

Scheme for Examination

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be of 15 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

Each 2 credits course will be assessed for 50 marks, out of which 30 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 30 marks divided into two sections i.e. A & B. Section A will be of 12 marks comprising of 6 Questions of 2 marks each and there will be no choice. Section B shall be of 18 marks comprising of 6 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 3 questions selecting one from each unit. The questions in section B will be of 6 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one presentation of 5 marks each.

The industrial training report presentation and viva-voce shall be conducted jointly by the internal and external examiners. Internal examiner shall be appointed by the head of the institution by rotation. The external examiner may be appointed by the University of Jammu.

Course Title: FUNDAMENTALS Of MANAGEMENT

Course Code: UBBTC101
Credits – 6
Examination – 3 Hours

Total Marks - 100
Internal Marks – 20
External Marks - 80

The syllabus is for the Examinations to be held in December 2016, December 2017 and December 2018

Objective: The objective of the course is to make the learners to understand the fundamentals of management in the diverse business scenario.

Unit I:

Basis of Management- Management Concept, Nature, Process, Evolution of Management Thoughts, Managerial functions, systems approach, Managerial environment, Approaches to management.

Unit II

Planning and Decision Making- Concept, Nature and Process, MBO, Strategies, Policies and Concept, Types of Planning, Planning premises, Decision Making, Concept, Nature, and Significance, Decision Making as a Process.

Unit III

Organising and Staffing- Nature and Elements, Organising as a process, Organization Structure, Line/Staff authority, decentralization staffing, Meaning, Nature and Importance, Introduction to Performance Appraisal and Managing Organizational Change and Organizational Development.

Unit IV

Direction and Controlling as Management Process -Direction, Meaning, Nature and Significance, Motivation- Meaning, Nature and Significance. Leadership - Meaning, Nature and Significance. Communication- Meaning, Nature, Types and Importance. Controlling- Meaning, Nature, Process and Techniques.

Note for Paper Setter:

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be of 15 marks each.

For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

Readings

1. Koontz and Wehrich (2015) Essential of Management Mc Graw Hill 9th edition.
2. L.M Prasad (2015) Principle of Management S Chand Publisher 9th edition.
3. Pravin Durai Principle of Management Text and Cases Pearson Publisher 1/e.
4. Bhatt and Kumar Management Principles Process and Practices Oxford University Press (2008).

Course Title: STATISTICS FOR BUSINESS DECISIONS

Course Code: UBBTC102
Credits – 6
Examination – 3 Hours

Total Marks - 100
Internal Marks – 20
External Marks – 80

The syllabus is for the Examinations to be held in December 2016, December 2017 and December 2018

Objective: To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

UNIT I

Measures of Central Tendency - mean, median, mode, harmonic mean and geometric mean. Merits, Limitations and Suitability of averages; Relationship between averages; Measures of Dispersion- Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Skewness, Kurtosis.

UNIT II

Correlation Analysis: Meaning and significance; Types of correlation; Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance, Regression vs. Correlation; Simple Linear Regression, Regression lines (X on Y, Y on X) and Standard error of estimate.

UNIT III

Analysis of Time Series: Meaning and significance. Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of least squares, Index Numbers: Meaning and significance, problems in construction of index numbers, methods of constructing index numbers-weighted and unweighted, Test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index number.

UNIT IV

Probability: Meaning and need. Theorems of addition and multiplication. Conditional probability. Bayes' theorem, Random Variable- discrete and continuous. Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, and Normal distribution

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For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

Readings:

1. S.P. Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition.
2. Richard Levin & David Rubin : Statistics for management, Prentice Hall.
3. Anderson, Sweeny & Williams: Statistics for Business and Economics, South Western

MANAGERIAL ECONOMICS

Course Code: UBBTC103
Credits – 6
Examination – 3 Hours

Total Marks – 100
Internal Marks – 20
External Marks – 80

The syllabus is for the Examinations to be held in December 2016, December 2017 and December 2018

Objective: The purpose of this course is to apply economic concepts and techniques in evaluating business decisions taken by firms.

Unit I:

Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply; Elasticities of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply;

Unit II:

Law of diminishing margin productivity, three stages of production, optimizing behavior in long run (isoquants, isocost line, optimal combination of resources).

Costs and scale: traditional theory of cost (short run and long run, geometry of cost curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.

Unit III:

Theory of firm and market organization: perfect competition: short run equilibrium of firm/industry, long run equilibrium of firm/industry; Monopoly: basic features, short run equilibrium, long run equilibrium; price discrimination; Monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium) ; Oligopoly (Cournot's model, kinked demand curve model)

Unit IV: Factor market: demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium.

Note for Paper Setter:

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be of 15 marks each.

For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

Readings:

1. Dominick Salvatore (2009). Principles of Microeconomics (5th ed.) Oxford University Press
2. Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press
3. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan
4. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed.). Pearson.

Course Title: ETHICS & CSR

Course Code: UBBTE105
Credits – 4
Examination – 3 Hours

Total Marks - 100
Internal Marks – 20
External Marks - 80

The syllabus is for the Examinations to be held in December 2016, December 2017 and December 2018

Objective: The objective of this paper is to make the students understand the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

Unit I

Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring.

Unit II

Business Ethics: An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility. Corporate Governance: Concept, Features of Good Governance, Role played by Regulators to improve Corporate Governance.

Unit III

Corporate Social Responsibility: Meaning, Evolution of CSR, Indicators for measuring Business Social Performance, Reporting Social Responsibility measures in Annual Report

Note for Paper Setter:

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be of 15 marks each.

For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

Readings:

1. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
2. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA
3. A.C. Fernando: Business Ethics Pearson Education.
4. A.C. Fernando: Corporate Governance Pearson Education.
5. Adrian Davies: Strategic approach to corporate governance Gower Pub Co.
6. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
7. Marianne M Jennings: Cases in Business Ethics Indian South-Western College Publishing
8. Kevin Gibson: Ethics and Business, An Introduction, Cambridge Applied Ethics Cambridge University Press Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India

Scheme for Examination

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be of 15 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

Each 2 credits course will be assessed for 50 marks, out of which 30 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 30 marks divided into two sections i.e. A & B. Section A will be of 12 marks comprising of 6 Questions of 2 marks each and there will be no choice. Section B shall be of 18 marks comprising of 6 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 3 questions selecting one from each unit. The questions in section B will be of 6 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one presentation of 5 marks each.

The industrial training report presentation and viva-voce shall be conducted jointly by the internal and external examiners. Internal examiner shall be appointed by the head of the institution by rotation. The external examiner may be appointed by the University of Jammu.

Course Title: ORGANISATIONAL BEHAVIOUR

Course Code: UBBTC201
Credits – 4
Examination – 3 Hours

Total Marks – 100
Internal Marks – 20
External Marks – 80

The syllabus is for the Examinations to be held in May 2017, May 2018 and May 2019

Objective - The objective of the course is to make the learners understand the concepts and application of organisational behaviour in business scenario.

Unit I

Organisational Behaviour - Concept, Meaning, Nature and Scope of Organisational Behaviour, interdisciplinary nature of Organisational Behaviour, Factor Influencing Organisational Behaviour, Challenges and Opportunities in Organisational Behaviour.

Unit II

Individual Behaviour - Basic Psychological Determinants-Personality, Personality Traits and Theories, Perception, Perceptual Process and Factors Affecting Perception, Learning - Types, Elements, Theories of Learning, Social Learning. Motivation - Concept and Theories of Motivation, Attitude - Concept, Nature and Factors Affecting Attitude.

Unit III

Group Behaviour- Concept of Group Dynamics- Features of Group, Types of Group Behaviour, Formal and Informal Group Behaviour, Stages of Group Development, Group Moral, Group Norms, and Group Cohesiveness.

Unit IV

Organisation in relation to its Environment: Organisational Power and Politics, Management of Conflict, Organisational Change and Organisational Development- Meaning, Significance and Process, Stress Management, Leadership-Types, Approaches, Styles and Effectiveness.

Note for Paper Setter:

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be of 15 marks each.

For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

Readings:

1. Stephen P. Robbins , Organisational Behaviour, Prentice Hall international Inc, 9th Eds
2. Aswathappa(2010), Organisational Behaviour, Himalaya Publishers
3. L.M.Prasad, Organisational Behaviour, S Chand Publishers, 8th
4. Robbins, Judge and Vohra(2011), Organisational Behaviour, Pearson Publishing

FINANCIAL ACCOUNTING

Course Code: UBBTC202

Credits – 6

Examination – 3 Hours

Total Marks - 100

Internal Marks – 20

External Marks – 80

The syllabus is for the Examinations to be held in May 2017, May 2018 and May 2019

Objective: The course has been outlined with a purpose to enable students to understand accounting concepts, tools and techniques for taking managerial decisions.

Unit I

Introduction , Meaning of Accountancy, Difference between Book-Keeping and Accounting, Accounting Process, Objectives for accounting, Limitations of Accounting , Basic terminologies in accounting Accounting Concepts, conventions and Principles; Double Entry Accounting: Introduction, Meaning of double entry accounting, Classification of accounts in relation to Rules of debit and credit; Accounting equation

Unit II

Journal and its characteristics, analysing business transactions and passing entries in a journal, Posting entries into Ledger and significance of Ledger balances; Difference between Journal and Ledger; Preparation of Trail Balance.

Unit III

Classification of Receipts and Expenditure into capital and revenue; Contents of Trading and Profit & Loss account; Closing entries of trading account. Preparation of profit and loss account.

Unit IV

Classification and arrangement of assets and liabilities in balance sheet- grouping and marshalling; Distinction between trail balance and balance sheet; Preparation of balance sheet with elementary level adjustments and rationale behind adjustments.

Note for Paper Setter:

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be of 15 marks each.

For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

Readings:

1. C.M Juneja, J.S Arora, R.C. Chawla. Elements of Book-Keeping. Kalyani Publishers; Eighteenth edition (2013)
2. Grewal, T.S. Introduction to Accounting. S. Chand & Company, New Delhi
3. Narayanaswamy, R., Financial Accounting - A Managerial Perspective, Prentice Hall of India, New Delhi.
4. Gupta, Amrish, Financial Accounting for Management: An Analytical Perspective, Pearson Education, New Delhi.
5. Maheswari & Maheswari, Accounting for Managers, Vikas Publishing, New Delhi.
6. Anthony, Robert N. et al. Accounting: Text and cases, Tata McGraw Hill, New Delhi
7. Bhattacharya, Ashish K. Financial Accounting for Business Managers. Prentice Hall of India.
8. Khan, M.Y. and Jain, P.K. Financial Management, Text, Problems & Cases. Tata McGraw Hill Company, New Delhi.

Course Title: BUSINESS MATHS

Course Code: UBBTC203
Credits – 6
Examination – 3 Hours

Total Marks - 100
Internal Marks – 20
External Marks – 80

The syllabus is for the Examinations to be held in May 2017, May 2018 and May 2019

Objective: The aim of the course is to acquaint students with mathematical tools applicable to business related problems.

Note: Problems involving trigonometric ratios are not to be done.

Unit I

Sets & Functions: Definition of Set, representation of a set, algebra of sets. Simple applications of sets. Cartesian product of two sets, relations and functions on sets and their domain and range. Composition of two functions. Some important functions: identity function, constant function, modulus function, greatest integer function.

Unit II

Differential & Integral Calculus: Concept of limit and continuity, differentiation of a function from first principle, derivative of sum, product and quotient of two functions, derivative of a function of a function, logarithmic differentiation. Derivatives of second order, local maxima and local minima of functions in single variable. Derivative as a rate measure. Integration as inverse of differentiation. Integration by substitution method, integration by parts and partial fractions. Concept of definite integral and its managerial applications.

Unit III

Matrices & Determinants: Concept of a matrix and its types, algebra of matrices: addition, subtraction and multiplication of matrices. Transpose of a matrix, adjoint and inverse of a matrix and solving system of linear equations upto three variables using matrix method. Determinants: Concept of determinant, expansion rule, properties of determinants and solving system of linear equations upto three variables using Cramer's Rule. Examples and exercises based on these concepts.

Unit IV

Probability & Linear Programming: Probability: Random experiment, sample space, events and probability of an event, addition and multiplication laws of probability, conditional probability, Bayes's theorem (statement only). Linear programming: Meaning and definition, mathematical formulation of a LPP and its solution by Graphical method. Examples and exercises based on these concepts.

Note for Paper Setter:

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be of 15 marks each.

For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

Readings:

1. V.K Kapoor ó Operations Research
2. Shanti Narayan & N.P Bali - Differential Calculus
3. Shanti Narayan & N.P Bali - Integral Calculus
4. Shanti Narayan ó Matrices & Determinants
5. Sunil Gupta ó Abstract Algebra
6. P.R Halmos ó Set Theory
7. Schaum Series ó Textbook on Probability & Statistics

INDIA'S DIVERSITY AND BUSINESS

Course Code: UBBTE205
Credits – 4
Examination – 3 Hours

Total Marks - 100
Internal Marks – 20
External Marks – 80

The syllabus is for the Examinations to be held in May 2017, May 2018 and May 2019

Objective: The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at understanding the diversity and its implications for the business.

Unit I

Recognizing, Accommodating and valuing diversity, Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension – immigration, competition for limited resources; Regional bases of India's diversity: regional approach to understanding diversity, in terms of India's topography, drainage, soil, climate, natural vegetation, rural and urban settlements, Social diversity in India: Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions

Unit II

People, Livelihood and Occupational Diversity, Region, occupation and employment, Linkages between Diversity and India's Socio-economic challenges, Regional variations in terms of geographic and socio-economic factors- trends and, emerging options; economic inequalities and poverty, environmental degradation, and sustainable development;

Unit III

Diversity and Business, Indian Consumers and marketing; Rural and Urban context, Diversity, manufacturing, industry and services; Diversity and Innovation; Workforce diversity and management

Note for Paper Setter:

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be of 15 marks each.

For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

Readings:

Bhatt, B. L(1980) – India and Indian Regions: A Critical Overview – in David E. Sopher – *An Exploration of India- Geographical Perspectives on Society and Culture*. Cornell. Pages- 35-61 for Socio cultural regions.

Bill Aitken, Seven sacred rivers, Penguin Books, 1992

Bose NK (1969) Unity in Indian Diversity in Desai AR (1969) *Rural Sociology in India*, eprinted 2009, Popular Prakashan, (for diversity as strength Part II chap 3 pp 134-136)

Chakravarti AK (2004) *Regional Preferences for Food: Some Aspects of Food Habit Patterns In India* in Grover N and KN Singh (eds) 2004, *Cultural Geography: Form and Process*, Concept Publishers, Delhi (for regional specificity of food -Chap 23 pp 355 to 375)

Fernando Mart ,n-Alca zarÉ Pedro M. Romero-Ferna ndezÉ Gonzalo Sa nchez- Gardey, Transforming Human Resource Management Systems to Cope with Diversity, **Journal of Business Ethics**, 2012, 107:511-531

Gadgil and Guha Ecology and Equity: The use and abuse of nature in contemporary India. Penguin 1995

Gail Robinson and Kathleen Dechant, Building a business case for diversity, Academy of Management Executive 1997, Vol 11, No. 3

Kaul, Vijay Kumar, -Innovation Revolution: Harnessing India's Diversityø Yojana, November 2014, also available at SSRN , <http://ssrn.com/abstract=2517855>

Kaul, Vijay Kumar, INDIA'S DIVERSITY AND GLOBALISATION: UNIFYING FORCES AND INNOVATION, Working paper in Social Sciences Research Network(SSRN) , June 2014 <http://ssrn.com/abstract=2444668>

Kaul, Vijay Kumar, INDIA'S DIVERSITY: FROM CONFLICT TO INNOVATION, Working paper in Social

Sciences Research Network(SSRN) ,June 2014 <http://ssrn.com/abstract=2444099>\

Kaul, Vijay Kumar, Managing Diversity, in **Business Organisation and Management**, chapter 35, Pearson Education, 2012.

Nehru J (1946) The Discovery of India, OUP, chaps 4-8

Sopher, D.E-öThe Geographical Patterning of Culture of Indiaö in David E. Sopher *An Exploration of India-Geographical Perspectives on Society and Culture*. Cornell, Pages- 289-326.

Thomas Kochan, KaterinaBezrukova, Robin Ely, et el, The EFFECTS OF DIVERSITY ON BUSINESS PERFORMANCE: REPORT OF THE DIVERSITY RESEARCH NETWORK, Human Resource Management, Spring 2003, Vol 42, No.1. pp3-21

Annexure III

Detailed Syllabus for the Examination to be held in year 2016, 2017, 2018

Course Title: Communication English-I

Credits: 2

Course Code: UCETS101

M.M: 50

Unit-I: Listening and Speaking

- Listening Skills [Active, passive, interpretive, Accent]
- Speaking Skills [Stress, Intonation, Assertion, Rhetorical questions, Exclamation, Emphasis]
- Conversations [Formal, Informal, Telephonic]
- Interviews [Essentials, Dos and Don'ts, Body Language]

Unit-II: Reading and understanding

- Reading Comprehension
- Paraphrasing
- Analysis and Interpretation

Unit-III: Writing Skills

- Letter writing
- Public Notice
- Advertisements

Unit-IV: Grammar Skills

- Parts of Speech: Using the same word as different parts of Speech, Correct use of verbs and articles
- Vocabulary: Homonyms, Homophones; Words often confused

Mode of Examination:

Internal Assessment Test:

Syllabus to be covered: upto 50% ; Time allotted: 1 Hour; Marks % Weightage: 20% (10 Marks)

10 Short answer type Questions of 1 mark each shall be given which may include some multiple choice questions, fill in the blanks, one word answer questions.
(10x1=10)

External End Semester University Examination:

Section A

Five short answer type questions of 1 mark each shall be given which may include multiple choice questions, fill in the blanks, one word answer questions. (5x1=5)

Section B

Three medium answer type questions of 5 marks each. The examiner will set four questions out of which the candidate will be required to attempt any three.
(5x3=15)

Section C

Two long answer type questions of 10 marks each. The examiner will set three questions out of which the candidate will be required to attempt any two.
(10x2=20)

Suggested Readings:

Rani, Kandula Nirupa, Jayshree Mohanraj and Indira Babbellapati. Eds. *Speak Well*. Delhi: Orient Black Swan.

Essential Communication Skills: A Multi Course for English Communication. MacMillan Publishers India Pvt. Limited.

Taylor, Ken. *Telephone and Teleconferencing Skills*. Delhi: Orient Black Swan.

English at Workplace. Part II, Delhi: Oxford University Press, 2007.

Hewing, Martin. *Advanced English Grammar*. New Delhi: Cambridge University Press, 2010.

Detailed Syllabus for the Examination to be held in year 2017, 2018, 2019.

Course Title: Communication English-II

Credits: 2

Course Code: UCETS201

M.M: 50

Unit-I: Reading and Presentation Skills

- Reading Skills: Decoding, Comprehension & Retention, Reading Techniques, Reading Problems, Close reading
- Public speaking skills (preparation, Vocal control, time management & handling questions)
- Oral Presentation, Debates, Elocution and Extempore, Demonstration, Conversation

Unit-II : Writing Skills

- Report Writing
- Writing a Paragraph

Unit-III: Technical and Modern Communication

- Writing a proposal
- Preparing a Resume
- Book/ Film Reviews
- E-mails
- Blogs and comments on social media

Unit-IV: Grammar

- Punctuation and Capitalization
- Corrections (Noun, Pronoun, Adjective and Adverb); Common Errors in the use of English

Mode of Examination:

Internal Assessment Test:

Syllabus to be covered: upto 50% after 45days; Time allotted: 1 Hour; Marks %
Weightage: 20% (10 Marks)

10 Short answer type Questions of 1 mark each shall be given which may include some multiple choice questions, fill in the blanks, one word answer questions.
(10x=10)

External End Semester University Examination:

Section A

Five short answer type questions of 1 mark each shall be given which may include multiple choice questions, fill in the blanks, one word answer questions. (5x1=5)

Section B

Three medium answer type questions of 5 marks each. The examiner will set four questions out of which the candidate will be required to attempt any three.
(5x3=15)

Section C

Two long answer type questions of 10 marks each. The examiner will set three questions out of which the candidate will be required to attempt any two.

Suggested Readings:

Interactive English. Macmillan Publishers India Ltd.

Baber, Eric. *Business English, Using the Internet*. Delhi: Orient Black Swan.

Wood, J. *Interpersonal Communication: Everyday Encounters*. Boston, MA: Wadsworth-Cengage Learning, 2010.

Raydu, C.S. *Developing Communication Skills*. Himalaya Publishing House, 2012.

Hewing, Martin. *Advanced English Grammar*. New Delhi: Cambridge University Press, 2010.

Detailed Syllabus

Semester-I

Course No: U E S T S 1 04
Time of Examination :2.30 hrs

Title :Environmental studies-1

Credit:2

(a) Semester Examination : 40
(b) Sessional Assessment: 10

Syllabus for the examinations to be held in Dec.2016, 2017 and 2018.

Unit I: The Environment and Ecosystem

- 1.1 Environment and Environmental studies: Definition, concept, components and importance.
- 1.2 Ecosystem and Ecology: Structure and Function of ecosystem, Brief concept of Autecology and Synecology.
- 1.3 Food chain, food web and ecological pyramids .
- 1.4 Biogeochemical cycles in an ecosystems: (Carbon, Nitrogen and Phosphorous cycle)
- 1.5 Ecological succession: Definition, types, concept and process (Hydrosere, Xerosere and Lithosere).

Unit 2 Environmental Pollution and Disaster Management

- 2.1 Definition , causes, effects and control measures of :
 - a. Air pollution
 - b. Water pollution(thermal and marine pollution)
 - c. Land pollution
 - d. Radiation pollution and Nuclear hazard.
 - e. Noise pollution
- 2.2 Solid waste management: Causes , effects and control measures.
- 2.3 Global warming and climate change Ozone depletion
- 2.4 Acid rain: Causes , effects and control measures
- 2.5 Types and management of Natural disasters (Earthquakes; Droughts; Floods; Landslides).

Unit 3: Environmental treaties, laws and Ethics

- 3.1 . Environmental Treaties : National and International(Brief account)
- 3.2. Salient features of following Acts:

- a. Wildlife (Protection) Act, 1972.
 - b. Water (Prevention and control of pollution) Act, 1974.
 - c. Forest (Conservation) Act, 1980.
 - d. Air (Prevention and control of pollution) Act, 1981.
 - e. Environmental Protection Act, 1986.
- 3.3. National Green Tribunal: Structure, composition and functions.
 - 3.4. Environmental Ethics
 - 3.5. Need for Sustainable Development.

Field /Practical Work

All the students are required to undertake the following field/practical work

- i) Visit to a local area to document environmental assets/ecosystems-
River/forest/grassland/mountain
- ii) Construction of Food chain/food web of the visited area
- iii) To identify the sources of air/water/soil/noise pollution of your area.

Note for Paper setter

Note for Paper setter

- a. Question paper will consist of TWO sections 'A' and 'B'. Section 'A' will consist of 6 short answer type questions, two from each unit; out of which candidate has to answer any five questions and each question would be of 2 marks. Section 'B' would consist of THREE long answer type questions of 10 marks each, one from each unit, with internal choice.
- b. Internal assessment test of 10 marks will be based on questions from syllabus/ field trip visit(s).

Detailed Syllabus

Semester-II

Course No:U ES TS 2 04
Time of Examination :2.30 hrs

Title :Environmental studies-2

Credit:2

(a) Semester Examination : 40

(b) Sessional Assessment: 10

Syllabus for the examinations to be held in May 2017, 2018 and 2019.

Unit - 1: Biodiversity and its conservation:

- 1.1 Definition, concept , levels and values of biodiversity.
- 1.2 Biodiversity of India, India as a mega diversity nation, Hotspots of biodiversity.
- 1.3 Threats to Biodiversity (Habitat loss, poaching of wildlife and man wildlife conflict)
- 1.4 Conservation of Biodiversity: *in-situ* Conservation; *ex-situ* conservation
- 1.5 Ecotourism, Concept of Protected Area Network with special reference to Kishtwar, Dachigam and Hemis National Parks.

Unit - 2:Natural Resources and their Conservation

- 2.1 Forest Resources: Uses and overexploitation of forests and consequences of deforestation.
- 2.2 Water Resources: Use and consequences of over-utilization, concept of rain water harvesting and watershed management, water conflicts.
- 2.3 Food Resources: Sources of food, food problems- Indian scenario, Impacts of modern agriculture on environment (Fertilizer - pesticide problem, water logging and salinity), Organic farming.
- 2.4 Energy Resources: Renewable and Non-Renewable energy sources, Growing energy needs and alternate energy sources.
- 2.5 Land Resources: Global land use patterns, Soil erosion, Desertification, Wasteland Reclamation.

Unit- 3: Environment and Human health

- 3.1 Human population growth and Family Welfare Programs.
- 3.2 Common diseases: Air borne diseases (Chicken Pox, Tuberculosis,

- Influenza, Meningitis), Water and food borne diseases (Cholera, Diarrhoea, Hepatitis, Malaria, Salmonellosis).
- 3.3 HIV/AIDS: Symptoms, causes, effect and control measures.
 - 3.4 Drug addiction: Causes, symptoms and prevention; Drug abuse in India.
 - 3.5 Role of IT in environment and human health.

Field /Practical Work

All the students are required to undertake the following field/practical work

- i) To record the biodiversity of the any visited area
- ii) Identify the Natural resources of your area
- iii) Identify the sources of energy used in your area
- iv) Visit to a health Centre for recording of common water/air/food borne diseases of your area.

Note for Paper setter

- a. Question paper will consist of TWO sections 'A' and 'B'. Section 'A' will consist of 6 short answer type questions, two from each unit; out of which candidate has to answer any five questions and each question would be of 2 marks. Section 'B' would consist of THREE long answer type questions of 10 marks each, one from each unit, with internal choice.
- b. Internal assessment test of 10 marks will be based on questions from syllabus/ field trip visit(s).

8. GROUP H: BBA Under CBCS

SEM.	CORE COURSES			AECC	SEC	DSE	GE
1	Fundamentals of Management	Statistics for Business	Managerial Economics	EVS-1 (Compulsory) Communic. English/MIL-1 (Compulsory)			Ethics & CSR
2	Organisational Behaviour	Financial Accounting	Business Maths	EVS-2 (Compulsory) Communic. English/MIL-2 (Compulsory)			India's Diversity & Business