



# KESHAV MEMORIAL INSTITUTE OF COMMERCE & SCIENCES

( Affiliated to Osmania University )

A Unit of Keshav Memorial Educational Society

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ESTD. 1945

## 1.3.1---Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum

COURSE	SUBJECT	ETHICS	EVS	HV
B.COM-GENERAL	Universal Human values	✓		✓
	Environmental science		✓	
	professional skills			✓
B.COM-COMPUTERS APPLICATION	Universal Human values	✓		✓
	Environmental science		✓	
	professional skills			✓
B.COM-HONORS	Universal Human values	✓		✓
	Environmental science		✓	
	professional skills			✓
B.COM-BUSINESS ANALYTICS	Universal Human values	✓		
	Organization behavior	✓		
	Environmental science		✓	
	professional skills			✓
B.B.A	Universal Human values	✓		
	principles of management			✓
	Organization behavior	✓		
	Environmental science		✓	
	Basic quality management			✓
	Introduction to information technology	✓		
	Human resource management	✓		
	professional skills			✓
B.SC-MPC	Universal Human values	✓		✓
	Environmental science		✓	
	professional skills			✓
B.SC-MSCs	Universal Human values	✓		✓
	Environmental science		✓	
	professional skills			✓
B.SC-MPCs	Universal Human values	✓		✓
	Environmental science		✓	
	professional skills			✓
B.SC-Bt MB c	Universal Human values	✓		✓
	Environmental science		✓	
	professional skills			✓

*V. Senthil*  
PRINCIPAL

Keshav Memorial Institute of Commerce & Sciences,  
Narayanaguda, Hyderabad-500 029  
College Code No: 1110/318

BBA(CBCS) OU

# **BBA (CBCS) SYLLABUS**

**(APPLICABLE FOR BATCH OF 2021-22 ONWARDS)**

**FACULTY OF MANAGEMENT**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**OSMANIA UNIVERSITY**

**HYDERABAD -500007**



**University with Potential for Excellence**

**(Accredited by NAAC with A+ Grade)**

**BBA COURSE STRUCTURE AND SYLLABUS AS PER CBCS  
GUIDELINES**

**2021-22**

*V. Sudha*

**CHAIRMAN  
BOS IN BUSINESS MANAGEMENT  
OSMANIA UNIVERSITY,  
Hyderabad-500 007, T.S., India.**

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**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**OSMANIA UNIVERSITY**  
**HYDERABAD -500007**  
**I YEAR**  
**SEMESTER – I**

Course Code	Course Title	HPW	Credits	Duration of Exam	Max. Marks
ELS 1	English (First Language) – 1	4	4	3 Hrs	80 U + 20 I
SL 1	Second Language – 1	4	4	3 Hrs	80 U + 20 I
AECC 1	Environmental Studies	2	2	1 ½ Hrs	40 U + 10 I
DSC 101	Principles of Management	5	5	3 Hrs	80 U + 20 I
DSC 102	Basics of Marketing	5	5	3 Hrs	80 U + 20 I
DSC 103	Business Economics	5	5	3 Hrs	80 U + 20 I
	<b>Total Semester Credits</b>	<b>25</b>	<b>25</b>		

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**SEMESTER – II**

<b>Course Code</b>	<b>Course Title</b>	<b>HPW</b>	<b>Credits</b>	<b>Duration of Exam</b>	<b>Max. Marks</b>
<b>ELS 2</b>	English (First Language) – 2	<b>4</b>	<b>4</b>	3 Hrs	<b>80 U + 20 I</b>
<b>SL 2</b>	Second Language – 2	<b>4</b>	<b>4</b>	3 Hrs	<b>80 U + 20 I</b>
<b>AECC 2</b>	Basic Computer Skills	<b>2</b>	<b>2</b>	1 ½ Hrs	<b>40 U + 10 I</b>
<b>DSC 201</b>	Organizational Behavior	<b>5</b>	<b>5</b>	3 Hrs	<b>80 U + 20 I</b>
<b>DSC 202</b>	Business Statistics	<b>5</b>	<b>5</b>	3 Hrs	<b>80 U + 20 I</b>
<b>DSC 203</b>	Financial Accounting	<b>5</b>	<b>5</b>	3 Hrs	<b>80 U + 20 I</b>
	<b>Total Semester Credits</b>	<b>25</b>	<b>25</b>		

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**II YEAR  
SEMESTER – III**

Course Code	Course Title	HPW	Credits	Duration of Exam	Max. Marks
ELS 3	English (First Language) – 3	3	3	3 Hrs	80 U + 20 I
SL 3	Second Language – 3	3	3	3 Hrs	80 U + 20 I
SEC 1	a) Communication Skills b) Professional Skills	2	2	1.5 Hrs	40 U + 10 I
SEC 2	a) Basic Quality Management b) Advanced Computer Skills	2	2	1.5 Hrs	40 U + 10 I
DSC 301	Human Resource Management	5	5	3 Hrs	80 U + 20 I
DSC 302	Introduction to Information Technology	4T + 2 P	5	3 Hrs	60 U + 20 P + 20 I
DSC 303	Financial Management	5	5	3 Hrs	80 U + 20 I
	<b>Total Semester Credits</b>	<b>24/25</b>	<b>25</b>		

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SEMESTER – IV

Course Code	Course Title	HPW	Credits	Duration of Exam	Max. Marks
ELS 4	English (First Language) – 4	3	3	3 Hrs	80 U + 20 I
SL 4	Second Language – 4	3	3	3 Hrs	80 U + 20 I
SEC 3	a) Leadership and Management Skills b) Universal Human Values	2	2	1.5 Hrs	40 U + 10 I
SEC 4	a) Start Up Opportunity and Feasibility b) Business Policy and Strategy	2	2	1.5 Hrs	40 U + 10 I
DSC 401	Business Law and Ethics	5	5	3 Hrs	80 U + 20 I
DSC 402	Marketing Research	5	5	3 Hrs	80 U + 20 I
DSC 403	Management Science	5	5	3 Hrs	80 U + 20 I
	<b>Total Semester Credits</b>	<b>25</b>	<b>25</b>		

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**III YEAR  
SEMESTER – V**

Course Code	Course Title	HPW	Credits	Duration of Exam	Max. Marks
ELS 5	English (First Language) – 5	3	3	3 Hrs	80 U + 20 I
SL 5	Second Language – 5	3	3	3 Hrs	80 U + 20 I
GE 501	Mobile Commerce	4	4	3 Hrs	80 U + 20 I
DSE501	a) Entrepreneurship Development b) Business Analytics	5	5	3 Hrs	80 U + 20 I
DSE 502	a) Financial Markets and Services (F) b) Brand Management (M) c) <b>Organizational Development (HR)</b> d) Fundamentals of Retail Management (RM)	5	5	3 Hrs	80 U + 20 I
DSE 503	a) Analysis of Investment in Financial Assets (F) b) Retail Marketing (M) c) <b>Performance Appraisal and Counseling (HR)</b> d) Retail Mall Management (RM)	5	5	3 Hrs	80 U + 20 I
	<b>Total Semester Credits</b>	<b>25</b>	<b>25</b>		

**Electives**

- (F) Finance
- (M) Marketing
- (HR) Human Resource Management
- (RM) Retail Management

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**SEMESTER – VI**

Course Code	Course Title	HPW	Credits	Duration of Exam	Max. Marks
<b>ELS 6</b>	English (First Language) – 6	<b>3</b>	<b>3</b>	3 Hrs	<b>80 U + 20 I</b>
<b>SL 6</b>	Second Language – 6	<b>3</b>	<b>3</b>	3 Hrs	<b>80 U + 20 I</b>
<b>DSE 601</b>	a) Supply Chain Management b) Business Intelligence and Data Visualization	<b>5</b>	<b>5</b>	3Hrs	<b>80 U + 20 I</b>
<b>DSE 602</b>	a) Banking (F) b) Buyer Behaviour (M) c) Leadership and Change Management (HR) d) Global Retailing and Merchandizing (RM)	<b>5</b>	<b>5</b>	3Hrs	<b>80 U + 20 I</b>
<b>DSE 603</b>	a) Insurance (F) b) Customer Relationship Management (M) c) <b>Compensation Management</b> (HR) d) Retail Store Operations and Pricing (RM)	<b>5</b>	<b>5</b>	3 Hrs	<b>80 U + 20I</b>
<b>PR 601</b>	Project Report		<b>3</b>		<b>Grade</b>
<b>CV 601</b>	Viva Voce		<b>1</b>		<b>Grade</b>
	<b>Total Semester Credits</b>	<b>21</b>	<b>25</b>		
	<b>Total of All Semesters Credits</b>		<b>150</b>		

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**Electives**

(F) Finance,

(M) Marketing

(HR) Human Resource Management

(RM) Retail Management

**\* Project Report and Viva Voce will be evaluated for total of 100 marks and converted to Grade**

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## BBA(CBCS) OU

**ELS:** English Language Skill; **SL** – Second Language; **AECC:** Ability Enhancement Compulsory Course; **SEC:** Skill Enhancement Course; **DSC:** Discipline Specific Course; **DSE:** Discipline Specific Elective; **GE:** Generic Elective; **T:** Theory; **P:** Practical; **L:** Lab; **I:** Internal Exam; **U:** University Exam; **PR:** Project Report; **CV:** Viva-Voce Examination; **F:** Finance; **M:** Marketing; **HR:** Human Resource Management, **BA:** Business Analytics, **RM:** Retail Management

**Note:** A student must choose one subject each from SEC 1, SEC 2, SEC 3 and SEC 4 respectively. Syllabus for Skill Enhancement Courses specified by UGC shall be taken from UGC - Jeevan Kaushal.

For DSE 501 and 601 student may choose any elective of the two choices offered.

In the case of DSE 502, 503, 602 and 602, the student must study subjects according to the specialization chosen i.e., Finance, Marketing, HR or Retail Management electives in Semester V and VI.



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**OSMANIA UNIVERSITY**  
**PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEMS (CBCS) IN**  
**BBA PROGRAMME**

Sl.No.	Course Category	No. of Courses	Credits per Course	Credits
1.	English Language	4	4/3	20
2.	MIL	4	4/3	20
3.	AECC	2	2	4
4.	SEC	4	2	8
5.	GE	1	4	4
6.	Project Report	1	3	3
7.	Viva-voce	1	1	1
8.	DSC	12	5	60
9.	DSE	6	5	30
	<b>Total</b>	<b>36</b>		<b>150</b>
<b>Credits Under NON – CGPA</b>		<b>NSS/NCC/Sports/ Extra Curricular</b>	<b>Up to 6 (2 in each year)</b>	
		<b>Summer Internship</b>	<b>Up to 4 (2 in each after I &amp; II years)</b>	

**Note:**

- 1) IT lab will be evaluated through a practical exam.
- 2) At the end of third year there will be a comprehensive viva-voce on all subjects studied & project undertaken during sixth semester and evaluation of project report.
- 3) Grades are awarded to both the project viva-voce and project report as per University Norms.
- 4) Colleges are instructed to have tutorial/practicals for every subject through group/individual student presentations, assignments, mini projects etc. and make the curriculum more student centric as per the latest guidelines of UGC.

  
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# I - SEMESTER

**COURSE NO. AECC -1****ENVIRONMENTAL STUDIES****COURSE OBJECTIVES:**

1. To create awareness about environmental problems among people.
2. To develop attitude of concern for the environment in the students.
3. To help students to explore possible solutions of environmental problems, and to lay the foundation for a fully informed and active participation of individual in the protection of environment and the prudent and rational use of natural resources.

**COURSE OUTCOMES:**

1. Understand the transactional character of the environmental problems and ways of addressing them, including the interaction across local and global scales.
2. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
3. Understand the importance of sustainable development and modern approaches that enable humans to protect the environment.

**UNIT - I: ECOSYSTEM, BIODIVERSITY & NATURAL RESOURCES** – Definition, Scope & Importance of Environmental Studies. Structure of Ecosystem – Abiotic & Biotic components Producers, Consumers, Decomposers, Food chains, Food webs, Ecological pyramids). Function of an Ecosystem: Energy flow in the Ecosystem (Single channel energy. (Flow model). Definition of Biodiversity, Genetic, Species & Ecosystem diversity, Hot spots of Biodiversity, Threats to Biodiversity, Conservation of Biodiversity (Insitu & Exsitu). Renewable & Non – renewable resources, Brief account of Forest , Mineral & Energy (Solar Energy & Geothermal Energy) resources Water Conservation, Rain water harvesting & Watershed management.

**UNIT - II: ENVIRONMENTAL POLLUTION, GLOBAL ISSUES & LEGISLATION**  
Causes, Effects & Control measures of Air Pollution, Water Pollution. Solid Waste Management. Global Warming & Ozone layer depletion. Ill – effects of Fire- works Disaster management – floods, earthquakes & cyclones Environmental legislation :- (a) Wild life Protection Act (b) Forest Act (c) Water Act (d) Air Act Human Rights, Women and Child welfare, Role of Information technology in environment and human health.

**FIELD STUDY:** Pond Ecosystem, Forest Ecosystem.

**SUGGESTED BOOKS**

1. Environmental Studies - from Crisis to Cure – by R. Rajagopalan Oxford University Press.
2. Text book of Environmental Studies for Undergraduate Courses by Erach Bharucha
3. Environmental Studies- Anubha Kaushik- New Age
4. Environmental Studies- Daniels- Wiley
5. A Text book of Environmental Studies by Dr.D.K.Asthana and Dr. Meera Asthana S Chand Publication

**COURSE NO. DSC - 101**  
**PRINCIPLES OF MANAGEMENT**

**COURSE OBJECTIVES:**

1. To enable the students to study the evolution of management.
2. To study the functions and principles of management.
3. To learn the application of the principles in an organization
4. To study the system and process of effective controlling in the organization.

**COURSE OUTCOMES:**

1. Students will be able to have clear understanding of managerial functions.
2. Understand planning process in the organization
3. Learn the principles of Organizing
4. Understand the concept and process of Staffing
5. Demonstrate the ability to directing, leadership and communicate effectively

**UNIT - I: INTRODUCTION TO MANAGEMENT:**

Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

**UNIT - II: PLANNING – IMPORTANCE:**

Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

**UNIT - III: ORGANIZING:**

Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

**UNIT - IV: STAFFING:**

Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

**UNIT - V: EMERGING ISSUES IN MANAGEMENT:**

Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility.

**SUGGESTED BOOKS**

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heij Wehrich, Essentials of Management, Tata McGraw-Hill Education, New Delhi.
3. T.Ramasamy Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications
6. P.C. Tripathi & P.N. Reddy Principles of Management, Tata McGraw-Hill Education, New Delhi.
7. Singh, "Principles and Practices of Management and Organizational Behaviour, Sage Publication.
8. Ganguly, Principles of Management, Cengage Publications.

# II - SEMESTER



**COURSE NO. DSC - 201**  
**ORGANISATIONAL BEHAVIOUR**

**COURSE OBJECTIVES:**

1. To gain the understanding of concept of Organizational Behavior.
2. To Understand the theories of Motivation, Group processes and Group dynamism
3. To understand the concept of change in organization.
4. To gain insights on factors influencing Organizational Culture.

**COURSE OUTCOMES:**

1. Upon the Completion of the course, students will be able to demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
2. Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
3. Analyze the complexities associated with management of the group behavior in the organization.
4. Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.

**UNIT - I: ORGANIZATIONAL BEHAVIOR:**

Meaning - Importance and historical development of organizational behavior - Factors influencing organizational behavior - Perception and Attribution - Concept - Nature and process - Factors influencing perception - Values and Attitudes - Personality - Stages of personality development - Determinants of personality - Concept and theories of learning

**UNIT – II: MOTIVATION:**

Concept - Importance and theories of motivation - Leadership - Concept - Characteristics - Theories and styles of leadership - Managerial Grid - Leadership continuum and Leadership effectiveness

**UNIT - III: GROUP DYNAMICS:**

Meaning of groups and group dynamics - Formation, Characteristics and Types of groups -Theories of group dynamics - Group cohesiveness - Factors influencing group cohesiveness - Group decision making process - Types of teams - Analysis of Interpersonal Relationship -Transactional Analysis - Johari Window

**UNIT – IV: MANAGEMENT OF CHANGE:**

Meaning and importance of change - Factors contributing to organizational change - Change agents, Resistance to change – Causes of and dealing with resistance to change - Organizational Development - Meaning and process

**UNIT - V : ORGANIZATIONAL CULTURE, CONFLICT AND EFFECTIVENESS :**

Concept of Organizational Culture - Distinction between organizational culture and organizational climate - Factors influencing organizational culture - **Morale**- Concept and **types of morale** - Managing conflict - Organizational Effectiveness - Indicators of organizational effectiveness - Achieving organizational effectiveness - Organizational Power and Politics

**SUGGESTED BOOKS**

1. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi
2. Robbins, Judge and Vohra, Organizational Behaviour, Prentice Hall
3. Luthans Fred - Organizational Behavior - McGraw Hill
4. Rao, VSP & Narayana, P.S.-Organization Theory & Behavior, Konark Publishers Delhi,.
5. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi
6. Sekaran, Uma - Organizational Behavior-text & cases-Tata McGraw Hill, New Delhi.
7. Aswathappa. K. - Organizational Behavior – HPH
8. Afsaneh Nahavandi, Organizational Behavior, Sage Publications.
9. Gupta, Organisational Behaviour: Design, Structure and Culture, Wiley.

# III - SEMESTER

**COURSE NO. SEC 1**

**(a) COMMUNICATION SKILLS**

**COURSE OBJECTIVES**

1. To provide the essentials of communication skills
2. To equip the students with effective listening, speaking and writing skills
3. To impart the knowledge on basic digital literacy

**COURSE OUTCOMES**

1. Students will understand the importance of communication skills
2. Develop competence in oral, written and visual communication
3. Understand current technology related to the communication field

**[https://www.ugc.ac.in/pdfnews/1825419\\_Draft-LIFE-SKILLS-JEEVAN-KAUSHAL-17-03-2021.pdf](https://www.ugc.ac.in/pdfnews/1825419_Draft-LIFE-SKILLS-JEEVAN-KAUSHAL-17-03-2021.pdf)**

1. Taylor, Shirely, Communication for Business, New Delhi: Pearson Education.
2. Kalia, Business Communication: A Practice-Oriented Approach, Wiley
3. Chauhan, Soft Skills: An Integrated Approach to Maximise Personality, Wiley
4. Bailey, Stephen, Academic Writing: A handbook for International Students, Routledge
5. Hogue, Ann, First Steps in Academic Writing, Person Logman.
6. UGC – Jeevan Kaushal

**COURSE NO. SEC 1**

**(b) PROFESSIONAL SKILLS**

**COURSE OBJECTIVES**

1. To equip the students with necessary professional skills
2. To enable students, explore their career opportunities through necessary training
3. To impart skills of understanding and practicing Etiquettes

**COURSE OUTCOMES**

1. Develop a planned approach towards career and life
2. Gain ability to match skills and interests with a chosen career path
3. Develop interview skills and professional etiquette

**[https://www.ugc.ac.in/pdfnews/1825419\\_Draft-LIFE-SKILLS-JEEVAN-KAUSHAL-17-03-2021.pdf](https://www.ugc.ac.in/pdfnews/1825419_Draft-LIFE-SKILLS-JEEVAN-KAUSHAL-17-03-2021.pdf)**

**SUGGESTED BOOKS**

1. McGrath E.H., Basic Management Skills for All, Prentice Hall of India Pvt. Ltd.
2. Barun K. Mitra, Personality Development and Soft Skills, Oxford University Press
3. Sherfield, R.M., Montgomery, R.J., Moody, P.G., Developing Soft Skills, Pearson
4. Bhardwaj, Professional Communication, Wiley
5. UGC-Jeevan Kaushal

**COURSE NO. SEC 2****(a) BASIC QUALITY MANAGEMENT****COURSE OBJECTIVES**

1. This course is aimed at orienting the students towards the importance of quality as a management tool.
2. Towards understanding the principles and practices of total quality management
3. Introducing the various tools and techniques used in the measurement of quality
4. Understanding the importance of six sigma as a quality tool
5. Sensitizing the participants to the importance of quality in services sector

**COURSE OUTCOMES**

1. Students get to know about the evolution and importance of quality management.
2. Helps the students get aware of various tools used for quality management in the organizations.
3. Students will be able to know about the quantitative and qualitative techniques used to measure the effectiveness of quality management tools.
4. Students will be able to use the six sigma applications for quality check.
5. Students can understand the use of total quality management in various service organizations.

**UNIT – I: INTRODUCTION:** The concept of Quality. Quality Dimensions. Product and Service Quality. Inspection, Statistical Quality Control, Quality Assurance and Total Quality Management. Conventional Quality Management versus Total Quality Management. Evolution of TQM. Historical perspectives of TQM – Deming, Juran, Crosby and Taguchi's Contributions. Customer and supplier focus in TQM. Benefits and Costs of TQM.

**UNIT – II: TOOLS AND TECHNIQUES OF TQM:** Statistical Tools - Check Sheets, Histograms, Scatter Diagrams, Pareto's Chart, Regression Analysis & Control Charts. Cause and Effect Diagrams, The Five Why's, Five S's, Kaizen, JIT, Quality Circles, Gantt Chart and Balanced Score Card. Dimensions of Service Quality. An overview of TQM in Service Organisations.

**SUGGESTED BOOKS**

1. Sunil Sharma, "Total Engineering Quality Management", Macmillan India Ltd.
2. Ron Basu, "Implementing Quality: A Practical Guide to Tools and Techniques", Thompson.
3. Kanishka Bedi, "Quality Management", Oxford University Press.
4. Mukherjee, PN, "Total Quality Management", PHI.
5. R. P. Mohanty & R. R. Lakhe, "TQM in the Service Sector", Jaico Books.

**COURSE NO. DSC - 301****HUMAN RESOURCE MANAGEMENT****COURSE OBJECTIVES**

1. To equip the students with the basic concepts of Human Resource Management concepts.
2. To impart knowledge on the development of Human Resources in the organization.
3. To provide insights on the concepts of Industrial Relations
4. To study different methods of performance appraisal
5. To understand organizational climate and culture.

**COURSE OUTCOMES**

1. Understand theories and practices in the field of Human Resources Management
2. Identify different methods of developing Human Resources
3. Develop knowledge of industrial laws
4. Demonstrate understanding of different appraisal methods,
5. Understand organizational culture and climate and its implications for HRM

**UNIT – I : INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND ENVIRONMENT:** Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

**UNIT – II : ACQUIRING HUMAN RESOURCES :**

Human Resource Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation. Line and Staff.

**UNIT – III : DEVELOPING HUMAN RESOURCES :**

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

**UNIT - IV: LABOUR MANAGEMENT :**

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations – Standing Orders – Role and Contents of standing orders – Labour Relations and Collective Bargaining – Employee Health and Safety.

**UNIT – V : REWARDING HUMAN RESOURCES :**

Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. **Impact of QWL on Organization Climate and Culture.**

**SUGGESTED BOOKS**

1. Human Resources - Bernandin H. John. TMH
2. Human Resources Management – Gary Dessler. Pearson
3. Managing Human Resources – Wayne E. Casio. – TMH
4. Managing Human Resources – Aswathappa – McGraw Hill
5. Human Resources Management – David Lepak and Mary Gowan – Pearson
6. Human Resources Management – Decenzo and Robbins – John Willey
7. Human Resource Management. Texts and Cases. - TMH
8. Human Resource Management, Sen Gupta, Sage Publication



**COURSE NO. DSC - 302****INTRODUCTION TO INFORMATION TECHNOLOGY****COURSE OBJECTIVES**

1. The Objective of this course is to familiarize management students to basics of IT, its applications and importance to present day management and organization.
2. The focus of the subject is on introducing skills relating to IT basics, computer applications, programming, interactive medias, Internet basics etc.

**COURSE OUTCOMES**

1. Demonstrate that they can use a personal computer or mobile device for accessing the internet and use basic computer applications such as e-mail, PowerPoint, Excel and common webpage creation tools.
2. Demonstrate that they can apply a variety of information technologies to their own work, demonstrating their competence in researching, creating, and presenting projects using a variety of digital information tools.
3. Demonstrate that they can use digital technology in research, analysis, and critical inquiry.
4. Demonstrate that they can evaluate and explain the on-going changes in digital technology and their impacts on society.

**UNIT - I : INTRODUCTION TO IT :**

Computer Systems- Hardware -I/O devices, Memory devices, Processors-Software - classification of software- systems software, Application software- Operating Systems- Definition- Types of OS- Understanding of GUI- Networks- Definition- Types of Network- LAN, WAN- Network Topologies- Physical Communication Media-TCP/IP, OSI Model.

**UNIT – II : INTRODUCTION TO IS :**

Definition of Data, Information & Knowledge, IS- MIS, DSS, Expert Systems–Types of IS- Operation, Tactical, Strategic IS- Executives Information Systems (EIS) – Definitions- Data Base, DBMS, Advantages & Disadvantages of **DBMS-Ethical and Social Issues in IS.**

**UNIT - III : MULTIMEDIA CONCEPTS :**

Definition of Multimedia - Multimedia devices - Multimedia Formats - Audio formats- Video formats - Compression/ Decompression issues - Business Applications of Multimedia.

**UNIT – IV : INTERNET & SECURITY ISSUES :**

Internet – History- Internet Addressing and architecture-WWW – Architecture-Browser-Servers- Search engines -Internet Services- Email- Chatting- Messaging- Groups- Social Networking- Internet in Business- definition of e-commerce, m-commerce- types of online business-Security Issues in Internet. 2

**UNIT – V : OFFICE MANAGEMENT APPLICATIONS :**

Intranets, Extranets, VPN- Internet Telephony - Group ware- audio and video Conferencing- Wireless Communication - WLANS- Definitions of Blue tooth - Wi Fi- Wi Max – RFID - Use of Spreadsheets for office - spread sheet applications (MS-EXEL) - Use of Databases for the Office (MS-ACCESS) - Database applications.

**SUGGESTED BOOKS**

1. Kenneth C. Laudon & Jane P. Laudon - Management Information Systems - Managing the Digital Firm, Pearson Education.
2. Turban, McLean, Wetherbe- Information Technology For Management, Wiley Student Edition.
3. Leonard Jessup, Joseph Valacich, Information Systems Today, Why IS matters, Pearson Education.
4. Effy Oz- Management Information Systems, Thomson
5. Wali, Information Technology for Management, Wiley

# **IV - SEMESTER**

**COURSE NO. SEC - 3****(b) UNIVERSAL HUMAN VALUES****COURSE OBJECTIVES**

1. To help students understand the importance of values in individual, social, career, and national life.
2. To motivate students to learn from lives of great and successful people who followed and practised human values and achieved self-actualization.
3. To convey the message of Universal Human Values and encourage students to practice the Universal Human Values for a developing a better society

**COURSE OUTCOMES**

1. Student will understand and appreciate human values
2. Student will be able to do self- exploration, Self-evaluation and achieve self development
3. Apply professional ethics in their future profession & contribute for making a value based society.

[https://www.ugc.ac.in/pdfnews/1825419\\_Draft-LIFE-SKILLS-JEEVAN-KAUSHAL-17-03-2021.pdf](https://www.ugc.ac.in/pdfnews/1825419_Draft-LIFE-SKILLS-JEEVAN-KAUSHAL-17-03-2021.pdf)

**SUGGESTED BOOKS**

1. A Foundation Course in Human values and Professional Ethics, R.R. Gaur, R. Sangal, G.P Bagaria, Excel books,
2. Universal Human Values, Archana Sharma, Iftekhar Ahmed, Asian publications
3. Professional Ethics and Human Values, R.S. Naagarazan, New Age International Publishers,
4. UGC –Jeevan Kaushal

**COURSE NO. DSC - 401**  
**BUSINESS LAW & ETHICS**

**COURSE OBJECTIVES**

1. To develop knowledge of the legal principles and environment in which a consumer and business operates
2. To appreciate the relevance of business law to individuals and businesses
3. To study the role of law in an economic, political and social context.
4. To understand various negotiable instruments
5. To study consumer protection laws in India.
6. To learn about ethical considerations of business

**COURSE OUTCOMES**

1. Identify the fundamental legal principles behind contractual agreements
2. Understand companies act and its implications for employers and employees
3. Understand legal obligations of businesses towards customers
4. Demonstrate knowledge of negotiable instruments.
5. Understand consumer protection laws and their implications.

**UNIT - I : LAW OF CONTRACTS :**

Definition of Contract and Agreement – Classification of Contracts, Essential elements of a valid Contract – Offer - Acceptance - Consideration - Capacity to Contract - Free consent, void Contracts– Legality of Object - Performance of Contract – Remedies for breach of Contract - Quasi Contracts.

**UNIT – II : LAW RELATING TO SPECIAL CONTRACTS :**

Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee. Sale of Goods Act – Distinction between Sale and agreement to sell - Conditions and Warranties.

**UNIT – III : COMPANIES ACT :**

Definition of company – Characteristics - Classification of Companies- Formation of Company -Memorandum and Articles of Association – Prospectus - Share holders meetings - Board meetings -Law relating to meetings and proceedings- Company - Management - Qualifications, Appointment, Powers, and legal position of Directors - Board - M.D and Chairman - Their powers.

**UNIT - IV: CONSUMER PROTECTION LAW :**

Introduction to consumer protection law in India - Consumer councils - Redressal machinery -Rights of consumers - Consumer awareness. Pollution Control Law - Air, water, and environment pollution control.

**UNIT - V: BUSINESS ETHICS :**

Ethical and Value based Considerations – Need and Justification – Business ethics and efficiency – Social responsibility of business – Fair and just cooperation among owners, managers, workers and customers – Fair Market Wages – Integrity and ethical consideration in business operations – Indian value system and its relevance in Management.

**SUGGESTED BOOKS**

1. N.D. Kapoor, “Elements of Mercantile Law”, Sultan Chand & Co.
2. PPS Gogna, “A Text Book of Company Law”, S. Chand
3. S.S Gulshan, Business laws, 2021, Excel Books
4. Akhileshwar Pathak, “Legal Aspects of Business”, Tata McGraw Hill.
5. Ravindra Kumar, “Legal Aspects of Business”, Cengage Learning.
6. PPS Gogna, “A Text Book of Company Law”, S. Chand
7. V.Sudha and Meraj Banu, Business Laws, Professional Publishers

# V - SEMESTER

## Course 4: Universal Human Values

### Context with Justification :

Human civilisation is known for the values that it cherishes and practices. Across various times and places, ages, aims and soers, during on their experience, developed practices that placed central importance on values, though the names used by them differed, as their languages varied but the spirit was same. Universal human values are values that human beings cherish and hold in common consciously and otherwise in most of the places and times and practice them.

Renunciation is the foundational value. Renunciation or greedlessness has two preconditions: love for all living beings and absence of selfishness. Renunciation is not self-directed but other-directed and is for life in all forms and shapes, for welfare of all. Renunciation begins when selfishness ends. Renunciation to run away from the problems of life is cowardice. Renunciation without action means parasitic life. Also, service can be practised only when renunciation with action begins. Unegoistical service is inconceivable without renunciation, and true service is possible only through love and compassion. Life and death are eternal truths, so is the truth as fact and truth as value. Truth exists between the two ends of life and death and is to be pursued.

Truth, Love, Peace, Non-Violence and Righteous Conduct are the Universal Human Values. Renunciation (sacrifice), Compassion and Service are also commonly acceptable human values, which at the operative level have been named differently as sincerity, honesty, righteousness, humility, gratitude, aspirative, prosperity, non-violence, trust, faith, forgiveness, mercy, peace and so on. These are needed for well-being of an individual, society and humanity and ultimately Peace in the world.

This course aims at making learners conscious about universal human values in an integral manner, without ignoring other aspects that are needed for learner's personality development.

### Objectives :

The present course deals with meaning, purpose, and relevance of universal human values and how to inculcate and practice them consciously to be a good human being and realise one's potentials.

### Learning outcomes :

By the end of the course the learners will be able to:

1. Know about universal human values and understand the importance of values in individual, social circles, career path, and national life.
2. Learn from case studies of lives of great and successful people who followed and practised human values and achieved self-actualisation.
3. Become conscious practitioners of human values.
4. Realise their potential as human beings and conduct themselves properly in the ways of the world.

Credit: 02

Duration: 30 Hours

Number & Titles of Modules:

Module 1: Love & Compassion	5 Hours
Module 2: Truth	5 Hours

Module 3: Non-Violence	5 Hours
Module 4: Righteousness	5 Hours
Module 5: Peace	4 Hours
Module 6: Service	3 Hours
Module 7: Renunciation (Sacrifice)	3 Hours

### Module Outline :

<b>Module 1: Love &amp; Compassion</b>	<b>5 Hours</b>
<ul style="list-style-type: none"> <li>• Introduction: What is love? Forms of love—for self, parents, family, friend, spouse, community, nation, humanity and other beings, both for living and non-living</li> <li>• Love and compassion and inter-relatedness</li> <li>• Love, compassion, empathy, sympathy and non-violence</li> <li>• Individuals who are remembered in history for practicing compassion and love.</li> <li>• Narratives and anecdotes from history, literature including local folklore</li> <li>• Practicing love and compassion: What will learners learn/gain if they practice love and compassion? What will learners lose if they don't practice love and compassion?</li> <li>• Sharing learner's individual and/or group experience(s)</li> <li>• Simulated Situations</li> <li>• Case studies</li> </ul>	
<b>Module 2: Truth</b>	<b>5 Hours</b>
<ul style="list-style-type: none"> <li>• Introduction: What is truth? Universal truth, truth as value, truth as fact (sincerity, honesty among others)</li> <li>• Individuals who are remembered in history for practicing this value</li> <li>• Narratives and anecdotes from history, literature including local folklore</li> <li>• Practicing Truth: What will learners learn/gain if they practice truth? What will learners lose if they don't practice it?</li> <li>• Learners' individual and/or group experience(s)</li> <li>• Simulated situations</li> <li>• Case studies</li> </ul>	
<b>Module 3: Non-Violence</b>	<b>5 Hours</b>
<ul style="list-style-type: none"> <li>• Introduction: What is non-violence? In need. Love, compassion, empathy sympathy for others as pre-requisites for non-violence</li> <li>• Aims as non-violence and non-killing</li> <li>• Individuals and organisations that are known for their commitment to non-violence.</li> <li>• Narratives and anecdotes about non-violence from history, and literature including local folklore</li> <li>• Practicing non-violence: What will learners learn/gain if they practice non-violence? What will learners lose if they don't practice it?</li> <li>• Sharing learner's individual and/or group experience(s) about non-violence</li> <li>• Simulated situations</li> <li>• Case studies</li> </ul>	



- Module 4: Righteousness** **5 Hours**
- Introduction: What is righteousness?
  - Righteousness and *dharma*, Righteousness and Propriety
  - Individuals who are remembered in history for practicing righteousness
  - Narratives and anecdotes from history, literature including local folklore
  - Practicing righteousness: What will learners learn/gain if they practice righteousness? What will learners lose if they don't practice it?
  - Sharing learners' individual and/or group experience(s)
  - Simulated situations
  - Case studies
- Module 5: Peace** **4 hours**
- Introduction: What is peace? Its need, relation with harmony and balance
  - Individuals and organisations that are known for their commitment to peace
  - Narratives and Anecdotes about peace from history, and literature including local folklore
  - Practicing peace: What will learners learn/gain if they practice peace? What will learners lose if they don't practice it?
  - Sharing learner's individual and/or group experience(s) about peace
  - Simulated situations
  - Case studies
- Module 5: Service** **3 Hours**
- Introduction: What is service? Forms of service, for self, parents, family, friend, spouse, community, nation, humanity and other beings—living and non-living, persons in distress or disaster.
  - Individuals who are remembered in history for practicing this value.
  - Narratives and anecdotes dealing with instances of service from history, literature including local folklore
  - Practicing service: What will learners learn/gain gain if they practice service? What will learners lose if they don't practice it?
  - Sharing learners' individual and/or group experience(s) regarding service
  - Simulated situations
  - Case studies
- Module 6: Renunciation (Sacrifice)** **3 Hours**
- Introduction: What is renunciation? Renunciation and sacrifice. Self-restrain and Ways of overcoming greed. Renunciation with action as true renunciation
  - Individuals who are remembered in history for practicing this value.
  - Narratives and anecdotes from history and literature, including local folklore about individuals who are remembered for their sacrifice and renunciation.
  - Practicing renunciation and sacrifice: What will learners learn/gain if they practice Renunciation and sacrifice? What will learners lose if they don't practice it?
  - Sharing learners' individual and/or group experience(s)
  - Simulated situations
  - Case studies