARTICLES:

1. Singh, B. D. (1999). Relevance of Nishkama Karma Yoga in today's business world. *Vision*, 3(2), 26-31.
2. Satpathy, B. (2008). Transformational management and Karma-Yoga linkage. *Sri Lankan Journal of Human Resource Management*, 1(2).

LECTURES 26-28

QUALITY MANAGEMENT

Objective:

The objective of these lectures is to acquaint students with total quality management, its principles, emergence & relevance. Also, to gain a better understanding of the term quality of life, its nature, scope and dimensions.

CONTENTS:

- Total Quality Management
 - Meaning of Total Quality Management
 - Features of TQM
 - Principles of TQM
 - Emergence of TQM
 - Implementing TQM
 - Practicing TQM
- Quality of life and Quality of Work Life.
 - Meaning of quality of life
 - Meaning of quality of work life
 - Nature & Scope of quality of work life
 - Importance of quality of work life
 - Factors influencing the quality of work life
 - Dimensions of quality of work life
 - Indian approaches to QWL
- Case studies on quality management
- Case studies on Quality of work life

ASSIGNMENT FROM QUESTION BANK:

UNIT II

MULTIPLE CHOICE QUESTIONS: Q20,21,22,23,24

SHORT ANSWER QUESTIONS: Q 23,24,25,28

LONG ANSWER QUESTIONS: Q 23,24,25,29

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 150, Q 1,2,3,4
- 2 ibid 3, Page No145, Q 1,2,3

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 190-210

REFERENCE BOOK:

- 1 ibid 3, Page No. 200-225

ARTICLES:

1. Shiba, S., Graham, A., & Walden, D. (1993). A new American TQM: Four practical revolutions in management (pp. 411-460). Portland, OR: Productivity Press.
2. Cua, K. O., McKone, K. E., & Schroeder, R. G. (2001). Relationships between implementation of TQM, JIT, and TPM and manufacturing performance. *Journal of operations management*, 19(6), 675-694.

UNIT III

LECTURES 29-32

UNDERSTANDING PROGRESS AND SUCCESS

OBJECTIVE:

The objective of these lectures is to create an understanding about progress and success in a business organization.

CONTENTS:

- Progress and Results Definition
 - Meaning of Progress
 - Defining Results
 - Understanding the importance of the Results
- Functions of Progress
 - Role of Progress in an organization
 - Individual and organizational Progress

ASSIGNMENT FROM QUESTION BANK:

UNIT III

SHORT ANSWER QUESTIONS: Q 1, 2, 3, 4, 5

LONG ANSWER QUESTIONS: Q 1,2,3,4

ARTICLES:

1. Hofmans, J., Dóci, E., Solinger, O. N., Choi, W., & Judge, T. A. (2019). Capturing the dynamics of leader–follower interactions: Stalemates and future theoretical progress. *Journal of Organizational Behavior*, 40(3), 382-385.
2. Coetzee, J. L., & Nkosi, S. (2019). Successful Organisational Development of Asset Management Organisations. In *Asset Intelligence through Integration and Interoperability and Contemporary Vibration Engineering Technologies* (pp. 95-106). Springer, Cham.

OTHER ASSIGNMENTS:

- 1 ibid 3, Page No. 190, Q 1, 2, 3, 4, 7
- 2 ibid 4, Page No.184, Q1, 2, 3, 4

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 160-190

REFERENCE BOOK:

- 1 ibid 3, Page No. 140-180

LECTURES 33-35

TRANSFORMATION

OBJECTIVE:

The objective of these lectures is to make students understand the terms the role of transformation in the development of an organization.

CONTENTS:

- Transformation & Need for Transformation
 - Defining Transformation
 - Various forms of transformation
 - Need for transformation

- Process & Challenges of Transformation
 - Process of transformation
 - Challenges in transformation

ASSIGNMENT FROM QUESTION BANK:

UNIT III

SHORT ANSWER QUESTIONS: Q 5,6, 7, 8

LONG ANSWER QUESTIONS: Q 4,5,8,9

ARTICLES:

1. Freudenreich, B., Lüdeke-Freund, F., & Schaltegger, S. (2019). A Stakeholder Theory Perspective on Business Models: Value Creation for Sustainability. *Journal of Business Ethics*, 1-16.
2. Demir, K. A., Turan, B., Onel, T., Ekin, T., & Demir, S. (2019). Ambient Intelligence in Business Environments and Internet of Things Transformation Guidelines. In *Guide to Ambient Intelligence in the IoT Environment* (pp. 39-67). Springer, Cham.

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 190-210, Q 4, 5, 8, 9
- 2 ibid 3, Page No.181-200, Q4, 5, 6

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 190-210

REFERENCE BOOK:

- 1 ibid 3, Page No. 170-200

LECTURES 36-39

MANAGING TRANSFORMATION

OBJECTIVE:

The objective of these lectures is to make the students understand how to deal with transformation and how important it is for achieving success.

CONTENTS:

- Definitions of Success
 - Understanding Success
 - Importance of success
- Principles for Competitive Success
 - Theories of Success
 - Classical and Modern approaches of success
 - Principles for competitive success

ASSIGNMENT FROM QUESTION BANK:

UNIT III

SHORT ANSWER QUESTIONS: Q 10,11,12,13

LONG ANSWER QUESTIONS: Q 12,13, 14,15

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 200, Q 11,12,13,14,15
- 2 ibid 3, Page No.180-, Q7,9,10

SUGGESTED READINGS:

1. Cunha, M. P. E., & Putnam, L. L. (2019). Paradox theory and the paradox of success. Strategic organization, 17(1), 95-106.
2. <https://economictimes.indiatimes.com/magazines/panache/ravi-venkatesan-debunks-great-man-theory-of-success-says-its-all-about-the-team/articleshow/67665445.cms>

TEXT BOOK:

- 1 ibid 2, Page No. 30-40

REFERENCE BOOK:

- 1 ibid 3, Page No. 157-159

LECTURES 40-42

UNDERSTANDING SUCCESS

OBJECTIVE:

The objective of these lectures is to make students gain a better understanding about the various aspects of success.

CONTENTS

- Prerequisites to Create Blue Print for Success
- Successful Stories of Business Gurus.
 - Case studies on Business tycoons
 - Roadmap to Success

ASSIGNMENT FROM QUESTION BANK:

UNIT III

SHORT ANSWER QUESTIONS: Q 16,17,18,20,22

LONG ANSWER QUESTIONS: Q 16,18,20,21,22

ARTICLES:

- 1 MarisettyVikayaB,”Interview: Corporate Governance Survey: A Holistic View for Altruistic Practice”, IIMB Management Review, Vol 23, No1, March 2011, pp.30-39
- 2 KunalNaresh, “Role of Company Secretayr as Corporate Governance Professional”, Chartered Secretary, Vol XLIII, No.11, Nov. 13, pp. 1366-1368
- 3 Ahmed, J. U., Sultana, H., & Ahmed, A. (2018). Patanjali ayurved invades India. Decision, 45(1), 75-91.
- 4 Acharyulu, A. R. (2019). The Imperative of Resilient Strategy for Businesses in 21st Century. LEADERSHIP, 10(2).

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 212, Q 5, 6, 7, 8
- 2 ibid 3, Page No 197, Q8, 9, 10, 11

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 245-260

REFERENCE BOOK:

- 1 ibid 3, Page No. 170-185

UNIT IV

LECTURES 43-46

CORPORATE SOCIAL RESPONSIBILITY

OBJECTIVE:

The objective of these lectures is to make students gain a better understanding of the concepts of Corporate Social Responsibility.

CONTENTS:

- Defining CSR
- Moral arguments of CSR
- Conflicting outlooks of CSR
- Triple Bottom-Line Approach of CSR
- Corporate Responsibility of Business
 - Responsibility of Businesses towards Employees
 - Responsibility of Businesses towards Consumers
 - Responsibility of Businesses towards Community

ASSIGNMENT FROM QUESTION BANK:

UNIT IV

SHORT ANSWER QUESTIONS: Q 16,17,18,20,22

LONG ANSWER QUESTIONS: Q 16,18,20,21,22

ARTICLES:

1. Bergman, Z., Teschemacher, Y., Arora, B., Sengupta, R., Leisinger, K. M., & Bergman, M. M. (2019). Developing the business-society nexus through corporate responsibility expectations in India. *critical perspectives on international business*.
2. <https://economictimes.indiatimes.com/news/company/corporate-trends/little-more-nudging-needed-to-ensure-csr-norms-compliance-official/articleshow/62313983.cms?from=mdr>

OTHER ASSIGNMENTS:

1. *ibid* 4, Page No. 397, Q 1, 2, 3, 4
2. *ibid* 3, Page No. 285, Q1, 2, 3, 4

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 245-260

REFERENCE BOOK:

2 ibid 3, Page No. 270-85

LECTURES 47-49

CORPORATE GOVERNANCE

OBJECTIVE:

The objective of these lectures is to make students gain a better understanding of the concept of Corporate Governance, codes of corporate governance and its importance in the businesses.

CONTENTS

- Corporate Governance
 - Importance of corporate governance
 - Corporate Governance Theories
 - Good Corporate Governance
 - Development of Corporate Governance as Moral Principle of CSR
- Code of Corporate Governance

ASSIGNMENT FROM QUESTION BANK:

UNIT IV

SHORT ANSWER QUESTIONS: Q 16,17,15,20,23

LONG ANSWER QUESTIONS: Q 16,18,219,21,25

ARTICLES:

1. Jaiswall, S. S., & Raman, K. K. (2019). Sales Growth, CEO Pay, and Corporate Governance in India. *Journal of Accounting, Auditing & Finance*, 0148558X19825672.
2. Bhaumik, S., Driffield, N., Gaur, A., Mickiewicz, T., & Vaaler, P. (2019). Corporate governance and MNE strategies in emerging economies. *Journal of World Business*.

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 390, Q 1, 2, 3, 4
- 2 ibid 3, Page No. 295, Q1, 2, 3, 4

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 345-360

REFERENCE BOOK:

- 1 ibid 3, Page No. 270-295

LECTURES 50-53

CONSUMER PROTECTION ACT

OBJECTIVE:

The objective of these lectures is to understand all the aspects of Consumer Protection Act, 1986 and create an awareness about the various rights and redressal available and penalties applicable to the consumers.

CONTENTS:

- Consumer Protection Act
 - Introduction to the Act
 - Rights of Consumers
 - Redressal Mechanism
 - Consumer Protection Councils
 - Consumer Dispute Redressal System
 - Penalties

ASSIGNMENT FROM QUESTION BANK:

UNIT II

SHORT ANSWER QUESTIONS: Q 1,2,3,4

LONG ANSWER QUESTIONS: Q 1,2,4,5

ARTICLES:

1. Sikka, M., Anup, N., Aradhya, S., Sequeira, P. S., & Acharya, S. (2018). Consumer Protection Act-Awareness?. International Journal of Medical and Dental Sciences, 1(1), 1-8.

2. <https://economictimes.indiatimes.com/industry/cons-products/fmcg/online-retailers-celebrities-cant-fool-you-now-9-things-about-the-new-consumer-protection-bill/articleshow/67190939.cms>.

OTHER ASSIGNMENTS:

- 1 ibid 1, Page No. 110, Q 1, 2, 3, 4
- 2 ibid 3, Page No. 217, Q1, 2, 3, 4

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 1, Page No. 110-137

REFERENCE BOOK:

- 1 ibid 3, Page No. 209-217

LECTURES 54-56

CORPORATE GOVERNANCE FAILURES

OBJECTIVE:

The objective of these lectures is to acquaint the students with the various instances of corporate governance failures and their impact on the industry.

CONTENTS

- Unethical issues in Business
 - Financial crisis and Banking Blunder
 - Major defects of Corporate Governance in India
 - Cases of Corporate Governance Failures Enron, Satyam, etc.

ASSIGNMENT FROM QUESTION BANK:

UNIT IV

SHORT ANSWER QUESTIONS: Q 5,6,7,8,9

LONG ANSWER QUESTIONS: Q 6,7,8,10

ARTICLES:

- 1 Banerjee Arpita, "Ethics and Governance: Another Opportunity for Company Secretart to be designated as CXO", Chartered Secretary, Vol XLIII, No.11, Nov. 13, pp. 1366-1368
- 2 Social issue is Business Issue" The New Agenda of Lattice 2010, Journal of Human Values, October 2011, Vol 17, No.2, pp.171-182.
- 3 Goyal, S., & Dhamija, S. (2018). Corporate governance failure at Ricoh India: rebuilding lost trust. *Emerald Emerging Markets Case Studies*, 8(4), 1-20.
- 4 https://www.business-standard.com/article/opinion/corporate-governance-failure-at-ranbaxy-113060900607_1.html.

OTHER ASSIGNMENTS:

- 1 ibid 2, Page No. 376, Q 4,5,6,9
- 2 ibid 3, Page No 256, Q4,5,6,7

SUGGESTED READINGS:

TEXT BOOK:

- 1 ibid 2, Page No. 343-377

REFERENCE BOOK:

- 1 ibid 3, Page No. 243-257

LECTURE PLAN

MANAGEMENT ACCOUNTING

BBA 207

**COURSE OUTLINE
BBA-III SEMESTER
MANAGEMENT ACCOUNTING
BBA 207**

COURSE OBJECTIVES:

The course aims at enabling students to understand the basic management accounting concepts and their applications in managerial decision making.

COURSE OUTCOMES:

- To develop an understanding of Different types of Accounting i.e. Management, Cost and Financial
- To develop and apply standards and budgets for planning and controlling purposes.
- To learn how costs are analyzed for different products

INTERNAL ASSESSMENT AND ASSIGNMENT

25 Marks

1. Class Test-I - (Written Test)

15 Marks

2. Class Assessment + Attendance

10 Marks

COURSE CONTENTS:

UNIT I

Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant. **(14 Hours)**

UNIT II

Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages, Ratio Analysis, Fund Flow and Cash Flow Analysis. Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPONT Control Chart. Funds & Cash Flow Analysis: Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement, Distribution of Cash from Funds, Utility of Cash Flow. **(14 Hours)**

UNIT III

Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero-Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres. Standard Costing and Variance Analysis: Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, Significance of Variance Analysis, Computation of Material, Labour Variances. **(14 Hours)**

UNIT IV

Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing. Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions Regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-Down or Continue. **(14 Hours)**

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Accounting for Management, and students are advised to go through the material for thorough understanding of the subject:

➤ MAIN TEXT BOOK

1. **Author's Name(s):** Dr. S.N. Maheshwari (ibid 1)
Title: Principles of Management Accounting
Edition: 17th **Year:** 2015
Publisher: Sultan Chand and Sons

➤ REFERENCE BOOKS

1. **Author's Name(s):** M.Y Khan (ibid 2)
Title: Management Accounting
Edition: 6th **Year:** 2013
Publisher: McGraw Hill Education Private Limited
2. **Author's Name(s):** M.N Arora (ibid 3)
Title: Management Accounting
Edition: 8th **Year:** 2013
Publisher: Paperback Publications

➤ JOURNALS

1. The Accounting Review
2. Journal of Accounting and Finance
3. The Chartered Accountant
4. The Management Accountant

UNIT-I

LECTURES 1 -3

INTRODUCTION TO ACCOUNTING

OBJECTIVE:

The objective is to make student understand about the concept, scope & importance of Management Accounting.

CONTENTS

- Management Accounting: definition
 - Evolution
 - Meaning
- Nature of Management Accounting
- Scope of Management Accounting
- Utility of Management Accounting
- Limitations of Management Accounting

TEXT BOOK:

1 ibid 1 Page No.A.6 to A.11

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q1, 2, 3

LONG ANSWER QUESTION: Q 1,3,4,6

LECTURES 4-6

OBJECTIVE

The objective is to make student understand that how the management accounting is based on financial & cost accounting, and how management accounting is different from cost & financial accounting.

CONTENT

- Financial Accounting,
 - Meaning
 - Functions
 - Limitations
- Difference Between Financial Accounting & Management Accounting

- Cost Accounting
 - Meaning
 - Functions
 - Limitations
- Difference between Cost Accounting and Management Accounting,
- Role of Management Accountant.

TEXT BOOK:

1. ibid 1 Page No.A.3 to A.6, A.11 to A.19

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q6,9,14

LONG ANSWER QUESTION: Q 9,10,14,19,24

UNIT-II

LECTURES- 7 - 10

OBJECTIVE

The objective is to make students understand about the Cash Flows from operating, investing & operating activities.

CONTENTS

- Cash Flow Statement,
 - Meaning
 - Objective
- Accounting Standard 3 (AS 3: Revised),
 - Cash flow from Operating activities
 - Cash Flow from Investing Activities
 - Cash Flow from Financing Activities
- Construction of Cash Flow Statement.
 - Illustrations

TEXT BOOK:

1 ibid 1 Page No. B.147 to B.178

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q1, 3,5,6

LONG ANSWER QUESTION: Q 5,6,7,9

OTHER ASSIGNMENT – Cash Flow Illustration – 3,4,5,6

LECTURES - 11 -14

OBJECTIVE

To make student understand about the making of Comparative & Common Size financial statements and make them aware about the various ratio analysis.

CONTENT

- Financial Analysis: Financial Statements and their Limitations,
- Concepts of Financial Analysis,
- Tools of Financial Analysis:
- Comparative Financial Statements,
- Common Size
- Financial Statements,
- Trend Percentages,
- Ratio Analysis,
- Fund Flow and
- Cash Flow Analysis. Ratio Analysis:
- Nature and Interpretation,

TEXT BOOK:

1 ibid 1 Page No.B.3 to B.25

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q9,10,14,

LONG ANSWER QUESTION: Q 5,9,11,15,17

OTHER ASSIGNMENT – Illustration 4,5,6

LECTURES 15-20

OBJECTIVE

To make the students understand about the fund flow statement & analysis and calculation of various ratios.

CONTENT

- Classification of Ratios,
 - Profitability Ratios,
 - Turnover Ratios,
 - Financial Ratios,
- Utility and Limitations of Ratios,
- DUPONT Control Chart.
- Funds & Cash Flow Analysis: Concept of Funds Flow Statement,
- Sources and Uses of Funds,
- Managerial Uses of Funds Flow Analysis,
- Construction of Funds Flow Statement,
 - Illustrations
- Distribution of Cash from Funds,
- Utility of Cash Flow

TEXT BOOK:

1 ibid 1 Page No. B.26 to B.78, B.104 to B.138

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q9,11, 16

LONG ANSWER QUESTION: Q 20, 21 , 23

OTHER ASSIGNMENTS – Illustration Q 8,9

UNIT- III

LECTURES – 21 - 25

OBJECTIVE

To make student understand about the various budgets and their making.

CONTENTS

- Budgets
 - Meaning
- Budgetary Control
 - Concept of Budgetary Control,
- Advantages of Budgetary Control
- Limitations of Budgetary Control,
- Establishing a System of Budgetary Control,
- Budget Procedure
 - Determination of key Factor

- Making of forecast
- Consideration of Alternative Combination of forecasts
- Preparation of budgets
- Preparation of Different Budgets,
- Fixed and Flexile Budgeting,
- Performance Budgeting and

TEXT BOOK:

1 ibid 1, Page No. C.3 to C.36

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q1,2,5,14

LONG ANSWER QUESTION: Q 1,2,5

OTHER ASSIGNMENTS: Q 1,2,3

LECTURES 26-31

OBJECTIVE

To make students understand about other various techniques of making budgeting, i.e. through Zero base budgeting, responsibility budgeting & also make them understand about various cost.

CONTENT

- Zero Base Budgeting,
 - Concept
 - Zero based Vs Traditional Budgeting
 - Advantages
- Responsibility Accounting
 - Definition
 - Concept
 - Principles
 - Steps Involved
- Types of Responsibility Centres.
 - Expense Centre
 - Revenue Centre
 - Profit Centre
 - Investment Centre
- Standard Costing and Variance Analysis:
 - Definition
 - Budgetary Control vs. Standard Costing
 - Standard Costing vs. Historical Costing vs. Estimated Costing

- Concept of Standard Cost,
 - Ideal Costs
 - Normal Cost
 - Current Cost
 - Expected or Anticipated Costs
 - Standard and Budgeted Cost
- Advantages of Standard Costing
- Limitations of Standard Costing

TEXT BOOK:

1 ibid 1 Page No.C.41 to C.56, C.67 to C.74

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 17, 19 ,22

LONG ANSWER QUESTION: Q7, 8, 17, 18

LECTURES 32 -36

OBJECTIVE

To make students understand about the setting of standards and the analysis of various variances arises in daily operations.

CONTENT

- Relevance of Standard Cost for Variance Analysis,
- Setting of Standards
 - Standards for Direct Material Cost
 - Standards for direct Labour Cost
 - Standards for Overheads
- Significance of Variance Analysis,
- Computation of Direct Material Variances.
 - Direct Material Cost Variance
 - Direct Material Price Variance
 - Direct Material Quantity or Usage Variance
- Computation of Direct Labour Variances
 - Direct Labour Cost variance
 - Direct Labour Rate Variance
 - Direct Labour Efficiency Variance
- Computation of Overhead Variance
 - Fixed Overhead Variance
 - Variable Overhead Variances

TEXT BOOK:

1 ibid 1 Page No. C.75 to C. 84, C. 90 to C.143

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q16, 20, 21

LONG ANSWER QUESTION: Q 13, 19, 23

OTHER ASSIGNMENT- ILLUSTRATIONS – Q 13, 14, 17, 21, 22

UNIT-IV**LECTURES 37 - 43****OBJECTIVE**

To make students understand about the Marginal Costing, differential costing & key factors which are the limiting factors in a business.

CONTENTS

- Marginal Costing and Profit Planning:
- Marginal Costing Differentiated from Absorption Costing,
- Direct Costing,
- Differential Costing,
- Key Factor,
- Break-even Analysis,
 - PV Ratio

TEXT BOOK:

1 ibid 1 Page No. C.165 to C.177

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q3, 4, 6

LONG ANSWER QUESTION: Q 1, 3, 4

OTHER ASSIGNMENT- ILLUSTRATIONS – Q 2, 3 5, 6

LECTURES 44-48

OBJECTIVE

To make students understand the concept & importance of margin of safety and make them aware about the relevant costs for the management.

CONTENT

- Margin of Safety,
- Cost-Volume-Profit Relationship,
- Advantages of Marginal Costing
- Limitations of Marginal Costing
- Applications of Marginal Costing.
- Decisions Involving Alternative Choices
- Concept of Relevant Costs,
- Steps in Decision Making,

TEXT BOOK:

1 ibid 1, Page No.C.178 to C.211

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q5, 7, 8, 10

LONG ANSWER QUESTION: Q 8, 10, 13

OTHER ASSIGNMENT- ILLUSTRATIONS – Q 13, 14

LECTURES 49-52

OBJECTIVE

To make students understand the decision making in an organization in various situations.

CONTENT

- Decisions Regarding Determination of Sales Mix,
- Exploring new Markets,
- Discontinuance of a Product Line,
- Make or Buy,
- Equipment Replacement, Change Versus Status Quo,
- Expand or Contract and
- Shut-Down or Continue.

TEXT BOOK:

1 ibid 1 Page No. C.224 to C.247

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q13, 14, 15, 16

LONG ANSWER QUESTION: Q 17, 20, 21, 22

OTHER ASSIGNMENT - ILLUSTRATIONS – Q 20, 22, 23, 25

LECTURE PLAN

INDIAN ECONOMY

BBA - 209

**COURSE OUTLINE
BBA-III SEMESTER
INDIAN ECONOMY –BBA 209**

OBJECTIVES:

The primary objective of the course is to familiarize the students with the basic concepts, problems, and scarcities in an economy with special reference to different types of economies; underdeveloped, emerging (developing), developed. An attempt is made to connect, study these issues and macro level problems in respect of Indian Economy.

COURSE OUTCOME:

- To develop an understanding of problems and solutions in Indian Economy.
- To develop an understanding of various concepts of Planning, Growth and Development of Indian Economy.

1. INTERNAL ASSESSMENT AND ASSIGNMENT

25 Marks

1. Class Test-I - (Written Test)

15 Marks

2. Class Assessment + Attendance

10 Marks

COURSE CONTENTS:

UNIT I

- The need for Economic Development
- Causes of Under Development
- Determinants of Development
- National Income of India-estimates
- Interregional variations of National Income
- NITI Aayog (National Institution for Transforming India)

(14 Hours)

UNIT II

- Human Resources and Economic Development:
- Demographic Features of Indian Population
- Size and Growth of Population and Economic Development
- Problem of Over Population
- Human Development Index
- New Economy Policy
- Privatization, Liberalization, Globalization
- Unemployment Problem in India
- Problem of Poverty

(14 Hours)

UNIT III

- Industrialization: Growth & Problems of major industries
- Iron & Steel Industry
- Cotton Textiles Industry
- Cement Industry
- Sugar & Petroleum Industry
- Industrial Policy
- Small Scale Industries
- Problems & Policy of SSIs
- Regional Imbalances
- Parallel Economy
- India's foreign Trade & Balance of Payment

(14 Hours)

UNIT IV

- Indian Finance System:
- Mobilization of Resources for development
- Economic Planning
- Importance of Planning for Economic Development
- Salient Features of India's Five Years Plans
- Priorities-Targets Achievements
- Priorities-Targets Failures
- Factors affecting successful implementation of Plan
- Working Knowledge of Inflation
- Impact of Inflation on economy with special reference to India

(14 Hours)

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Indian Economy and students are advised to go through the material for thorough understanding of the subject:

➤ MAIN TEXT BOOKS:

- 1 **Author's Name(s):** Datt & Sundharam's
Title: Indian Economy
Edition: LXXVII, **Year:** 2016
Publisher: S. Chand & Co. Pvt. Ltd. (ibid 1)

- 2 **Author's Name(s):** Mishra, S.K., and Puri, V.K.
Title: Problems of Indian Economy
Edition: VI **Year:** 2014
Publisher: Himalaya Publishing House (ibid 2)

➤ REFERENCE BOOKS:

- 1 **Author's Name(s):** I.C. Dhingra
Title: The Indian Economy Environment and Policy
Edition: XXIX, **Year:** 2016
Publisher: Sultan Chand & Sons (ibid 3)

- 2 **Author's Name(s):** Ramesh Singh
Title: Indian Economy
Edition: 9th, **Year:** 2017
Publisher: Mc Graw Hill Education (ibid 4)

- 3 **Author's Name(s):** Datt and Mahajan
Title: The Indian Economy Environment and Policy
Edition: 72nd, **Year:** 2018
Publisher: Sultan Chand & Sons (ibid 5)

➤ JOURNALS/ MAGAZINES:

- 1 IUP Journal of Applied Economics
- 2 International Journal of Business Policy & Economics
- 3 Harvard Business Review

UNIT I

LECTURES 1-4

CONCEPT OF ECONOMIC DEVELOPMENT

OBJECTIVE:

The objective of these lectures is to provide basic knowledge about concepts of economic growth and development.

CONTENTS:

- The need for Economic Development
- Causes of Under Development

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 2, 8, 20, 28

LONG ANSWER TYPE QUESTIONS: Q 3, 7, 9, 23, 26

SUGGESTED READING:

TEXT BOOK:

1 ibid 1 - Page No. 3 to 13

REFERENCE BOOK:

1 ibid 3 - Page No.1 to 43

ARTICLES:

- 1 Manmohan Agarwal and Sunandan Ghosh, “Structural in the Indian Economy”, <http://cds.edu/wp-content/uploads/2015/12/WP465.pdf>
- 2 T.S. Papola, “STRUCTURAL CHANGES IN THE INDIAN ECONOMY” <http://isid.org.in/pdf/WP1202.pdf>
- 3 Chakrabarty, K.C., “Transit Path for Indian Economy: Six Steps for Transforming the Elephant into a Tiger” RBI Bulletin, Jan. 2013, pp. 3-11.

LECTURES 5-8

CONCEPT OF NATIONAL INCOME

OBJECTIVE:

The objective of these lectures is to provide basic knowledge about National Income Estimates of Indian Economy.

CONTENTS:

- Determinants of Development
- National Income of India-estimates

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 3, 8 to 10, 12, 13, 15, 26

LONG ANSWER TYPE QUESTIONS: Q 3, 7, 8, 10, 25 to 27

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 1 - Page No. 85 to 86

REFERENCE BOOK:

- 1 ibid 3 – Page No. 120 to 127

ARTICLES:

- 1 Mandeep Singh and Dr. Kuldeep Kaur, “Structural Changes in Indian Economy: An Empirical Analysis using Input-Output Structural Decomposition Analysis”, file:///C:/Users/a/Downloads/960-1-966-1-10-20140504.pdf
- 2 M.R. Singariya, “Links between Structural Changes and Economic Growth in India”, <http://www.asianonlinejournals.com/index.php/Growth/article/viewFile/130/pdf>
- 3 Editorial Board ICAI, “Forward March of Economy despite Hurdles”, Chartered Accountant, May 2015, pp. 3-10.

LECTURES 9-12

NITI AAYOG

OBJECTIVE:

The objective is to have knowledge about NITI AAYOG.

CONTENTS:

- Interregional variations of National Income
- NITI Aayog (National Institution for Transforming India)

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 6, 7, 11, 14, 28

LONG ANSWER TYPE QUESTIONS: Q 1, 2, 25

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 1 - Page No.86 to 89

REFERENCE BOOK:

- 1 ibid 3 - Page No. 72 to 95

ARTICLES:

- 1 Annemarie van Arendonk “The development of the share of agriculture in GDP and employment A case study of China, Indonesia, the Netherlands and the United States”, <http://edepot.wur.nl/342795>
- 2 Jacques Charmes “The Contribution of Informal Sector to GDP in Developing Countries: Assessment, Estimates, Methods, Orientations for the Future”, https://www.researchgate.net/publication/237743723_The_Contribution_of_Informal_Sector_to_GDP_in_Developing_Countries_Assessment_Estimates_Methods_Orientations_for_the_Future

UNIT II

LECTURES 13-17

POPULATION & ECONOMIC DEVELOPMENT

OBJECTIVE:

The objective of these lectures is to explain the idea of economic development and population to the students.

CONTENTS:

- Human Resources and Economic Development:
- Demographic Features of Indian Population

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 4, 9 to 11, 15, 19, 27

LONG ANSWER TYPE QUESTIONS: Q 8, 18, 28 to 30

SUGGESTED READING:

TEXT BOOK:

1. ibid 1 – Page No.186 to 205

REFERENCE BOOK:

1. ibid 3 – Page No.252 to 272

LECTURES 18-21

POPULATION & ECONOMIC DEVELOPMENT

OBJECTIVE:

The objective of these lectures is to explain the idea how over population affects economic development to the students.

CONTENTS:

- Size and Growth of Population and Economic Development
- Problem of Over Population

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 13, 14, 16, 20, 24, 26

LONG ANSWER TYPE QUESTIONS: Q 1, 3 to 7, 9, 19, 20, 24, 25, 27

SUGGESTED READING:

TEXT BOOK:

1. ibid 1– Page No.294 to 331

REFERENCE BOOK:

1. ibid 3 – Page No.473 to 489

LECTURES 22-25

NEW ECONOMIC POLICY

OBJECTIVE:

The objective is to have knowledge about the concept of New Economic Policy in India.

CONTENTS:

- Human Development Index
- New Economy Policy

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 12, 22 to 28

LONG ANSWER TYPE QUESTIONS: Q 2, 13, 26

SUGGESTED READING:

TEXT BOOK:

1. ibid 1 – Page No.249 to 276

REFERENCE BOOK:

1. ibid 3 – Page No. 436 to 458

LECTURES 26-28**NEW ECONOMIC POLICY****OBJECTIVE:**

The objective is to make them able to understand about economic problems in an economy like poverty, unemployment and the impact of these problems on developing economy like India.

CONTENTS:

- Privatization, Liberalization, Globalization
- Unemployment Problem in India
- Problem of Poverty

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 17, 25, 27

LONG ANSWER TYPE QUESTIONS: Q 10 to 12, 26

SUGGESTED READING:**TEXT BOOK:**

1. ibid 1- Page No. 396 to 424, 482 to 496

REFERENCE BOOK:

1. ibid 3 – Page No.292 to 313

UNIT III**LECTURES 29-31****GROWTH & PROBLEMS OF MAJOR INDUSTRIES**

OBJECTIVE:

The objective of these lectures is to provide knowledge about growth and major problems in Iron & Steel Industry.

CONTENTS:

- Industrialization: Growth & Problems of major industries
- Iron & Steel Industry

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 10 to 22, 28

LONG ANSWER TYPE QUESTIONS: Q 8 to 16, 29

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 1 – Page No.794 to 809

REFERENCE BOOK:

- 1 ibid 3 – Page No. 595 to 642

ARTICLES:

- 1 Rajesh K. Pilaania, “An Exploratory Study of Indian Foreign Trade”, https://www.researchgate.net/publication/23548328_AN_EXPLORATORY_STUDY_OF_INDIAN_FOREIGN_TRADE
- 2 Kuldeep Singh, ” INDIA’S FOREIGN TRADE SINCE 1947-2015: AN EXPLORATORY STUDY”, <http://indianresearchjournals.com/pdf/IJMFSMR/2015/June/11.pdf>
- 3 Raghuram G. Rajan, “India in the Global Economy”, RBI Bulletin, April 2016, pp.61-68.

LECTURES 32-34

GROWTH & PROBLEMS OF MAJOR INDUSTRIES

OBJECTIVE:

The objective of these lectures is to provide knowledge about growth and major problems in cotton Textiles & Cement Industry.

CONTENTS:

- Cotton Textiles Industry
- Cement Industry

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1 to 9, 21, 23, 27

LONG ANSWER TYPE QUESTIONS: Q 1 to 7, 17, 22, 25, 26

SUGGESTED READING:

TEXT BOOKS:

1 ibid 1 - Page No. 810 to 829

REFERENCE BOOKS:

1 ibid 3 - Page No.595 to 642

LECTURES 35-37

GROWTH & PROBLEMS OF MAJOR INDUSTRIES

OBJECTIVE:

The objective of these lectures is to provide knowledge about growth and major problems in Sugar & Petroleum Industry.

CONTENTS:

- Sugar & Petroleum Industry
- Industrial Policy

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 24, 25 to 27

LONG ANSWER TYPE QUESTIONS: Q 17, 24

SUGGESTED READING:

TEXT BOOK:

1 ibid 1 – Page No.820 to 827

REFERENCE BOOK:

1 ibid 3 – Page No.595 to 642

UNIT III

LECTURES 38-40

SMALL SCALE INDUSTRIES & INDIA'S FOREIGN TRADE

OBJECTIVE:

The objective of these lectures is to provide knowledge about Small Scale Industries problems & policy in India.

CONTENTS:

- Small Scale Industries
- Problems & Policy of SSIs
- Regional Imbalances
- Parallel Economy

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 8 to 12

LONG ANSWER TYPE QUESTIONS: Q 2, 26

SUGGESTED READING:

TEXT BOOK:

1 ibid 1 - Page No.818 to 827

REFERENCE BOOK:

1 ibid 3 - Page No.595 to 642

UNIT IV

LECTURES 41-44

INDIAN FINANCE SYSTEM

OBJECTIVE:

The objective of these lectures is to make aware about India's Foreign Trade and Balance of Payment.

CONTENTS:

- India's foreign Trade & Balance of Payment
- Mobilization of Resources for development
- Economic Planning
- Importance of Planning for Economic Development
- Salient Features of India's Five Years Plans
- Priorities-Targets Achievements
- Priorities-Targets Failures

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 9, 10, 13, 18, 19, 28

LONG ANSWER TYPE QUESTIONS: Q 3, 4, 19 to 21, 26

SUGGESTED READING:

TEXT BOOK:

1 ibid 1 – Page No.844 to 864

REFERENCE BOOK:

1 ibid 3 – Page No. 595 to 640

UNIT IV

LECTURES 45-48

INFLATION IN INDIA

OBJECTIVE:

The objective is to have knowledge about Inflation and the impact on an economy.

CONTENTS:

- Factors affecting successful implementation of Plan
- Working Knowledge of Inflation
- Impact of Inflation on economy with special reference to India

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 11, 12, 15 to 17, 26

LONG ANSWER TYPE QUESTIONS: Q 1, 7, 16, 27

SUGGESTED READING:**TEXT BOOK:**

1 ibid 1 – Page No.844 to 864

REFERENCE BOOK:

1 ibid 3 – Page No.595 to 642

UNIT IV**LECTURES 49-52****TARGETS & ACHIEVEMENTS OF INDIA'S FIVE-YEAR PLANS****OBJECTIVE:**

The objective is to make them able to understand about India's Five Year Plans, their achievements and Failures.

CONTENTS:

- Salient Features of India's Five Years Plans
- Priorities-Targets Achievements
- Priorities-Targets Failures
- Factors affecting successful implementation of Plan
- Working Knowledge of Inflation
- Impact of Inflation on economy with special reference to India

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 13, 23, 25, 30

LONG ANSWER TYPE QUESTIONS: Q 1, 7, 16, 28

SUGGESTED READING:

TEXT BOOK:

1 ibid 1- Page No.794 to 809

REFERENCE BOOK:

1 ibid 3 - Page No. 595 to 642

LECTURE PLAN

ENVIRONMENTAL SCIENCE

BBA- 211

**COURSE OUTLINE
BBA-III SEMESTER
ENVIRONMENTAL SCIENCE
BBA - 211**

COURSE OBJECTIVE:

Credits: 4

The basic objective of this paper is to understand the basic fundamental to environmental science, complexity of ecosystems, major environmental problems including their causes and consequences. This course endeavors to provide a background to current and controversial environmental issues and possible solutions to environmental problems.

COURSE OUTCOME:

- Develop an understanding of various intricacies of Environment Science
- Develop capability to identify core issues of Environment Science and application
- Develop an understanding of social issues and policies involved in Environment Science

METHODS OF TEACHING: PRIMARILY LECTURES, ASSIGNMENTS AND CLASS DISCUSSIONS

- The Course would revolve around environmental science issues and problems. Assignments would involve analysis of environmental issues with class discussions on current and controversial environmental issues to optimize the understanding of the students. Most of the session would start with the lecture, which in turn would lead to discussions about social issues and policies that have an impact upon the environment.

INTERNAL ASSESSMENT AND ASSIGNMENT

100 Marks

1. Class Test - Written Test
2. Class Assessment - (Individual Presentations/Viva-Voice/Projects/Reports/Written Assignments/Project/Group Discussions)
3. Attendance

COURSE CONTENTS:

UNIT I

Ecosystems and How They Work

- Types of eco-systems
- Geosphere-Biosphere and Hydrosphere-Introduction
- Major issues of biodiversity
- Conservation of Bio-diversity

Concept of Sustainability and International Efforts for Environmental Protection

- Concept of Sustainable Development
- Emergence of Environmental Issues
- International Protocols
- WTO
- Kyoto Protocol
- International Agreement on Environment Management **(07 Hours)**

UNIT II

Water Pollution

- Water Resources of India
- Hydrological Cycle
- Methods of Water Conservation and Management
- Rain water harvesting and their legal aspects
- River Action Plan
- Ground and Surface Water Pollution
- Waste Water Management

Air Pollution

- Air pollution and Air Pollutants
- Sources of Air Pollution and its Effect on Human Health and Vegetation
- Green House Effect
- Global Warming and climate change **(07 Hours)**

UNIT III

Solid Waste

- Waste management and various methods used
- Compositing
- Land Fill Sites
- Hazardous Waste Management
- Biomedical Waste Management
- Environmental Impact Assessment
- Environmental Management System-Introduction and its Impact **(07 Hours)**

Environmental Impact Assessment (EIA) and Environmental Management System (EMS):

- Introduction to EIA,
- EIA & its Impact,

UNIT – IV

Introduction to Environmental Laws

- Legal Framework
- The Indian Penal Code
- Role of Judiciary in Environmental Protection
- Water (Prevention and Control of Pollution) Act,1974
- Environmental (Protection)Act,1986
- Air (Prevention and Control of Pollution) Act,1981

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for the subject Environmental Science and students are advised to go through the material for thorough understanding of the subject.

➤ MAIN TEXT BOOKS:

- 1. Author's Name(s):** Asthana, D.K. and Meera
Title: A Textbook of Environmental Studies
Edition: I Year: 2016
Publisher: Sultan Chand and Sons **(ibid 1)**

- 2. Author's Name(s):** Chaturvedi D.D., Jain Anuradha, Malik Rajeswari, Bharti Anju
Title: Environmental Science
Edition: III Year: 2018
Publisher: MKM Publishers Pvt. Ltd. **(ibid 2)**

UNIT I

LECTURES 1-2

ECOSYSTEMS

OBJECTIVE:

The objective of these lectures is to gain an understanding of the concepts relating to fundamental of environmental science, to understand the complexity of ecosystems and possibly how to sustain them, to understand the relationships between humans and the environment.

CONTENTS:

- Introduction to Environmental Science
- Concept of ecosystem
- Components of Eco-systems: Biotic and Abiotic Components
- Types of Eco-Systems
- Geosphere, Biosphere. Hydrosphere: introduction

SUGGESTED READINGS

1. ibid 1 page 1 – 74
2. ibid 2 page 1-20

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1,10, 15, 18, 25

LONG ANSWER TYPE QUESTIONS: Q 6 to 8, 12, 18 to 24

ARTICLES

1. Kapur, D., Khosla, R., & Mehta, P. B. (2009). Climate change: India's options. *Economic and Political Weekly*, 34-42
2. <https://www.the-scientist.com/features/evolutions-quick-pace-affects-ecosystem-dynamics-31598>

LECTURES 3-4

BIODIVERSITY

OBJECTIVE:

The objective of these lectures is to gain an understanding of the concepts relating to fundamental Biodiversity, to understand the levels of Biodiversity & the species which are in danger zone.

CONTENTS

- Biodiversity
- Levels of Biodiversity
- Major Biodiversity zones in India
- Threats to Bio-diversity
- Conservation of Bio-diversity
 - In-situ conservation
 - Ex-situ conservation

SUGGESTED READINGS

1. ibid 1 page 75 – 174
2. ibid 2 page 21-39

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1,10, 15, 18, 25

LONG ANSWER TYPE QUESTIONS: Q 6 to 8, 12, 18 to 24

ARTICLES

1. Shabbir, S. (2015). Challenges of Climate Change and India's Policy Options'. *Global Journal of Legal Studies*, 4(1).
2. <https://www.sciencedaily.com/releases/2018/12/181206114732.htm>

LECTURES 5- 6

CONCEPT OF SUSTAINABILITY AND INTERNATIONAL EFFORTS FOR ENVIRONMENTAL PROTECTION

OBJECTIVE:

The objective of these lectures is to make the students understand and to gain an insight upon various international efforts being made for environmental protection.

CONTENT

- Sustainable Development: Introduction and Concept
- Emergence of environmental issues
 - Population growth
 - Greenhouse effect and global warming
 - Urbanization
 - Pollution
 - Acid Rain

- Ozone Layer Depletion
- Fluoride water in Drinking Water

SUGGESTED READING:

1. ibid 1 page 311-320
2. ibid 2 page 3.1-3.24

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 3,5, 7, 17,18, 23,25

LONG ANSWER TYPE QUESTIONS: Q 4 to 8, 13, 14, 18 to 24

ARTICLES

1. Kapur, R. (2016). Journal of Ecosystem & Ecography.
2. Ponting, C. (1993). A green history of the world. The environment and the collapse of great civilizations.

LECTURE 7

INTERNATIONAL EFFORTS FOR ENVIRONMENTAL PROTECTION

OBJECTIVE:

The objective of these lectures is to make the students understand and to gain an insight upon various international efforts being made for environmental protection.

CONTENT

- Environmental issues
 - Fluoride water in Drinking Water
 - Plastic Waste Management
- Stockholm conference on Environment
- International Protocols:-
 - International Agreements in Environmental Management
 - WTO
 - Kyoto Protocol

SUGGESTED READING:

1. ibid 1page 321-328
2. ibid 2 page 3.25-3.34

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 3,5, 7, 17,18, 23,25

LONG ANSWER TYPE QUESTIONS: Q 4 to 8, 13, 14, 18 to 24

ARTICLES

1. Gleick, P. H. (1993). Water in crisis: a guide to the worlds fresh water resources.
2. Odum, H. T. (1996). Environmental accounting: emergy and environmental decision making. Wiley.

UNIT II

LECTURES 8- 9

WATER POLLUTION

OBJECTIVE:

The objective of these lectures is to make students understand about major environmental problems relating to water pollution including their causes and consequences and possible solutions to these problems.

CONTENTS:

- Introduction: Hydropower as a clean source of energy, coal, oil, natural gas etc.
- Water Resources of India
- Hydrological Cycle
- Methods of water conservation and management, river action plan, ground and surface water pollution
- Recycling and management of water and wastewater (domestic and industrial)
- Water borne diseases and health related issues
- Steps taken by Govt. to control water pollution
- Waste Water Management

SUGGESTED READING

1. ibid 2: page 4.1-4.40

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 4, 5, 6, 9, 14

LONG ANSWER TYPE QUESTIONS: Q 5, 6, 9, 15, 22

ARTICLES

1. Pimentel, D., Berger, B., Filiberto, D., Newton, M., Wolfe, B., Karabinakis, E., ... & Nandagopal, S. (2004). Water resources: agricultural and environmental issues. *BioScience*, 54(10), 909-918.

LECTURES 10-11

AIR POLLUTION

OBJECTIVE:

The objective of these lectures is to make students understand about major environmental problems relating to Air pollution including their causes and consequences.

CONTENTS:

- Air pollutants and Air pollution
- Sources of Air Pollution and its Effect on Human Health and Vegetation
- Green House Effect
- Global Warming and Climate change

SUGGESTED READINGS

1. ibid 1 page 239-259
2. ibid 2 page 5.1-5.40

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 7,9, 14, 19, 24

LONG ANSWER TYPE QUESTIONS: Q 6, 18 , 22 , 24

ARTICE

1. Williams, B. K. (2011). Adaptive management of natural resources—framework and issues. *Journal of environmental management*, 92(5), 1346-1353.

UNIT III

LECTURES 12-16

SOLID WASTE

OBJECTIVE:

The objective of these lectures is to make students understand about major environmental problems relating to solid waste including their causes and consequences.

CONTENTS:

- Sustainable waste Management: Introduction and Characteristics of solid wastes
- Methods used for solid waste management
- Hazardous waste management
- Biomedical waste management

SUGGESTED READING

TEXT BOOK:

1. ibid 1, page 185-196
2. ibid 2, page 5.4-5.6.2

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1,10, 15, 18, 25

LONG ANSWER TYPE QUESTIONS: Q 6 to 8, 12, 18 to 24

ARTICLE

1. Schultz, P. W. (2000). New environmental theories: Empathizing with nature: The effects of Perspective taking on concern for environmental issues. Journal of social issues, 56(3), 391-406.

LECTURES 17-21

ENVIRONMENTAL IMPACT ASSESSMENT

OBJECTIVE:

The objective of these lectures is to make the students understand the importance of environmental assessment.

CONTENTS:

- Introduction to Environmental Impact Assessment
- Environmental Impact Assessment Process

SUGGESTED READING

1. ibid 2, page 6.1-6.19

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 5, 6, 7, 8, 10, 14, 15

LONG ANSWER TYPE QUESTIONS: Q 8, 9, 14, 17, 16

ARTICLE

1. Dunlap, R. E., & Van Liere, K. D. (1978). The “new environmental paradigm”. *The journal of environmental education*, 9(4), 10-19

UNIT IV

LECTURES 22-25

ENVIRONMENTAL LAWS

OBJECTIVE:

The objective of these lectures is to make the students understand the importance of how social issues and various environmental policies and laws impact the environment.

CONTENTS:

- Legal framework and Indian penal code
- Need for Environmental Laws
- Role of judiciary in environmental protection

SUGGESTED READING:

TEXT BOOKS

1. ibid 1 page 341-343
2. ibid 2-page no.7.1-7.25

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1, 10, 15, 18, 25

LONG ANSWER TYPE QUESTIONS: Q 6 to 8, 12, 18 to 24

ARTICLES

1. Singh, R. B., & Misra, S. (1996). *Environmental law in India: issues and responses*. Concept Publishing Company.
2. Randeria, S. (2003). Globalization of law: environmental justice, World Bank, NGOs and the cunning state in India. *Current sociology*, 51(3-4), 305-328.

LECTURES 26-28

ENVIRONMENTAL LAWS

OBJECTIVE:

The objective of these lectures is to make the students understand the importance of how social issues and various environmental policies and laws impact the environment.

CONTENTS:

- Water (Prevention and Control of Pollution) Act, 1974
 - Salient features
 - Objective
- Environmental (Protection) Act, 1986
 - Salient features
 - Objective
 - Powers Provided by Act to Central Govt
- Air (Prevention and Control of Pollution) Act, 1981
 - Salient features
 - Objective
 - Functions of Central Board under Air Act
 - Functions of State Board

SUGGESTED READING:

TEXT BOOK:

1. *ibid* 1 page 341-343
2. *ibid* 2 page 7.26-7.40

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1, 10, 15, 18, 25

LONG ANSWER TYPE QUESTIONS: Q 6 to 8, 12, 18 to 24

ARTICLES

1. Karn, S. K., & Harada, H. (2001). Surface water pollution in three urban territories of Nepal, India, and Bangladesh. *Environmental Management*, 28(4), 483-496.
2. Iyer, R. R. (Ed.). (2009). *Water and the Laws in India*. SAGE Publications India.