

UNIVERSITY OF KOTA, KOTA
SCHEME OF
BACHELOR OF BUSINESS ADMINISTRATION (BBA)- 2013-14

BBA is a three-year under-graduate degree program giving due emphasis on classroom teaching as well as Business/Industry training and projects so that it results in a Job-oriented under-graduate degree program. Each student will be required to under go one Business/Industrial trainings, at after appearing in the first year examination as a part of program. The list of year-wise papers to be covered is as given below:

BBA FIRST YEAR

Paper Code	Paper Title
BBA 101C	Business and Management Concepts.
BBA 102C	English Comprehension.
BBA 103C	Business Laws.
BBA 104C	Basic Computer Application.
BBA 105C	Business Mathematics.
BBA 106C	Human Resource Management.
BBA 107C	Managerial Economics.
BBA 108C	Financial Accounting.
BBA 109C	Fundamentals of Entrepreneurship.
BBA 110C	Environmental Studies.

Each student will be required to undergo 8 week's Business / Industrial Training after completing first year of the program. The report submitted by the student on this Business/Industrial Training will be evaluated within 2 months after the starting of second year along with a viva voce examination on the report by a panel of one internal and one external examiner appointed by the University and the awards will be included in the University Examination result of BBA second year for the paper BBA 211C.

BBA SECOND YEAR

Paper Code	Paper Title
BBA 201C	Human Behavior in Organizations.
BBA 202C	Business Communication.
BBA 203C	Management Accounting.
BBA 204C	Financial Management.
BBA 205C	Purchasing and Materials Management.
BBA 206C	Production and Operations Management.
BBA 207C	Business Statistics
BBA 208C	Entrepreneurship Development
BBA 209C	Management Information Systems.
BBA 210C	Marketing Management.
BBA 211C	Business/Industrial Training

BBA THIRD YEAR

Paper Code	Paper Title
BBA 301C	Business Environment.
BBA 302C	Operations Research.
BBA 303C	Business Taxation.
BBA 304C	Corporate Accounting.
BBA 305C	Project Management
BBA 306C	Business/Industrial Project
BBA 307C	Comprehensive Viva Voce

Each student will be required to undertake a Business/Industrial Project and for completing this project he/she will remain with the Business/Industry for a minimum period of 12 weeks during the third year of BBA program. This Business/Industrial Project will be evaluated during the University Examination of third year by a panel of one internal and one external examiner appointed by the university. The awards will be included in the University Examination result of BBA third year for the paper BBA 306C.

In addition to core papers, a student will also be required to offer three special papers. For this purpose he/she will be required to choose any one-specialization area out of the list of specified areas approved by the university. He / She will be required to appear in the three special papers of the chosen areas of specialization. The specialization areas approved by the university and the papers therein are given below.

Marketing Management Area:

BBA 309M Marketing Strategy and Research.

BBA 310M Advertising and Sales Promotion.

BBA 311M Consumer Behavior, Salesmanship and Rural Marketing.

Finance Area:

BBA 309F Management of Working Capital.

BBA 310F Accounting Applications for Management.

BBA 311F Investment Management.

Human Resource Management Area:

BBA 309H Organization Development.

BBA 310H Industrial Relations.

BBA 311H Wage and Salary Administration.

Production and Operations Management Area:

BBA 309P Quality and Reliability Management.

BBA 310P Operations Planning and Control.

BBA 311P Industrial Management.

Entrepreneurship Area:

BBA 309E Small Business Management.

BBA 310E Business Creation and Growth Management.

BBA 311E Innovation and Entrepreneurship.

Information System Area:

BBA 309I OOP using C++

BBA 310I Database Management System

BBA 311I System Analysis and Design.

Paper Code

The first three characters i.e. BBA show that the paper belongs to Bachelor of Business Administration Program.

The fourth character shows the year number and the fifth and sixth characters show the paper number of the year. If the seventh character is C, it means that the paper is a Core paper and is compulsory for all students.

The seventh character, if not C, shows the Area of Specialization as per the choice of the student i.e. M stands for Marketing Management, F stands for Financial Management, H stands for Human Resource Management, I stand for Information Systems Management, P stands for Production and Operations Management and E stands for Entrepreneurship.

Selection of Area of Specialization

Each Student will be required to choose from any one of the six areas of specialization given above as his/her area of specialization. This choice is to be given by the student in writing on a prescribed format to be provided by the institution, offering the program, before two months of start of the BBA Second Year University Examination and the student will not be allowed to change the specialization area afterwards. In general the institution conducting BBA Program should offer a minimum of three specialization streams. But if the number of students opting for a particular specialization is less than 15% of the intake strength, institution will be free for not offering such specialization stream, but atleast two streams of specialization shall be run by each institution so that the student may have a choice of the area of specialization.

PROGRAM ADMINISTRATION:

- (i) The candidate seeking admission for the first year of BBA shall be required to pass 10+2 examination of any recognized board in any discipline with a minimum of 48% marks in aggregate (Relaxation of 5% to reserve category candidates). Candidates who have appeared or are appearing in the final year of qualifying examination may apply for admission at their own risk subject to passing the qualifying examination with minimum percentage marks prescribed by the date and time to be notified by the university, failing which their candidature shall be cancelled without notice. The admission to the BBA programme shall be made through Common Entrance Test conducted by the University or through other mode as may be declared by the University from time to time.
- (ii) Each paper will carry 100 marks, of which 30 marks shall be for internal assessment and the remaining 70 marks will be for the written examination and/or viva-voce examination conducted by the University. The duration of written examination for each paper shall be of three hours. The examination scheme for each paper is given in the detailed syllabus of the paper. In some specific cases, the ratio of internal assessment and external examination may vary from 30:70, as specified in the detailed syllabus.
- (iii) The internal assessment marks shall be based on factors such as:
 - a) Class test, cumulative test, quizzes, individual and/or group presentation.
 - b) Class room participation, attendance, participation in seminars, case discussions and group activities.
 - c) Submission of written assignments, term papers, projects etc.

The weightage given to each of these factors shall be decided and announced at the beginning of the year by individual faculty member responsible for the teaching of the paper.

- (iv) The institute shall keep in custody all the records on the basis of which internal assessment marks are-
 - (i) awarded at least for one year and these records shall be made available to any inspection team constituted by the University for the purpose.
 - (ii) The span period of the program shall be seven years from the date of registration in the program. Students will be allowed to undertake a maximum of four attempts including the main examination to pass any particular paper.
 - (iii) A student will be declared pass in any individual paper if he/she secures 40% or more marks in internal assessment and external examination both individually. If the student gets less than

40% marks in either internal assessment and/or external examination, he/she will be declared fail in the subject. But to pass any particular year, the student will be required to get a minimum of 50% marks in the aggregate of all the papers of that year.

- (iv) To be eligible for promotion to the second year of the program, a student must pass successfully any 6 papers out of 10 papers offered in the first year of the program. If a student fails in more than four papers in the first year examination, he will not be promoted to the second year and will be first required to bring down the number of failing papers to four or less than four for promotion to second year. With failure in four or less number of papers, the aggregate of 6 papers should not be less than 50% of the total marks allotted to these papers for promotion to second year.

To be eligible for promotion to the third year of the program, a student must pass successfully any 14 papers out of a total of 21 papers offered in the first and second years of the program. If a student fails in more than 07 papers in the first and second year examination taken together, he will not be promoted to the third year and will be first required to bring down the number of failing papers to 07 or less than 07 for promotion to third year. With failure in-

- (i) Seven or less number of papers, the aggregate of 14 papers should not be less than 50% of the total marks allotted to these papers for promotion to third year.
- (ii) If a student fails in four or less number of papers in first year and three or less number of papers in second year and desires to improve aggregate marks also, he/she will be allowed to reappear in any two additional papers of his/her choice in each year, in which he/she has already passed for the purpose of improving the aggregate marks.
- (iii) A candidate who has secured minimum marks to pass in each paper but has not secured the minimum marks required to pass in aggregate for the year concerned may take re-examination up to a maximum of four papers to obtain the aggregate required to pass that particular year.
- (iv) As regard the ex-students, they will be allowed to re-appear in paper in the yearly examination subject to total number of attempts for a paper not exceeding four during the span period of the program.
- (v) Any time a student appears in the University examination of any paper, his/her internal assessment marks secured by the candidate first time should be considered in case of reappearance. He/she should not be required to appear in internal assessment again.
- (vi) The degree shall be awarded to successful students on the basis of the combined results of first, second and third year examinations, provided he/she has cleared all the papers with the required aggregate marks of 50% or more in each of the three years separately. The division will be awarded on the basis of the percentage of marks obtained in all the three years taken together as follows:
- Securing 60% and above : First Division.
 - All others : Second Division.

- (i) A student to be eligible for award of degree has to pass all the papers offered during three-year program within the span period of seven years.
- (ii) No candidate shall be considered to have pursued a regular course of study unless he/she is certified by the head of the institution to have attended the 75% of the total number of classes conducted for each paper during his/her course of study. Any student not complying with this requirement will not be allowed to appear in the ensuing university examination. Shortage of attendance may however be condoned by the competent authority as provided in the university rules to the extent as provided in these rules.
- (iii) A candidate may be allowed grace marks in up to a maximum of three papers up to the extent of 1% of the total marks prescribed for that examination.

BBA – I yr -2014
BBA 101C- Business and Management Concepts

Course Objectives

Objectives of this course are to help the students gain preliminary understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.

Examination

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination, conducted by the university, will be worth 70 marks. It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have problem(s)/ Case(s) and will be compulsory.

Course contents

Unit -1

Business Organization- concept, nature, forms. Factors affecting selection of business organisation, objectives of business organisation, social responsibility of business.

Unit -2

Management- Meaning, importance, principles, process, emerging thoughts and approaches in Management.

Unit –3

Planning - concept, objectives, principle, process and components.

Organization: nature and purpose of organization, forms of organisation, delegation of authority, decentralisation, span of management.

Unit –4

Co-ordination - concept, nature, objectives, co-ordination and co-operation, significance and principles.

Motivation: Approaches to motivation, Theories of motivation, motivation of managers.

Unit –5

Decision Making & Control : Decision Making- Meaning, significance and process.

Control - concept, process, methods and techniques of control.

Text Readings

1. Harold Koontz, O'Donnel and Heinz Welhrich, "Management," New York, McGraw Hill Book Co, 1993
2. R. D. Agarwal, "Organisation and Management," Tata McGraw Hill, New Delhi, 1995
3. Y.K. Bhushan: "Business Organisation and Management," Sultan Chand & Sons, New Delhi

BBA 102C - English Comprehension

Course Objective

The objective of this course is to help the student gain an understanding of the English Grammar and Composition Writing Business Letters (layouts, letters of enquiry and their replies, letter relating to order, complaints and claims) and Precis and Composition.

Examination

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have two

Sections; A and B. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 6 questions of 15 marks each, minimum one from each unit; out of which a student will be required to attempt any four questions.

Course Contents

Unit –1

Short history/background to the development of English language. Different dialects of English. advent and flourishing of English language in India. Some common English in national and international phonology etc. Expanding role of English in national and international business.

Unit –2

Importance (semantic and pragmatic) of correct, brief and simple language in comprehension, Use of correct, brief and simple language in writing title slogans, texts, summaries etc. for business purposes.

Unit –3

English word and sequence formation. Word classes, sentence parts and word order in English. Concept of Grammar, Some features of English Grammar like Models, Articles Concordance etc. Total features of English language.

Unit –4

Prose:

On Habits,
On Courage,
On Fear,
On Saying 'Please',
On Keyhole Morals

Unit –5

Poems

1. Elegy on the country Churchyard by Thomas Gray
 2. It is Not Growing Like a Tree by Ben Jonson
 3. On His Blindness-By J. Milton
- Novel Lord of the Flies by William Golding.

Suggested Text Reading:

1. A. G. Gardner, "The delightful" Madras, Macmillan India, 1965
2. William Golding, "Lord of the Flies", Delhi, Oxford, 1965.
3. A. J. Thomson and A. V. Martinet, "A Practical English Grammar" Delhi, Oxford, 7th Ed. 1994.

BBA 103 C - Business Laws

Course Objective

The objectives of this course are to acquaint the student with various laws, which are to be observed in performing the day-to-day business. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization without violating them rather than on cases.

Examination

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will contain 8 questions consisting at least one from each unit out of which the student will be required to attempt any five questions.

Course Contents

Unit-1

The Indian Contract Act., 1872 (Sections- 1 to 36)

Unit-2

The Indian Contract Act., 1872 (Sections - 37 to 75)

Unit-3

The Indian Contract Act., 1872 (Sections- 124 to 238)

Unit-4

The Sale of Goods Act, 1930 (Sections- 1 to 54 & 64 only).

Unit-5

Partnership Act, 1932 and Consumer Protection Act, 1986.

Text Readings

1. Arun Sen, J.K. Mitra, commercial Law, The World Press , Calcutta, 1994
2. N. D. Kapoor, Elements of Business and Economic Laws, Sultan Chand, New Delhi, 1994
3. R. C. Chawala, Mercantile Laws, Kalyani, Ludhiyana, 1994
4. Avtar Singh, Company Law, Eastern Book Company, Lucknow, 1991

BBA 104C - Basic Computer Application

Course Objective

The objective of this course is to introduce the students the Essential Hardware and Software and Software Concepts. Emphasis will be laid on Computer application software as tools for enhancing managerial efficiency and effectiveness.

Examination

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. A panel of Internal and External Examiners will conduct the viva-voce examination at the end of the year and award marks to the student out of a maximum of 20 marks. The written examination, carrying 50 marks, will have eight questions, with a minimum one question from each unit, out of which a student will be required to attempt any five questions. All questions will carry equal marks.

Total Marks = 30+20+50 = 100

Course Contents

Unit 1

Components of CPU and their functions, instruction and execution cycle. Memory: ROM, EPROM, RAM, Characteristics of memory, Basic concepts of Cache memory, virtual memory, Storage devices, Magnetic and Optical storage device. Difference between Personal Computer, workstation and File server, Intel CPU used in modern Computers, Brief idea (Name, main specifications like capacity, Speed etc.) Memory modules, Motherboard chip sets, Motherboard, Hard disk, CDROM and other devices used in modern PC's.

Unit 2

Input-output devices, CRT Displays, Display Interfaces, LCD and other displays, Pixel and resolution, Graphic standards, Keyboard, Mouse, track balls, touch pads and touch screens, light pen and tablet. Printers: Impact and On-impact Printers, Dot-matrix, Inkjet and Laser Printer: Comparative study of important Specifications of modern printers Document Scanners and Box code scanners, joysticks, Videos and digital camera.

Unit 3

Operating system of Introduction, Types, DOS Features, Internals and External Commands, BIOS. Main function of BIOS. Configuring BIOS. Booting sequences, files, File management commands. Batch programming. Batch file commands file management and device management under windows. Familiarity with Microsoft Windows,

Unit 4

Microsoft Office (MS-Office), An Introduction, Word Processing With MS-Word for Windows, Worksheet with MS-Excel, Presenting with MS-Power Point.

Unit 5

Important standards in LAN WAN, Internet and Internet working, Internet and Extranet World Wide Web, Email, FTP and Telnet services. Internet Connectivity (Bandwidth and limitations): dial up connections, leased line connection. Internal; Support System of the internet.

Text Readings

1. Roger Hunt and John Shelly, Computer and Commonsense, New Delhi, Prentice Hall, 4th Ed. 1993
2. Ron Mansfield, The Compact Guide to Microsoft Office, New Delhi, BPB Publications, 1997
3. Stulz, Learn DOS in a Day, New Delhi, BPB Publication.
4. P.K. Sinha. Computer Fundamentals B.P.B. Publication.

BBA 105C - Business Mathematics

Course Objective

The objectives of the course are to equip the students with the mathematical techniques and their application to business problems. The emphasis will be on the concepts and application rather than on derivations.

Examination

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have two Sections; A and B. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 6 questions of 15 marks each, minimum one from each unit; out of which a student will be required to attempt any four questions.

Course Contents

Unit-1

Quantitative decision making, introduction, meaning of quantitative techniques, role of mathematics, statistics and operation research in decision making, quantitative technique in Business and management, advantages of quantitative approach to management.

Unit-2

Matrix and application, introduction, definition of matrix, operation matrix, special kinds of matrices, Determinants of a matrix, inverse of a matrix, Applications of Matrix.

Unit-3

Functions & Derivatives, definition of function, kinds of functions, application of function in business, limit and continuity, rate of change and slope, derivative, applications of derivative, maxima and minima and their role in decision making, partial derivatives.

Unit-4

Integration-definitions- anti derivatives, integrals of trigonometrical functions, integrations by parts and by substitution, definite integrals, definition integrals as the limits of sums.

Unit-5

Operating Techniques-role of operations research in business, linear programming, problem formulation, graphical solution of a lp problem, elementary transportation problem, elementary consignment problem travelling sales man problem.

Text Readings

1. Shrivastave, Shenoy and Sharma: Quantitative techniques for management, Wiley Eastern Ltd. New Delhi.
2. M. Raghuvanshi: Mathematics for Management, An Introduction Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Robert H. Nicholson: Mathematics for Business and Economics, New Delhi.

BBA 106 C - Human Resource Management

Course Objectives

The objectives of this course are to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to human behavior, HRM policies and practices in India. Attention will also be paid to help them develop their communication and decision making skills through case discussions, role-playing etc.

Examination

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have problem(s)/ Case(s) and will be compulsory.

Course Contents

Unit-1

Concept of Human Resource Management, Functions of HRM, Significance of HRM, Contemporary issues in HRM.

Unit-2

Human Resource Planning; Meaning, importance, process and techniques, job description and job analysis.

Unit-3

Recruitment; Meaning and need of Recruitment, methods and sources of Recruitment. Selection - meaning and selection process.

Unit-4

Training & Development ; Meaning, need and importance of training, determining training needs, methods of training and executive development. evaluation of training. Compensation Management.

Unit-5

Performance Appraisal ; Meaning, importance, objective. traditional and modern methods of performance appraisal. job evaluation ; concept & methods.

Text Readings

1. David A. Decenzo and Stephens P. Robbins Personnel/Human Resources Management,

- Prentice Hall, New Delhi 1993
2. William B. Werther, Jr. and Keith Davis, Human Resource and Personnel Management, McGraw Hill, Fourth Edition, Singapore, 1953
 3. Arun Monappa and Mirza S. Saiyadin, Personnel Management, Tata McGraw Hill, New Delhi, 1994

BBA 107 C - Managerial Economics

Course Objective

The objective of this course is to help the students understand the role or relevant concepts and analytical tools of economics in managerial decision-making.

Examination

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have problem(s)/ Case(s) and will be compulsory.

Course Contents

Unit – 1

Nature, scope and significance of managerial economics and circular flow of economic activities. role of managerial economist.

Unit – 2

Demand analysis, law of demand, demand determinants, elasticity of demand, elementary study of demand forecasting, factors governing price elasticity of demand, significance of price elasticity of demand, income and cross elasticity of demand.

Unit – 3

Cost analysis, cost concepts, elements of costs, cost output relation in short run and long run, production function, laws of return to scales, law of variable proportions.

Unit – 4

Law of supply, General theory of value, price determination under different market conditions trade cycles.

Unit – 5

Profit analysis; Meaning, theories of profit, profit planning and control, national income analysis.

Text Readings

1. R. L. Varsheny and K. L Maheswari, Managerial Economics, Sultanchand, New Delhi 1996
2. M. Adhikari, Managerial Economics, Khosala, Delhi, 1996
3. Atmanand, Managerial Economics, Excel Books, New Delhi, 2001.

BBA 108 C - Financial Accounting

Course Objective

The objective of this course is to help the student acquire the ability to record business transactions according to modern methods of accounting, and preparing accounting data as an aid to decision making.

Examination

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have two Section, A and B. Section A, worth 28 marks will comprise of four theory questions out of which a student will

be required to attempt any two questions. Section B worth 42 marks will contain five practical / numerical problem (s) and / or Case (s) out of which a student will be required to attempt any three questions. All questions will carry equal marks.

Course Contents

Unit-1

Concepts, importance and scope of financial accounting, Basic accounting standards and Various Systems of Accounting.

Unit-2

Journalising Ledger Posting, Subsidiary Books-Cash Book, Sales Book, Purchase Book, Petty Cash Book, Bank Reconciliation Statement.

Unit-3

Preparation of Trial Balances, Preparation of Final Accounts, Trading and Profit and Loss Accounts, Balance Sheet.

Unit-4

Depreciation, Meaning, Objectives, Methods of Depreciation. Reserves & Provisions and Distinction between Capital & Revenue Receipts, Capital and Revenue Expenditure.

Unit-5

Meaning and concepts of Budget, Budgeting and Budgetary control, Types of Budget, Budgeting control as a management tool.

Text Readings

1. T. S. Grewal, "Introduction to Accountancy," Sultan Chand and Sons, New Delhi, 1995
2. T. S. Grewal, "Double Entry System of Book Keeping," Sultan Chand and sons, New Delhi, 1994
3. S. N. Maheswari, "Financial Accounting," Vikas Publications, New Delhi, 1994

BBA 109 C - Fundamentals of Entrepreneurship

Course Objective

The objective of this course is to equip the students with fundamentals of Entrepreneurship and basic skills required in starting their own enterprises.

Examination

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have problem(s)/ Case(s) and will be compulsory.

Course Contents

Unit-1

Concept of Entrepreneurship, Meaning and Characteristics of Entrepreneurship, Emergence of entrepreneurial class. Entrepreneurial motivation. Role of state in entrepreneurship.

Unit-2

Entrepreneur- Concept, Definition, Nature and functions. Types of Entrepreneurs, Qualities of a successful Entrepreneur. Major Entrepreneurial Competencies, Developing Competencies and Role of Entrepreneurs in Economic Growth.

Unit-3

Theories of entrepreneurship, Entrepreneur and Leadership, risk taking, Entrepreneur and decision making and business planning.

Unit-4

Environmental factors affecting entrepreneurial development. Entrepreneurial development programs and their evaluation, role of government and other institutions.

Unit-5

District Industries Center (DIC's), Industrial Estates, Specialized Financial Institutions and Technical Consultancy Organization (TCOs)

Text Readings

1. S.S. Khanka, Entrepreneurial Development, S.Chand & Sons, New Delhi, 2nd Ed., 2000.
2. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya publishing House, Bombay, 4th Ed., 2000.
3. Entrepreneurship Development-Centre for Research & Industrial staff performance, Tata McGraw Hill, New Delhi.
4. Thomas W. Zimmerer and Norman M. Scarborough, Entrepreneurship and New venture Formation, PHI, New Delhi, 1996.

BBA 110 C - Environmental Studies

Course objectives:

The objectives of this paper are to acquaint the students with the environment and its impact on the various aspects of society so that they may become more sensitive to environmental aspects.

Examination

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have two sections; A and B. Section A, worth 30 marks, will consist of thirty objective/multiple choice questions, six from each unit. Section B will consist of 6 questions of 10 marks each, with at least one from each unit; out of which student will be required to attempt any four questions.

Course Contents

Unit 1

- (a) Introduction: the multi disciplinary nature of environmental studies-definition, scope and importance for public awareness.
- (b) Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.
- (c) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (d) Water resources: Use and over-utilization of surface and groundwater, floods, drought, conflicts over water, dams-benefits and problems.

- (e) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.
- (f) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging and salinity.
- (g) Energy resources: Growing energy needs, renewable and nonrenewable energy sources use of alternate energy sources.
- (h) Land resources: Land as a resource, Land degradation, man induced Landslide, soil erosion and desertification.
- (i) Role of an individual in conservation of natural resources. Equitable use of resources for sustainable life styles.

Unit 2

a) **Ecosystems:**

Concept of an ecosystem

Structure and function of an ecosystem.

Producers, consumers and decomposers.

Energy flow in the ecosystem.

Food Chains, Food webs and ecological pyramids.

Introduction, types, characteristic features, structure and function of the following ecosystem.

- Forest ecosystem

- Grassland ecosystem

- Desert ecosystem

- Aquatic ecosystems (Ponds, streams, lakes, rivers, oceans, estuaries)

b) **Human Population and Environment**

Population growth, variation among nations.

Population explosion-family welfare Programme.

Environment and Human health

Human Rights

Women and Child Welfare

Role of Information Technology in Environment and Human health.

Unit 3 : Biodiversity and its conservation:

Introduction-Definition: Genetic, species and ecosystem diversity.

Biogeographical classification of India

Value of Biodiversity: Consumptive use, productive use, social ,ethical, aesthetic and option values.

Biodiversity at Global, National and Local levels.

India as a mega-diversity nation.

Hot-spots of Biodiversity

Threats to Biodiversity: habitat loss, poaching of wild life, man-wild life conflicts.

Endangered and endemic species of India

Conservation of Biodiversity: In-Situ and Ex-Situ conservation of Biodiversity.

Unit 4 : Environmental Pollution Definition:

Causes, effects and control measures of:

a. Air Pollution b. Water Pollution c. Soil Pollution d. Marine Pollution

e. Noise Pollution f. Thermal Pollution g. Nuclear hazards

Solid waste Management: Causes, effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution.

Pollution case studies.

Disaster management: Floods, earthquake, cyclone and landslides.

Unit 5 : Social Issues and the Environment: From Unsustainable to Sustainable development.

Urban problems related to energy.

Water conservation, rain water harvesting, watershed management.

Settlement and rehabilitation of people; its problems and concerns. Case Studies.

Environmental ethics: Issues and possible solutions.

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.

Waste land reclamation.

Consumerism and waste Products.

Elementary study of laws relating to environment

Issues involved in enforcement of environmental legislation.

Public Awareness.