

# Savitribai Phule Pune University, Pune

## Faculty of Commerce and Management

### Bachelor of Business Administration with Marketing specialization (BBA(Marketing))

Revised Curriculum (2024 Pattern as per NEP-2020)

w.e.f. Academic Year: 2024-2025

### Programme Structure

| FYBBA(Marketing) Semester I               |   |   |              |         |
|---|---|---|--------------|---------|
| Course Type                               | Course  | Paper Title   | Hours / Week | Credits |
| Major Mandatory (06)                      | Major Mandatory 1                                     | Principles of Management                                  | 5            | 4       |
|   | Major Mandatory 2                                     | Principles of Marketing                                   | 3            | 2       |
| Open Elective (OE)                        | Open Elective 1                                       | Business Mathematics – I                                  | 3            | 2       |
|   | Open Elective 2                                       | Business Statistics – I                                   | 3            | 2       |
| Vocational Skill Development Course (VSC) | Vocational Skill Development Course                   | Fundamentals of Computer/ IT for Business                 | 3            | 2       |
| Skill Enhancement Course (SEC)            | Skill Enhancement Course (SEC)                        | Soft Skills Development                                   | 3            | 2       |
| Ability Enhancement Course (AEC)          | Ability Enhancement Course (AEC)                      | Business Communication skills - I                         | 3            | 2       |
| Value Education Course (VEC)              | Value Education Course (VEC)                          | Environmental Awareness                                   | 3            | 2       |
| Indian Knowledge System (IKS)             | Indian Knowledge System (IKS)                         | Generic IKS By SPPU                                       | 3            | 2       |
| Co-Curricular Courses (CC)                | Co-Curricular Courses (CC)                            | Physical Education – I                                    | @ Department | 2       |
|   |   | Total   | -            | 22      |
| FYBBA(Marketing) Semester II              |   |   |              |         |
| Course Type                               | Course  | Paper Title   | Hours / Week | Credits |
| Major Mandatory (06)                      | Major Mandatory 3                                     | Consumer Behaviour and Sales Management                   | 5            | 4       |
|   | Major Mandatory 4                                     | Business Accounting                                       | 3            | 2       |
| Minor                                     | Minor 1   | Business Economics - I                                    | 3            | 2       |
| Open Elective (OE)                        | Open Elective 3                                       | Business Mathematics - II                                 | 3            | 2       |
|   | Open Elective 4                                       | Business Statistics - II                                  | 3            | 2       |
| Vocational Skill Development Course (VSC) | Vocational Skill Development Course (VSC) (Practical) | Computerized Accounting (Tally)/ Advanced Excel/ ERP/ GST | 5            | 2       |

|                                  |                                  |  |              |    |
|----------------------------------|----------------------------------|--|--------------|----|
| Skill Enhancement Course (SEC)   | Skill Enhancement Course (SEC)   | Basics of Stock Market/ Cross - Cultural Communication/ AI and ML for Business | 3            | 2  |
| Ability Enhancement Course (AEC) | Ability Enhancement Course (AEC) | Business Communication skills - II   | 3            | 2  |
| Value Education Course (VEC)     | Value Education Course (VEC)     | Democracy Awareness & Gender Sensitization                                     | 3            | 2  |
| Co-Curricular Courses (CC)       | Co-Curricular Courses (CC)       | Physical Education – II  | @ Department | 2  |
|                                  |                                  | Total  | -            | 22 |

### SYBBA(Marketing) Semester III

| Course Type                               | Course  | Paper Title  | Hours / Week | Credits |
|---|---|--|--------------|---------|
| Major Mandatory (08)                      | Major Mandatory 7                                     | Digital Marketing                                      | 5            | 4       |
|   | Major Mandatory 8                                     | Business Organisation System                           | 5            | 4       |
| Minor                                     | Minor 2   | Business Economics - II                                | 5            | 4       |
| Open Elective (OE)                        | Open Elective 5                                       | To be adopted from other faculty in exchange           | 3            | 2       |
| Vocational Skill Development Course (VSC) | Vocational Skill Development Course (VSC) (Practical) | Business Analytics/ Google Applications                | 5            | 2       |
| Ability Enhancement Course (AEC)          | Ability Enhancement Course (AEC)                      | Modern Indian Languages 1                              | 3            | 2       |
| Field Projects (FP)                       | Project   | Related to Major Course                                | 5            | 2       |
| Co-Curricular Courses (CC)                | Co-Curricular Courses (CC)                            | NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I | @ Department | 2       |
|   |   | Total  | -            | 22      |

### SYBBA(Marketing) Semester IV

| Course Type  | Course                           | Paper Title   | Hours / Week | Credits |
|--|----------------------------------|---|--------------|---------|
| Major Mandatory (08)   | Major Mandatory 9                | Advertising and Promotion Management                            | 5            | 4       |
|  | Major Mandatory 10               | Retail Management   | 5            | 4       |
| Minor  | Minor 3                          | Start – Up Innovation and Entrepreneurship Development          | 5            | 4       |
| Open Elective (OE)   | Open Elective 6                  | To be adopted from other faculty in exchange                    | 3            | 2       |
| Skill Enhancement Course (SEC)   | Skill Enhancement Course (SEC)   | International Business Management (Import and Export Procedure) | 3            | 2       |
| Ability Enhancement Course (AEC)   | Ability Enhancement Course (AEC) | Modern Indian Languages 2                                       | 3            | 2       |
| Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP) | Project                          | Related to Major Subject  | 5            | 2       |

|                            |                            |   |              |    |
|----------------------------|----------------------------|---|--------------|----|
| Co-Curricular Courses (CC) | Co-Curricular Courses (CC) | NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-II | @ Department | 2  |
|                            |                            | Total   | -            | 22 |

### TYBBA(Marketing) Semester V

| Course Type  | Course                                    | Paper Title                                     | Hours / Week | Credits |
|--|---|---|--------------|---------|
| Major Mandatory (10)   | Major Mandatory 11                        | Marketing Environment Analysis and Strategies   | 5            | 4       |
|  | Major Mandatory 12                        | Legal Aspects in Marketing                      | 5            | 4       |
|  | Major Mandatory 13                        | Cases in Marketing                              | 3            | 2       |
| Major Elective   | Major Elective 1                          | Supply Chain Management                         | 5            | 4       |
| Minor  | Minor 4                                   | Business Research Methods                       | 5            | 4       |
| Vocational Skill Development Course (VSC)  | Vocational Skill Development Course (VSC) | To be selected from the Bucket provided by SPPU | 5            | 2       |
| Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP) | Project                                   | Related to Major Subject                        | 5            | 2       |
|  |   | Total   | -            | 22      |

### TYBBA(Marketing) Semester VI

| Course Type           | Course             | Paper Title                                     | Hours / Week                   | Credits |
|-----------------------|--------------------|---|--------------------------------|---------|
| Major Mandatory (10)  | Major Mandatory 14 | International Brand Management                  | 5                              | 4       |
|                       | Major Mandatory 15 | International Marketing Management              | 5                              | 4       |
|                       | Major Mandatory 16 | Major Related to IKS                            | 3                              | 2       |
| Major Elective        | Major Elective 2   | To be selected from the bucket provided by SPPU | 5                              | 4       |
| Minor                 | Minor 5            | Management of Innovation and Sustainability     | 5                              | 4       |
| On Job Training (OJT) | On Jot Training    | Internship                                      | After the final exams of Sem V | 4       |
|                       |                    | Total   | -                              | 22      |

## Detail Syllabus

| Semester I   |             |                 |                          |         |                    |
|--------------|-------------|-----------------|--------------------------|---------|--------------------|
| Semester No. | Course Code | Type of Course  | Course Title             | Credits | Lecture Hours/Week |
| I            |             | Major Mandatory | Principles of Management | 04      | 5                  |

### Course Objectives

|    |  |
|----|--|
| 1. | To understand basic concept regarding organisation Business Administration |
| 2. | To examining application of various management principles                  |
| 3. | To develop managerial skills among the students                            |
| 4. | To develop managerial thinking and cultivate business acumen.              |
| 5. | To identify new systems and trends in modern management.                   |

| Course Outcome |   | Blooms Taxonomy |
|----------------|---|-----------------|
| <b>C01</b>     | Express themselves effectively in routine and special real business interactions and principles of management | Remembering     |
| <b>C02</b>     | Demonstrate appropriate use of administration, management.  | Applying        |
| <b>C03</b>     | Ability to organize various programs, meetings and events   | Evaluating      |
| <b>C04</b>     | Apprise the pros and cons of major managerial functions   | Understanding   |
| <b>C05</b>     | Create and deliver effectiveness of quality management  | Creating        |

| Unit | Title and Contents   | No. of Lecture Hours |
|------|--|----------------------|
| 1    | Nature of Management:<br>1.1 Meaning & Importance, Functions<br>1.2 Role of Managers<br>1.3 Management as an Art, Science, Profession and a Social System<br>1.4 Concept of Management, Administration, Organization & Universality of Management                        | 15                   |
| 2    | Evolution of management thoughts:<br>2.1 Concept of Managerial Thoughts<br>2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker<br>2.3 Indian Management ethos (Indian) and different Styles for example (J.R.D Tata, Dhirubhai Ambani, N. R. | 15                   |

|   |  |    |
|---|--|----|
|   | Narayana Murthy, Verghese Kurien)  |    |
| 3 | Major managerial Functions:<br>3.1 Forecasting: Meaning, Need Types, Methods, Advantages, merits, Disadvantages<br>3.2 Planning: Meaning, Need Types, methods, Advantages, merits, Disadvantages<br>3.3 Organizing: Meaning, Concept, Delegation of Authority: Meaning, Importance Decentralization: Concepts, Meaning And, Importance<br>3.4 Decision Making: Types, Process, and Techniques Directions<br>nature and principles and<br>3.5 Motivation: Meaning, Importance, Nature, Principles, and Theories<br>3.6 Controlling: Meaning, Needs, Process, Techniques | 15 |
| 4 | Recent trends in Management:<br>4.1 Management of change, management of crises,v Total Quality Management (TQM): Meaning, Merits, Demerits, stress management. (Principles, concepts merits )<br>4.2 Knowledge Management: Meaning, Merits, Demerits<br>4.3 Outsourcing: Meaning, Merits, Demerits   | 15 |

### **Reference Material**

#### **Text Books**

1. Taxmann's Principles of Management Text and Cases, Neeru Vasishth, Vibhuti Vasishth

#### **Reference Books**

| Sr. No. | Title of the Book                                   | Author/s  | Publication                           | Place                 |
|---------|---|---|---------------------------------------|-----------------------|
| 1       | Principles of Management                            | M.P. Waghmare                                       | Nirali Publication                    | Mumbai                |
| 2       | Management Concepts and Strategies                  | J.S. Chandan Vikas                                  | Publishing House Pvt. Ltd.            | New Delhi             |
| 3       | Principles of Management                            | Harold Koontz, Heinz Wehrich, A. Ramachandra Arysri | McGraw hill companies                 | New Delhi             |
| 4       | Management A Global and Entrepreneurial Perspective | Heinz Wehrich, Mark V. Cannice, Harold Koontz       | McGraw hill companies                 | McGraw hill companies |
| 5       | Management - 2008 Edition                           | Robert Kreitner, Mamata Mohapatra                   | Biztantra - Management For Flat World | New Delhi             |
| 6       | Introduction to Management                          | John R. Schermerhorn                                | Wiley India Pvt. Ltd.                 | New Delhi             |

|   |   |  |                                 |           |
|---|---|--|---------------------------------|-----------|
|   |   |  |                                 |           |
| 7 | Principles of Management                    | P.C. Tripathi,<br>P.N. reddy                         | McGraw hill<br>companies        | New Delhi |
| 8 | Management Text and Cases                   | R. Satya Raju, A.<br>Parthasarthy                    | PHI learning<br>Pvt. Ltd        | New Delhi |
| 9 | Management (Multi-<br>Dimensional Approach) | H. R.<br>Appannaiah, G.<br>Dinakar, H.A.<br>Bhaskara | Himalaya<br>Publishing<br>House | Mumbai    |

#### Other Learning Material

##### E- Resource

1. <https://ndl.iitkgp.ac.in>
2. <https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf>
3. [https://drive.google.com/drive/folders/1tb\\_wXGeLNpNnvBhxTyrvPdAPGrX46Un](https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrvPdAPGrX46Un)

| Semester I   |             |                 |                         |         |                    |
|--------------|-------------|-----------------|-------------------------|---------|--------------------|
| Semester No. | Course Code | Type of Course  | Course Title            | Credits | Lecture Hours/Week |
| I            |             | Major Mandatory | Principles of Marketing | 2       | 3                  |

| Course Objectives |  |
|-------------------|--|
| 1.                | To develop understanding regarding marketing environment in the country. |
| 2.                | To develop appropriate conceptual background.                            |
| 3.                | To help understand recent trends in marketing.                           |
| 4.                | To understand basic business operations in marketing department          |

| Course Outcome |  | Blooms Taxonomy |
|----------------|--|-----------------|
| CO1            | Remembering traditional, modern, role of marketing manager | Remembering     |
| CO2            | Understand the recent trends in business marketing         | Understanding   |
| CO3            | Identify the various marketing strategies                  | Applying        |
| CO4            | Analyzing the P's of marketing                             | Analyzing       |
| CO5            | Evaluate marketing segmentation                            | Evaluating      |

| Unit | Title and Contents   | No. of Lecture Hours |
|------|--|----------------------|
| 1    | <p><b>Concepts and functions of marketing</b></p> <p>Marketing concepts, its objectives, importance and functions of marketing</p> <p>Various Approaches of marketing</p> <p>Challenges and opportunity of marketing manager in international market</p> <p>Marketing environment – meaning</p> <p>Internal and external factors influencing marketing environment, Political, social economical international, technological multi-cultural environment.</p> <p>Segmentation: concepts, importance and its types of segmentation</p>  | 15                   |
| 2    | <p><b>Constituents of marketing mix</b></p> <p>Marketing Mix-</p> <p>Meaning scope and importance of marketing mix</p> <p>Product mix concept of a product, product characteristics Intrinsic and extrinsic, PLC.</p> <p>Price mix - meaning, element, importance of price mix, factors, influencing pricing, pricing methods</p> <p>Place mix, Promotion mix</p> <p>Place mix meaning and concepts of channel of distribution or intermediaries , Promotion mix meaning, definitions , importance and limitations of advertisement</p> <p>People mix meaning &amp; concepts, elements, importance. Process mix -stages, meaning&amp; importance.</p> <p>Physical evidence- meaning, importance &amp; components.</p> <p>Conventional classification of markets.</p> <p>Services marketing its main features importance, growth functions. Rural marketing features and its contribution to Indian economy, problems and</p> | 15                   |

|  |  |  |
|--|--|--|
|  | measures to improveRecent trends in Marketing-<br>1.Green Marketing concepts 2. Digital Marketing, 3.VirtualMarketing,<br>4.Hybrid Marketing |  |
|--|--|--|

### Reference Books

| Sr. No. | Title of the Book                | Author/s                          | Publication          | Place      |
|---------|----------------------------------|-----------------------------------|----------------------|------------|
| 1       | Marketing and Salesmanship       | Dr. M. P. Waghmare                | Prashant Publication | Mumbai     |
| 2       | Marketing Management             | Philip Kotler & keven lane keller | Pearson India        | South Asia |
| 3       | Marketing Management             | V. S. Ramaswamy, S. Namakumari    | Macmillan            | New Delhi  |
| 4       | Marketing In India Text andcases | S. Neelamrgham                    | Vikas Publication    | New Delhi  |
| 5       | Textbook of Marketing            | Keith Blois                       | Oxford               | New Delhi  |



| Semester I   |             |                |                          |         |                    |
|--------------|-------------|----------------|--------------------------|---------|--------------------|
| Semester No. | Course Code | Type of Course | Course Title             | Credits | Lecture Hours/Week |
| I            |             | Open Elective  | Business Mathematics - I | 2       | 3                  |

| Course Objectives |  |
|-------------------|--|
| 1.                | To provide solid Mathematical Foundation for B.B.A. Students in Business and Finance.                |
| 2.                | To develop appropriate understanding as how to use mathematic like computation interest, profit etc. |
| 3.                | To enhance problem - solving Skills and ability for Academic and Professional Success.               |
| 4.                | To cultivate right understanding regaining numerical aptitude  |
| 5.                | To develop logical approach towards analytical approach data   |

| Course Outcome |  | Blooms Taxonomy |
|----------------|--|-----------------|
| CO1            | Understand to apply the concept of interest and methods of calculation of interest               | Understand      |
| CO2            | Apply the Mathematical competence for various interest related transactions and other activities | Apply           |
| CO3            | Analyze the problem - solving Skills and ability   | Analyze         |
| CO4            | Evaluate the simple and compound interest for various financial instruments                      | Evaluate        |
| CO5            | Create their own models related to Finance and can solve them.                                   | Create          |

| Unit | Title and Contents  | No. of Lecture Hours |
|------|---|----------------------|
| 1    | Numerical Methods for Business Managers<br><ul style="list-style-type: none"> <li>□ Commission ,brokerage and premium ,</li> <li>□ Banking and taxation and Calendar ,</li> <li>□ Simple and compound interest</li> </ul> | 15                   |
| 2    | Numerical Methods for Business Managers<br><ul style="list-style-type: none"> <li>□ Profit and loss</li> <li>□ Percentages ,</li> <li>□ Ratio and proportion ,</li> <li>□ Averages</li> </ul>                             | 15                   |

## References

| Sr.No. | Title                                   | Author  | Publisher                          | Place  |
|--------|---|---|------------------------------------|--------|
| 1      | Business Mathematics and Statistics - I | Dr. M. P. Waghmare                              | Thakur Publication                 | Pune   |
| 2      | Arithmetic for business students        | Harvey, J.H.                                    | Cassell.                           | London |
| 3      | Business Mathematics                    | Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain. |                                    |        |
| 4      | Business Mathematics                    | Padmalochan Hazarika                            | Sultan chand sons.                 | Delhi  |
| 5      | Business Mathematics                    | Bari  | New Literature publishing company. | Mumbai |

| Semester I   |             |                |                         |         |                    |
|--------------|-------------|----------------|-------------------------|---------|--------------------|
| Semester No. | Course Code | Type of Course | Course Title            | Credits | Lecture Hours/Week |
| I            |             | Open Elective  | Business Statistics - I | 2       | 3                  |

| Course Objectives |  |
|-------------------|--|
| 1.                | To understand role and importance of statistics in various business situations                       |
| 2.                | To develop skills related with basic statistical technique   |
| 3.                | To learn some elementary statistical methods for data collection, presentation and analysis of data. |
| 4.                | To develop right understanding regarding data interpretation   |
| 5.                | To familiarise the students with applications of Statistics in Business and Management               |

| Course Outcome |   | Blooms Taxonomy |
|----------------|---|-----------------|
| CO1            | understand basic concepts in statistics                             | Understand      |
| CO2            | collect, present, analyse and interpret the data and graphs         | Analyze         |
| CO3            | deal data in business problems                                      | Apply           |
| CO4            | evaluate feasibility business problems using statistical techniques | Evaluate        |
| CO5            | prepare business report using various statistical techniques        | Create          |

| Unit | Title and Contents   | No. of Lecture Hours |
|------|--|----------------------|
| 1    | <p>Frequency Distribution</p> <p>1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration.</p> <p>1.2 Classification- Concept and definition of classification, objectives of classification, types of classification.</p> <p>1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution.</p> <p>1.4 Graphs &amp; Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram</p>                                | 15                   |
| 2    | <p>Measure of Central Tendency</p> <p>2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.</p> <p>2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits &amp; Demerits of A.M., Median, Mode, Numerical Problem.</p> <p>2.3 Determination of Mode and Median graphically.</p> <p>2.4 Empirical relation between mean, median and mode.</p> <p>2.5. Combined Mean</p> <p>2.6. Numerical Problems</p> | 15                   |

| Sr. No | Title of the Book                      | Author/s             | Publication               | Place     |
|--------|--|----------------------|---------------------------|-----------|
| 1.     | Business Mathematics and Statistics -I | Dr. M. P. Waghmare   | Thakur Publication        | Pune      |
| 2.     | Business Statistics                    | Girish Phatak        | Tech - Max                | Pune      |
| 3.     | Statistics for Business                | Dr. S. K. Khandelwal | International Book House  | New Delhi |
| 4.     | Fundamentals of Business Statistics    | J.K. Sharma          | Pearson                   | New Delhi |
| 5.     | Business Statistics                    | G.C. Beri            | The McGraw-Hill companies | New Delhi |

| Semester I   |             |                            |                               |         |                    |
|--------------|-------------|----------------------------|-------------------------------|---------|--------------------|
| Semester No. | Course Code | Type of Course             | Course Title                  | Credits | Lecture Hours/Week |
| I            |             | Ability Enhancement Course | Business Communication skills | 2       | 3                  |

| Course Objectives |   |
|-------------------|---|
| 1.                | To understand the role of communication in personal and business world  |
| 2.                | To understand system and communication and their utility  |
| 3.                | To develop proficiency in how to write business letters and other communications required in business                     |
| 4.                | To develop the effective soft skills, manners and etiquettes in applying the communication skills in business environment |
| 5.                | To apply different types of communications skills   |

| Course Outcome |  | Blooms Taxonomy |
|----------------|--|-----------------|
| CO1            | Understand the basic purpose of communication      | Understand      |
| CO2            | Methods of effective communication                 | Remember        |
| CO3            | Types of communications                            | Apply           |
| CO4            | Etiquettes in business communication               | Evaluate        |
| CO5            | Different types of letters with prescribed formats | Create          |

| Unit | Title and Contents  | No. of Lecture Hours |
|------|---|----------------------|
| 1    | <p><b>Concept Communication</b></p> <p>Introduction of Communication and Role of Communication in social and economic system. Need for effective communication, meaning and definition, Principles of effective communication, Barriers to communication and over comings. Meaning and importance of Soft skills at work place, Time management skills. Methods of Communications: Linguistics, Non-Linguistics and Para- Linguistics, Art of Listening, Written communication, Forms of written communication. Qualities, difficulties in written communication, Constraints in developing effective written communication</p> <p>Types or Channels of Communication: Internal- Vertical, Horizontal, Consensus, Grapevine</p> | 15                   |

|          |   |           |
|----------|---|-----------|
|          | External- Inward, Outward, Merits and Limitations of methods & types of communication   |           |
| <b>2</b> | <b>Business Correspondence and Analysis of different Media of Communication</b><br>Concept, need and functions of Business Correspondence, Types of Business letters, Layout Drafting of business letters.<br>Business Correspondence: Sales, Orders sales circulars and business promotion and resignation letter, leave application letters, Complaint letter, Credit verification, Correspondence with bank, Job application, and Reference check, Fax communication, voice mail, emails, tele conferencing, communication through social media. | <b>15</b> |

**Reference:**

| Sr. No | Title of the Book  | Author/s   | Publication               | Place     |
|--------|--|--|---------------------------|-----------|
| 1.     | Business Communication                                     | Meenakshi Raman ,<br>Prakash Singh                   | Oxford                    | New Delhi |
| 2.     | Business Communication                                     | Homai Pradhan ,<br>N.S. Pradhan                      | Himalaya Publishing House | Mumbai    |
| 3.     | Business Communication                                     | R.K. Madhukar  | Vikas Publishing House    | New Delhi |
| 4.     | Business Communication and personality Development         | Biswajit Das,<br>Ipswwta Satpathy                    | Excel Books               | New Delhi |
| 5.     | Business Communication - Concepts , Cases and applications | P.D Chaturvedi,<br>Mukesh Chaturvedi                 | Dorling Kindersley        | New Delhi |
| 6.     | Business Communication Connecting at work                  | Hory Sankar Mukerjee                                 | Oxford                    | New Delhi |
| 7.     | Business Communication Today                               | Courtland L. Bovee , John V. Thill , Abha Chatterjee | Pearson                   | New Delhi |
| 8.     | Hand Book of internal Communication                        | Eileen Scholes                                       | Infinity Books            | New Delhi |

**E-resources:**

Website:

- <http://www.managementstudyguide.com/>

- <http://www.skillsyouneed.com/>
- <https://www.betterup.com/blog/why-communication-is-key-to-workplace-and-how-to-improveskills>
- <https://asana.com/resources/effective-communication-workplace>

| Semester No. | Programme Name | Subject Code | Type of Course               | Course Title            | Credits | Lectures per week |
|--------------|----------------|--------------|------------------------------|-------------------------|---------|-------------------|
| I            | BBA            |              | Value Education Course (VEC) | Environmental Awareness | 02      | 03                |

### Course Objectives:

- 1) To provide an opportunities to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment
- 2) To develop conscious towards a cleaner and better managed environment

### Course Outcome:

|       |  |
|-------|--|
| C.O.1 | To understand Environmental pollution.                   |
| C.O.2 | To apply and promote green practices at home and at work |

| Unit | Title and Contents   | No. of Lectures |
|------|--|-----------------|
| 1    | Introduction - Environmental studies Definition, scope importance and need for public awareness. (Multidisciplinary nature of environmental studies) 2 Environmental Pollution -Definition, Causes, effects on human, water, soil, air (Mother Earth) Air pollution, Water pollution, Soil pollution Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards | 15              |
| 2    | Various Government initiatives for conservation of Environment. Controlling measures), 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.   | 15              |