

## **Academic Session March-2023**

### **Syllabus- BBA (3<sup>rd</sup> Semester)**

<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Th/ Th-P/P/Pro</b>
BBA301	Business Ethics & Corporate Governance	4	Theory
BBA302	Business Law	4	Theory
BBA303	Statistics for Management	4	Theory
BBA304	Business Environment	4	Theory

# Business Ethics and Corporate Governance

Course Code: BBA 301	Course Title: Business Ethics and Corporate Governance
<p><b>Course Objective: -</b></p> <ul style="list-style-type: none"> <li>➤ This course aims at helping the student appreciate the relation between human values and Skills to ensure sustained happiness and prosperity which is the core value of all human beings. Also it aims at inculcating value based living among the students.</li> <li>➤ To Demonstrate and apply value, norms, ethical codes, and various ethical activities in a business.</li> <li>➤ To develop and apply moral philosophies as a manager in an organization's decision-making.</li> <li>➤ To develop various corporate social Responsibilities and practices in professional life</li> <li>➤ To demonstrate how transparency, responsibility, accountability, and fair and equitable treatment of all shareholders form the basis of good corporate governance practices.</li> </ul>	
<p><b>Course Outcomes:</b></p> <ul style="list-style-type: none"> <li>➤ To be able to assess the significance of human values.</li> <li>➤ To be able to use different ways for approaching ethical dilemmas</li> <li>➤ To be able to take ethical decisions</li> <li>➤ Appreciate the importance of social responsibility</li> <li>➤ Demonstrate a solid understanding of the purpose and nature of corporations.</li> </ul>	

## Course Contents

Sr. No.	Units	Unit Objectives
1	<b>Unit 01-</b> Introduction to Human Values: Need for and Importance of Human Values, Morality.	Students will understand the concept of Human Values and Morality
2	<b>Unit 2-</b> Ethics Virtue and Integrity. Classification of Values. Analysis of desirable Values.	Students will get an overview of the virtue ethics and classification of values
3	<b>Unit 3-</b> Importance of Values in Professional Life. Values for Indian managers.	Students will understand the importance of values in professional life.
4	<b>Unit: 04-</b> Indian Ethos: Meaning, significance, features, need and relevance.	Students will gain an insight into the meaning and significance of ethos.
5	Unit: 05- Relationship between Indian Ethos and Management, Role of Indian ethos in management, Work ethos	Students will understand the role of ethos in management.
6	Unit: 06- Impact of Ethos on Performance, Concept of Harmony in Life.	Students will be able to comprehend the impact of ethos on performance.
7	<b>Unit: 07-</b> Rights and Duties of a citizen: Fundamental duties- as stipulated in the constitution of India.	Students will acquire knowledge of rights and duties of the citizens.

8	Unit: 08- Rights- Guaranteed by the constitution, Rights of a Professional	Students will gain understanding of professional ethics and human rights.
9	Unit: 09- Professional responsibilities- towards the stake holders of the Business.	Students will gain an understanding of social responsibility of business towards stakeholders of the business.
10	Unit 10- Ethical Issues , Issues involved in Business Ethics, Issues in Marketing- Marketing Mix, Marketing research	Students will understand the ethical issues pertaining to business.
11	Unit 11- Ethical Issues in HR- Hiring, Promotion, Discrimination,	Students will understand the implications of ethical issues in HR.
12	Unit 12- Ethical Issues in Financial management- Money laundering, Insider Trading, Hostile Takeover. Other issues- Bribery, Coercion, Deception	Students will be able to comprehend ethical issues in finance other issues business come across.
13	Unit 13- Social Responsibilities: Introduction to corporate social responsibility, social responsibility of Business in India. Responsibility towards stakeholders (Shareholders, employees, dealers, customers, Government),	Students will get an insight into the social responsibility of business in India.
14	Unit 14 – Social Audit, Types of social audit, key developments in transparency and reporting.	Students will gain knowledge about the various types of social audit.
15	Unit 15- Corporate Governance: Introduction, Concept, and Need for Corporate Governance, Role played by regulators to improve corporate governance.	Students will understand the need for corporate governance
16	Unit 16- Role of Auditors in enhancing corporate governance, Whistle blowing.	Students will get an insight into the role played by auditors in improving corporate governance.

**Suggested readings:**

1. Fernando A. C., (2009). Business Ethics: An Indian Perspective, Pearson Education
2. Fernando A.C: Corporate Governance Pearson Education.
3. Laura P. Hartman and Joe Des Jardins., (2008). Business ethics: Decision making for Personal Integrity and Social responsibility, McGraw-Hill.
4. Callaham J.C., (1988). Ethical Issues in Professional Life, Oxford University Press.
5. Sanjeev Rinku, Khanna Parul., (2008). Ethics and Values in Business Management Ane's Books Pvt. Ltd.

# Business Law

<b>Course Code: BBA 302</b>	<b>Course Title- Business Law</b>
<b>Course Objective: -</b> <ul style="list-style-type: none"><li>➤ To gain knowledge of the branches of law which relate to business transactions and corporate bodies. Also, to understand the applications of these laws to practical commercial situations.</li><li>➤ To identify and formulate the legal issues and theories that apply to the facts of a described situation or problem.</li><li>➤ Know of, and ability to use, fundamental tools of legal research, including understanding the process of devising and implementing a coherent and effective research design.</li><li>➤ Possess basic knowledge of the nature and sources of ethical standards of the legal profession, and processes for recognizing and addressing ethical dilemmas.</li><li>➤ Have confidence in legal problem-solving concepts, including identifying and diagnosing problem, determining the need for planning a factual investigation, identifying and formulating relevant legal theories, generating alternative solutions and strategies, and developing and implementing a plan of action.</li></ul>	

## Course Contents

<b>Sr. No.</b>	<b>Chapters</b>	<b>Unit Objectives</b>
1	Chapter 1-The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract-Based on validity, formation & performance,	Students will get an overview of the provisions of the Indian Contract Act, 1872.
2	Chapter 2- Law relating to offer and acceptance, consideration, competency to contract, free consent.	Students will gain an insight into the legal terms such as offer, acceptance, free consent, etc.

3	Chapter 3- Agreements & Contracts: Void agreements, the performance of contracts, discharge of contracts, breach of contracts, and quasi-contract.	Students will learn how contracts are initiated & discharged and, what repercussions breach of a contractual term.
4	Chapter 4-Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.	Students will be able to comprehend the types and special contracts.
5	Chapter 5-Sale of Goods Act 1930: Sale and agreement to sell, implied conditions, and warranties.	Students will be familiarized with the provisions of Sale the of Goods Act.
6	Chapter 6 –Sale by non-owners, rights of an unpaid seller.	Students will be able to interpret the situation where the sale is initiated by an un-paid seller.
7	Chapter 7 –Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.	Students will be familiarized with the provisions of the Negotiable Instruments Act, 1881.
8	Chapter 8 -The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association.	Students will get an overview of the revised Companies Act, 2013.
9	Chapter 9-Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, the role of directors, share qualification, company meetings.	Students will acquire knowledge about the true meaning of legal terms.
10	Chapter 10 -The Limited Liability Partnership Act 2008: Meaning and nature of a limited partnership, formation, partners & their relations, extent, and limitation of liability.	Students will be acquainted with the provisions of The Limited Liability Partnership Act, 2008.
11	Chapter 11 - Consumer Protection Act 1986: Objectives and machinery for consumer protection.	Students will recognize the provisions established for protecting the consumers from unauthorized activities.
12	Chapter 12- Defects and deficiency removal, Rights of consumers.	Students will be acquainted with Consumer Rights.

13	Chapter 13- The Right to Information Act 2005: Salient features and coverage of the act.	Students will be familiarized with provisions of the Right to Information Act, 2005.
14	Chapter 14- Public Authority: Definition of terms information, write, record, public authority; obligations of public authorities, requesting information and functions of PIO.	Students will be able to understand various responsibilities assigned to respective public authorities.

References: -

- 1.N.D. Kapoor(2013),Business Law, Sultan Chand& Sons
- 2.M.C.Kucchal,BusinessLaw/Mercantile Law,Vikas Publishing. House(P)Ltd.
- 3.M.C.Kucchal,&VivekKucchal,BusinessLegislationforManagement,VikasPublishingHouse(P)Ltd.
- 4.Dr.G.K.Kapoor&SanjayDhamija,CompanyLawandPractice-Acomprehensivetextbookon CompaniesAct 2013, latestedition,Taxmann.
5. AvtarSingh,Principleof MercantileLaw,EasternBookCompany
6. GulshanKapoor,BusinessLaw,NewAgeInternationalPvtLtdPublishers.
7. Maheshwari&Maheshwari,PrincipleofMerchantileLaw,NationalPublishingTrust
8. RohiniAgrawal,Mercantile&CommercialLaw,TaxmannPublishingHouse

# Statistics for Management

<b>Course Code: BBA 303</b>	<b>Course Title: Statistics for Management</b>
<b>Course Objective: -</b>  The aim of this course is to help students know and understand the basic of Statistics and its tools, understanding of the subject and its application in business and decision making along with its limitations and benefits.	

## Course Contents

<b>Sr. No.</b>	<b>Chapters</b>	<b>Unit Objectives</b>
1	Chapter 1- Introduction to : Nature, scope, importance and limitations of statistics, Applications and misuse of statistics	Students will get the basic understanding of the subject.
2	Chapter 2- Types and Collection of Data: Collection and Classification of data, collecting primary and secondary data: methods. Questionnaire and Schedule.	Students will be able to know about the data, its classification and its use.
3	Chapter 3- Frequency Distribution, Charts and Graphs: tabulation of data, diagrammatic and graphic presentation of data. One, two and three dimensional diagrams.	Students will able to learn the traditional methods of presenting the data by different methods.
4	Chapter 4- Measure of Central Tendencies: Mean and Median –individual, discrete and continuous series, direct, short cut and Step deviation methods	To know the concept of measures of central tendencies and its uses
5	Chapter 5- Mode: Individual, discrete and continuous series- Direct and Grouping method, Quartiles, Percentiles, Deciles.	To know the methods of calculating mode and its concept

6	Chapter 6 –Measures of Dispersion: Dispersion and their measures, Range, IQR, QD, Mean deviation Standard deviation	Student will able to understand the concept measures of dispersion
7	Chapter 7 – Skewness-Karl Pearson, Rank Co-relation, Rank, Kurtosis.	Students will be able to calculate and understand Skewness and interpret the answers.
8	Chapter 8- Correlation: Concept, types, Methods- Scatter diagrams, Karl Pearson’s coefficient of correlation, Spearman Ran, Method of Least Square.	Students will be able to calculate and understand Correlation and interpret their meanings.
9	Chapter 9- Regression: Concept, difference between correlation and regression, Regression equations by Least square method, using regression coefficients- X on Y and Y on X.	Students will be able to find Regression and do analysis..
10	Chapter 10 Index Numbers: Fixed base and chain base, base shifting Fisher’s Index.	Students will be able to understand the basics of Index numbers, their uses and application
11	Chapter 11 Time Series Analysis: Concept, analysis, Moments, Trends lines- free hand curves, semi average, moving average, least square method	Sudents will be able to find the trend lines, know their concept and be able to do the future prediction
12	Chapter 12 – Probability: Basics of Probability-Theory	Students will have the basic knowledge of Probability and its use.
13	Chapter 13- Permutation and Combination	Students will have the basic knowledge of Permutation and Combination and its use.
14	Chapter 14- Normal, Binomial and Poisson Distribution	Students will have the basic knowledge and understanding of Distribution systems..



15	Statistical System in India: An overview	Students will get an overview of Statistical system in India
16	Sampling: Concept, methods, Errors- probability and Non probability methods,	Students will be able to know the concepts, types errors and its uses in Statistics and research

References: -

- Sharma, J. K. (2011), Business Statistics, 20th Edition, Pearson Publication.
- Levin, & Rubin.(2012.) Statistics for Management, 7th Edition, Pearson Publication.
- Gupta, S. C. & Kapoor, V. K. (2014). Fundamentals of Mathematical Statistics, 11thEdition, S. Chand.
- Goon, Gupta, & Dasgupta. (2001). Fundamentals of Statistics,(Vol 1),1st Edition, The World Press.
- S.P. Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition.
- Trivedi, (2010), Business Mathematics, 1st edition, Pearson Education.
- S.C. Srivastava, Sangya Srivastava (2003), Fundamentals of Statistics, Anmol Publications Pvt. Ltd.
- D. N. Elhance, Veena Elhance & B. M. Aggarwal, Fundamentals of Statistics, Kitab Mahal
- Khan, Shadab, (2008) A Text Book of Business Mathematics, Anmol Publications.

# Business Environment

<b>Course Code: BBA 304</b>	<b>Course Title: Business Environment</b>
<p><b>Course Objective: -</b></p> <ul style="list-style-type: none"> <li>➤ To make students understand and develop the ability to recognize the underlying ethical, legal, and sustainability implications in her entire business situations and apply that knowledge to make responsible decisions.</li> <li>➤ Explain regional economic integration and economic and political integration.</li> <li>➤ Improve Cognitive knowledge of market issues.</li> <li>➤ Improves Interpersonal skills with individuals from various cultures.</li> <li>➤ Social responsibility awareness on business issues.</li> </ul>	

## Course Contents

Sr. No.	Chapters	Unit Objectives
1	Chapter 1- Business Environment: Scope of business, characteristics of a business, Objectives of Business Environment study.	Students will understand the concept of the business environment and its objectives.
2	Chapter 2 - Type of Environment: Internal, External, Micro and Macro Environment, Process and Limitations of Environmental Analysis.	Students will get an overview of the classification of Business Environment.
3	Chapter 3- Social responsibility of Business: Business ethics, Business and Culture, Technological Development and Social Changes.	Students will understand how businesses can be more responsible towards society.

4	Chapter 4- Business and Economy: Economic System, Capitalism, Socialism, Mixed Economy.	Students will gain an insight into the integration of Business with the economy.
5	Chapter 5- Business and Industry: Private sector, Small scale industries: Concept, significance, Issues, and Priorities.	Students will understand the issues and priorities of the Private sector.
6	Chapter 6-Role of Public sector in Indian Economy and its problems.	Students will be able to comprehend the significance of the public sector in the Indian economy.
7	Chapter 7 - Critical evaluation of the Five Year Plans.	Students will acquire knowledge of Five-year plans.
8	Chapter 8 –Business and Government: Role of Government in Economic Planning in India.	Students will know how the government has aided economic planning in the last few decades.
9	Chapter 9 – Industrial Policy Resolution: Introduction to Industrial Policy Resolution 1948 & Industrial Policy Resolution, 1956.	Students will gain an understanding of how Indian industries have evolved after the IPRs of 1948 & 1956.
10	Chapter 10-An overview of the New Industrial Policy.	Students will understand the relevant role of subsequent sectors stated in the NIP.
11	Chapter 11 –Privatization, Liberalization and Globalization, Their Implications on Indian Economy.	Students will understand the implications of LPG policy.

12	Chapter 12 - Business and Law: Provisions under Companies Act, 1956 relating to setting up of a Company.	Students will be able to comprehend the laws relating to the companies act 1956.
13	Chapter 13 – Competition Act: Introduction and its salient features.	Students will get an insight into the Competition act and its implications.
14	Chapter 14 – An Overview of the Consumer Protection Act & Consumer disputes redressal agencies.	Students will gain knowledge about the various dispute redressal agencies in India.

**References: -**

- Cherunilam, Francis; Business Environment-Text and Cases, Himalaya Publishing House.
- Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi.