

BBAI301 HUMAN RESOURCE MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI 301	Human Resource Management	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to guide students about various elements of Human Resource Management and make them understand the importance of employee engagement and career management.

Course Outcomes

1. To explain the planning and process of HRM
2. To understand the process Performance Management
3. To enlighten students with importance of Employee Engagement and Career Development


COURSE CONTENT


Unit I: Introduction to Human Resource Management

1. Introduction, Meaning and Significance of HRM
2. Personnel Management Verses HRM
3. HRM Process
4. Functions and Role of HR Manager

Unit II: Job Analysis, Acquisition and Talent Management Process

1. Human Resource Planning
2. Job Analysis
3. Recruitment and its Sources
4. Process of Selection
5. Placement and Induction


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Unit III: Training and Development of Human Resource

1. Training: Definition, Purpose, Need
2. Methods of Training: On Job Training and Off Job Training

Unit IV: Compensation Management and Job Evaluation

1. Compensation: Definition, Components, Factors Affecting Compensation
2. Job Evaluation

Unit V: Performance Management

1. Performance Appraisal : Definition Need, and Techniques
2. Recent trends in Performance Management

Suggested Readings

1. Dessler, G. (2016). *Human Resource Management*. Pearsons Education Delhi, Latest Edition.
2. Aswathappa, K (2017). *Human Resource Management*. McGraw Hill Publishing Company, Singapore, Latest Edition.
3. Armstrong, M. (2008). *Handbook of Human Resource Management Practice*. Kogan Page, London, Latest Edition.
4. Storey, J. (2004). *Managing Human Resources: Preparing for the 21st Century*. Beacon Booms, New Delhi, Latest Edition.



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BBAI302 MANAGEMENT ACCOUNTING

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME							
		THEORY			PRACTICAL		L	T	P
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*			
BBAI 302	Management Accounting	60	20	20	-	-	4	-	-

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to impart the basic knowledge of financial accounting theory, standards, principles and procedures to accounting problems and its application in business

Course Outcomes

1. Understand the basic accounting concepts and their application in business.
2. Apply the dual-entry recording framework to a series of transactions that results in a balance sheet.
3. Gain knowledge on the preparation of financial statements.
4. Develop the skills needed to analyze financial statements effectively, and

COURSE CONTENT

Unit I: Basics of Management Accounting

1. Meaning and definition of Management Accounting
2. Nature and Scope of Management Accounting
3. Relationship of Management Accounting with other branches of Accounting


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Unit II: Budgetary Control

1. Meaning of Budget
2. Budgetary Control and its use as a management tool
3. Functions of Budgets, Difference between Budgets and Forecasts, Planning Process
4. Fixed and Flexible Budgets

Unit III: Standard Costing

1. Introduction to Standard Costing
2. Cost Standards and their types
3. Establishing Standard Costs

Unit IV: Variance Analysis

1. Sales Variance
2. Labour Variance
3. Overhead Variance

Unit V: Marginal Costing as a Tool for Decision Making

1. Make or Buy Decision
2. Change in product Mix
3. Pricing Decisions
4. Exploring a New Market
5. Shut-down Decisions

Suggested Readings

1. Jain S.P. & Narang K.L (2013), *Cost and Management Accounting*, Kalyani Publishers, New Delhi, Latest edition
2. Arora M.N. (2009), *Cost and Management Accounting (Theory and Problems)*; Himalaya Publishing House, Latest edition
3. Piallai R.S.N & Bhagvathi (1996), *Management Accounting*, S. Chand & Co. Ltd., Latest edition
4. Saxena V.K. & Vashist C.D. (2014), *Cost and Management Accounting*, Sultan Chand & Sons, Latest edition
5. Arora M. N. , *A Text Book of Cost and Management Accounting* Vikas Publishing House, Latest edition


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ML-301 ENVIRONMENT AND ENERGY STUDIES

SUBJECT CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assesment*	END SEM University Exam	Teachers Assesment*				
ML-301	Compulsory	Environment and Energy Studies	60	20	20	0	0	4	0	0	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher's Assessment** shall be based upon following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives :

1. Understand sources of information required for addressing environmental challenges.
2. Identify a suite of contemporary tools and techniques in environmental informatics.
3. Apply literacy, numeracy and critical thinking skills to environmental problem-solving.

Course Outcomes

1. Apply the principles of ecology and environmental issues that apply to air, land and water issues on a global scale.
2. Develop critical thinking and/or observation skills, and apply them to the analysis of a problem or question related to the environment.
3. Demonstrate ecology knowledge of a complex relationship between predators, prey, and the plant community.

Unit I: Environmental Pollution and Control Technologies - Environmental Pollution & Control: Classification of pollution, Air Pollution: Primary and secondary pollutants, Automobile and industrial pollution, Ambient air quality standards. Water pollution: Sources and types, Impacts of modern agriculture, degradation of soil. Noise Pollution: Sources and Health hazards, standards, Solid Waste management composition and characteristics of e - Waste and its management. Pollution control technologies: Wastewater Treatment methods: Primary, Secondary and Tertiary.

Unit II: Natural Resources - Classification of Resources: Living and Non - Living resources, water resources: use and over utilization of surface and ground water, floods and droughts, Dams: benefits and problem, Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources, Land resources: Forest resources, Energy resources:


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Growing energy needs, renewable energy source, case studies.

Unit III: Ecosystems: Definition, Scope and Importance ecosystem. Classification, Structure and function of an ecosystem, Food chains, food webs and ecological pyramids. Energy flow in the ecosystem, Biogeochemical cycles, Bioaccumulation, Ecosystem Value, Devices and Carrying Capacity, Field visits.

Unit IV: Biodiversity and its Conservation - Introduction - Definition: genetic, species and ecosystem diversity. Bio-geographical classification of India - Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - . Biodiversity at global, National and local levels. - . India as a megadiversity nation - Hot-spots of biodiversity - Threats to biodiversity: habitat loss, poaching of wildlife, man wild life conflicts; Conservation of biodiversity: In-situ and Ex-situ conservation. National Biodiversity Act.

Unit V: Environmental Policy, Legislation & EIA - Environmental Protection act, Legal aspects Air Act- 1981, Water Act, Forest Act, Municipal solid waste management and handling rules, biomedical waste management and handling rules, hazardous waste management and handling rules. EIA: EIA structure, methods of baseline data acquisition. Overview on Impacts of air, water, biological and Socio- economical aspects. Strategies for risk assessment, Concepts of Environmental Management Plan (EMP)

Recommended Readings:

1. Agarwal, K.C. (2001). *Environmental Biology*. Bikaner: Nidi Pub. Ltd.
2. Brunner, R.C. (1993). *Hazardous Waste Incineration*. New Delhi: McGraw Hill Inc.
3. Clank, R.S. (2001). *Marine Pollution*. New York: Oxford University Press.
4. De, A.K. (2001). *Environmental Chemistry*. New Delhi: Wiley Western Ltd.
5. Bharucha, Erach (2005). *Environmental Studies for Undergraduate Courses*. New Delhi: University Grants Commission.
6. Rajagopalan, R. (2006). *Environmental Studies*. New York: Oxford University Press.
7. AnjiReddy, M. (2006). *Textbook of Environmental Sciences and Technology*. BS Publication.
8. Wright, Richard T. (2008). *Environmental Science: towards a sustainable future*. New Delhi: PHL Learning Private Ltd.
9. Gilbert M. Masters and Wendell P. Ela. (2008). *Environmental Engineering and science*. University Kindom: PHI Learning Pvt Ltd.
10. Botkin, Daniel B. & Edwards A. Keller (2008). *Environmental Science*. New Delhi: Wiley INDIA edition.
11. Kaushik, Anubha (2009). *Environmental Studies*. New Delhi: New age international publishers.


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BBAI 304 – PRINCIPLES OF MARKETING

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		Th	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI 304	Principles of Marketing	60	20	20	-	-	3	1	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

Marketing is the process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Marketing contributes to the fundamental objectives of Businesses namely survival, profits and growth. This course will empower students with the Marketing skills.

Course Outcomes

1. The overall objective of the course is to provide an understanding of the Fundamental concepts of marketing in the modern marketing practices
2. Develop an insight on the marketing implications that enable students evolve, explore, develop and implement marketing plans.

COURSE CONTENT

Unit I: Marketing

1. Meaning – concept, functions, 7P's of Marketing
2. marketing Planning & implementation
3. Marketing Programmes
4. Marketing environment – Micro and Macro.
5. Introduction to Industrial Marketing

Unit II: Product

1. Meaning
2. Product planning policies
3. positioning
4. New product development

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Unit III: Pricing

1. Pricing objectives
2. Setting and modifying the price
3. Initiating price changes
4. Responding to price changes

Unit IV: Promotion

1. Promotion Mix
2. Advertisement - Message - copy writing - Media strategy -
3. Sales promotion
4. Personal selling
5. Publicity

Unit V: Physical Distribution

1. Distribution Mix
2. Managing channel intermediaries
3. Transport and warehousing

Suggested Readings

1. Kotler Philip, Keller Kevin Lane, Koshy Abraham, Jha Mithileshwar (2008), ***Marketing Management: A South Asian Perspective***, Pearson Prentice Hall, Latest edition
2. Saxena Rajan, (2002) ***Marketing Management***, Tata McGraw-Hill Publishing, Latest edition
3. Ramaswamy & Nmakumary (2009), ***Marketing Management-Global Perspective-Indian Context***-Mac Millon India Ltd, Latest edition



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BBAI305 CREATIVITY AND INNOVATION

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM I University Exam	Two Term Exam	Assessment* nt*	END SEM I University Exam	Assessment* nt*				
BBAI 305	Creativity and Innovation	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of this course is to provide a wealth of creative and innovative ideas and resources for management students, business owners and managers essential to keep business running smoothly and further take it to the next level.

Course Outcomes

1. To learn a range of creative thinking tool and how to practically apply these to the innovation and entrepreneurial process.
2. To develop an appreciation of the personal and organizational factors that influence organizational creativity and innovation, and how to influence them.
3. To acquire innovation team leadership and facilitation skills that will prepare them to lead teams to achieve breakthrough creativity and problem solving.


COURSE CONTENT

Unit I: Creativity and Innovation

1. Introduction to Creativity and Innovation
2. Need for Creativity & Innovation.
3. Organization and Personal Factors Affecting Creativity.

Unit II: Creativity and Analytical skill

1. Nature and Scope
2. Difference between Creativity and Analytical skill
3. Creativity and Problem Solving


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Unit III: Techniques for Creative Intelligence

1. Different Techniques for Creative Intelligence
2. Organisational Climate and Creativity
3. Emotional Intelligence and Creativity

Unit V: Innovation Management

1. Definition, Characteristics, Reasons
2. Innovation Types
3. Process of Innovation
4. Innovation Models

Unit V: Recent Trends

1. Challenges and Opportunity in Creativity and Innovation
2. Barriers in Innovation
3. Ethics and Creativity & Innovation.

Suggested Readings

1. Amabile, T. (2006) '*How to kill creativity*', in Henry, J. Creative Management and Development, 3rd Edition, London, Sage.
2. Kuratko, D., and Goldsby, F. (2012) *Innovation Acceleration: Transforming Organizational Thinking*. New Jersey; Prentice Hall.
3. Mauzy, J., Harriman, R. (2003). *Creativity, Inc.: Building an Inventive Organization*. Massachusetts; Harvard Business School Press.
3. Buzan T. (2005). *The Ultimate Book Of Mind Maps*, Thorsons, Latest edition
4. Bono E.de (1999). *Six Thinking Hearts*. Penguin Books, Latest Edition



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