Faculty of Commerce and Management

BBA VI Sem CBCS
Paper: Business Environment

Code: BBA601

UNIT I

Nature and scope of business environment, Environmental analysis an input in strategic management. National income accounting introduction and problems.

UNIT II

Economic environment: Industrial policy of 1991, economic reforms, Liberalization, Globalization and Privatization, Monetary and Fiscal policy, Economic reforms and social justice inflation business cycles.

UNIT III

Technological environment: Technology and business, Micro level problems and prospects.

UNIT IV

Political environment: Changing role of government in shaping business environment. Social and cultural environment: Cultural and social factors, Consumer rights consumer protection, Social responsibility of business.

UNIT V

International economic environment: Foreign Exchange. balance of payment, FEMA (Foreign Exchange Management Act.)

Reference Books:

1. **Raj agarwal, Business environment, Excel books.**
2. **Francis cherunillam, Business environment, Mumbai Himalaya publishing house, 1993**
3. **M. adgujart, Economic environment of business, New Delhi, Sultanchand and sons,1996.**

Faculty of Commerce and Management

BBA VI Sem CBCS
Environmental Studies

BBA602

UNIT I

The multidisciplmary nature of environmental studies. Definition, Scope and importance, need for public awareness natural resources.

Renewable and non-renewable resources: Natural resources and associated problems.

A. Forest resource use and over-exploitation, deforestation, case studies timber extraction, mining, dams and their effects on forests and tribal people.
B. Water resources use and over- Utilization of surface and ground water floods, drought, conflicts over water, dams benefits and problems.
C. Mineral resource : Use and exploitation, environmental effects of extracting and using mineral resources, cases studies.
D. Food resources : World food problems, change caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problem, water logging, salinity, case studies.
E. Energy resources growing energy needs, renewable and non renewable energy sources, use of alternate energy sources case studies.
F. Land resource: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
   Role of and individual in conservation of natural resources.
   Equitable use of resources for sustainable lifestyles.

UNIT II

Ecosystems: Concept of an ecosystem., Structure and function of an ecosystem., Producers, Consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, Food webs and ecological pyramids, Introduction, Types, Characteristics, Features. Structure and function of the following ecosystem: Forest ecosystem Grassland Ecosystem Desert ecosystem Aquatic ecosystems (Ponds, streams, lakes, Rivers, Oceans, Estuaries.

UNIT III

Biodiversity and its conservation

- Introduction definition: genetic, species and ecosystem diversity, Biogeographically classification of India, Value of biodiversity : Consumptive use, productive use, social, ethical, aesthetic and otion values, Biodiversity at global, National and local levels, India as amega - diversity nation.,

Hot - spots of biodiversity, Threats to biodiversity : habitat loss, poaching of wildlife, man wildlife conflicts, Endangered and endemic species of India, Conservation of biodiversity : in- situ and Ex - situ conservation of biodiversity.

UNIT IV

Environmental pollution: Definition, Causes, effects and control measures of :

Air pollution Water pollution Soil pollution Marine pollution Noise pollution Thermal pollution Nuclear hazards Thermal pollution.

Solid waste management causes, effects and control measure of urban and industrial wastes. Role of an individuation prevention of pollution, Pollution case studies, Disaster management: Floods, earthquake, cyclone and landslides.

Human population and the environment Population growth, Variation among nations. Population explosion family welfare programmed .Environment and human health .Human rights Value education HIV/AIDS Women and child welfare Role of information technology welfare environment and human health.

UNIT-V

Social issues and the Environment

From unsustainable to sustainable development Urban problem related to energy. Water conservation, rain water harvesting/watershed management. Resettlement and rehabilitation of people, its problems and concerns. case studies. Environmental ethics. Issues & possible solutions. Climate change, global warming Acid rain Ozone layer depletion. Nuclear accidents and holocaust - case studies Wasteland reclamation Consumerism and waste products. Environment protection Act.Air (Prevention and control of Pollution) Act. Wildlife protection Act. Forest conservation Act. Issues involved in enforcement of environmental legislation, public awareness.

Reference Books:

1. **Agrawal, K.C. 2001 Environmental Biology nidi pub. ltd Bikaner**
2. **Bhurucha irach, The Biodiversity of India Mapin publishing pvt. Ltd.**
3. **Cark R.S. Marine Pollution, Clanderson press oxford (TB)**
4. **Miller T.G. Jr. Environmental science, Wadsworth publication Co (TB)**
5. **Bhaskar A K, Matter Hazadous, Techno- science Publications (TB)**

Faculty of Commerce and Management

BBA VI SEM CBCS

Field work and comprehensive Viva- Voce

BBA603

Each Student has to undertaken the field work as assigned by the institute and has to prepare and submit report for assessment and Viva-voce. A comprehensive Viva-Voce examination among with field work report viva - voce shall be conducted through a Board comprised of Internal and External examiners as per guideline.

Faculty of Commerce and Management

BBA VI Sem CBCS

Specialization: - Marketing Management (Sales Management)

BBA604A

UNIT I

Scope and nature of sales management.

UNIT II

Planning for sales management - Sales organization sales potential sales forecasting.

UNIT III

Sales Budgeting sales purchasing & Sales Quota, Development of sales strategy.

UNIT IV

Operational sales management. Selection Training compensation and motivation of sales forces personal.

UNIT V

Evaluation and control of sales.

Reference Books:

1. Vacon, Joseph : Sales Management, Prentice Hill India
2. Wateruba Thomas : Sales management, Rinehart India
3. Kirkpatrick : Salesmanship, Taraporewala and sons Bombay

Faculty of Commerce and Management

BBA VI Sem CBCS

Specialization: - Financial Management (Security Analysis & Portfolio Management)

BBA604B

UNIT I

Meaning and definition of Security, Types of investment, Advantages and Limitation of various types of Investments.

UNIT II

Indian Capital market, saving pattern, NSE & BSE.

UNIT III

Regulatory Agencies: RBI, SEBI, AIVIFI.

UNIT IV

Fundamental Analysis - Economy, Company analysis, Top Down, Bottom up approach. Technical analysis - Meaning and concepts.

UNIT V

Introduction to Derivative market - Futures, options, Forward Contacts.

Reference Books:

1. Investment Management : Prassana Chandra, Tata McGrawhills
2. Security Analysis & Portfolio Management : Bhatt, Excel Publication
3. Investement management : IM Pandey, Vikas publication

Faculty of Commerce and Management

BBA VI SEM CBCS

Specialization:-Production Management (Quality Management & ISO)

BBA604C

UNIT I

Concept & Terminology of quality management, Quality policy & objectives,

UNIT II

Organization for Quality, Quality circles, Economics of Quality, Quality assurance, Zero defect concept.

UNIT III

Quality Specifications, Inspection, Manufacturing planning for Quality

UNIT IV

Statistical aids in limits & Tolerances sampling plans for attributes & Variables and various control charts.

UNIT V

Total Quality controls, Concept utility & application of ISO specifications.

Reference Books:

1. Juran & Gryna : Quality Planning & Analysis. Tata McGrow hill Publication Ltd. Bombay.

2. Manson Bestrand : Quality control : Prentice hall of India pvt. Ltd.

Faculty of Commerce and Management

BBA VI Sem CBCS

Specialization: - Human Resource Management (Organizational Development)

BBA604D

UNIT I

Organizational Development:- Overview, Concept, Meaning, Objectives, Assumptions of OD, Values and Beliefs in OD.

UNIT II

OD Process: OD Process, General CD Competencies.

UNIT III

OD Intervention Strategies - Interpersonal, Team, Inter-Group and Structural.

UNIT IV

Evaluation: - Evaluation of CD, Ethics of CD Professionals.

UNIT V

Power, Politics and Organizational Development, Changing Environment Future and Organizational Development

Reference Books:

1. French, W H and Bell, CH. 'Organization Development'. New Delhi, Prentice Hall of India,.
2. French, W L, Organization Development Theory, Practice and Research' Universal Book stall,. Delhi,
3. Abad, Ahmad. 'Developing Effective Organization'. Sri Ram Centre for Industrial Relations, New Delhi.