



Shri Vaishnav Vidyapeeth Vishwavidyalaya

(Autonomous)

Choice-Based Credit System

1st Year, SEMESTER-II

LLB201-CONSTITUTIONAL LAW-I

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLB201	DC	CONSTITUTIONAL LAW-I	4	0	0	4	60	20	20	0	0

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

*Teacher Assessment shall be based on the following components: Quiz/Assignment/ Project/Participation in class (Given that no component shall exceed 10 Marks)

Course Educational Objectives: The student will be able to:

1. Understand the basic principles of the Constitution, Citizenship and Fundamental Rights
2. Teach the provision of Directive Principles of State Policy and Centre/State Legislature, Judiciary and Executive
3. Envisage the union and state execution, legislature and their powers and functions.

Course Outcomes: The students will be:

1. Understand the concepts of the Constitution, Citizenship and Fundamental Rights and contractual obligations thereof.
2. Explain the making of the Indian Constitution and its salient features
3. Demonstrate the provisions of Directive Principles of State Policy and Centre/State Legislature, Judiciary and Executive.

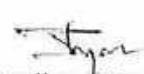
COURSE CONTENT:

UNIT-I: Introduction

1. Preamble
2. Nature of the Indian Constitution
3. Characteristics of federalism
4. Unitary form of Government.


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Choice-Based Credit System 1st Year, SEMESTER-II

LLB201- CONSTITUTIONAL LAW-I

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLB201	DC	CONSTITUTIONAL LAW-I	4	0	0	4	60	20	20	0	0

UNIT-II: Citizenship, Fundamental Rights

1. Citizenship
2. State
3. Fundamental Rights – Equality, freedom and social control, personal liberty, changing dimensions of personal liberty, cultural and educational rights, Right to constitutional remedies

UNIT-III: Fundamental duties, Directive Principles

1. Directive Principles of State policy.
2. Inter-relationship between fundamental rights and directive principles.
3. Fundamental duties.

UNIT-IV: Union Executive, Legislature and Judiciary

1. Union Executive – the President, Vice President
2. Union Legislature – Council of Ministers
3. Union Judiciary – Supreme Court.


UNIT-V: State Executive, Legislature and Judiciary


1. State Executive – Governor
2. State Legislature – Vidhan Sabha – Vidhan Parishad
3. State Judiciary – High Court.


REFERENCES:


Bare Acts:

1. The Constitution of India (Latest Edition)


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B.A. (Hons.)

Choice-Based Credit System

1st Year, SEMESTER-II

LLB201-CONSTITUTIONAL LAW-I

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLB201	DC	CONSTITUTIONAL LAW-I	4	0	0	4	60	20	20	0	0

Books:

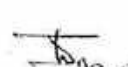
2. Basu, D.D. (2021). *Introduction to the Constitution of India* (25th Ed.). Chennai: Lexis Nexis Publication.
3. Jain, M. P. (2018). *Constitution Law of India* (8th Ed.). Chennai : Lexis Nexis Publication.
4. Kauper, P. (1972). *Constitutional Law: Cases and Materials* (4th Ed.). Boston: Little Brown and Co.
5. Lane, P.H. (1994). *An Introduction to the Australian Constitutions*. Australia: Law Book Co.
6. Pandey, J.N. (2021). *Constitutional Law of India* (57th Ed.). Allahabad: Central Law Agency.
7. Rai, K. (2016). *Indian Legal & Constitutional History*. Haryana: Allahabad Law Agency
8. Seervai, H.M. (2015). *Constitution law of India (3 Volumes)*. New Delhi: Universal Law Publication.
9. Singh, M.P. (2017). *Shukla's Constitution of India*. (13th Ed.). Lucknow: Eastern Book Co.

Case Reporters:

1. All India Reporter
2. Supreme Court Cases
3. Manupatra Database


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Choice-Based Credit System

1st Year, SEMESTER-II

LLB202 LAW OF CONTRACT-II (SPECIAL CONTRACT)

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							END SEM University	Two Term Exam	Teachers Assessment	END SEM University	Teachers Assessment
LLB202	DC	LAW OF CONTRACT-II (Special Contract)	4	0	0	4	60	20	20	0	0

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

*Teacher Assessment shall be based on the following components: Quiz/Assignment/ Project/Participation in class (Given that no component shall exceed 10 Marks)

Course Educational Objectives: The student will be able to:

1. Teach basic principles of a specific contract, partnership etc.
2. Understand the concepts of specific contracts like bailment, pledge, agency etc.
3. Teach the provision of the Sales of Goods Act 1930.

Course Outcomes: The student will be:

1. Exhibit an understanding of legal concepts involved in bailment and pledge contracts
2. Understand the basic principles related to specific contracts i.e. indemnity and guarantee
3. Determine the relation such contracts have with our day-to-day activities and their impact on the social and economic front

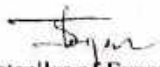
COURSE-CONTENT:

UNIT I: Contract of Indemnity and Guarantee

1. The Concept of Indemnity
 - a) Need for indemnity to facilitate commercial transactions
 - b) Definition, nature of Indemnity and extent of liability of the indemnifier
 - c) Commencement of liability of the indemnifier
 - d) Situations of various types of indemnity creations
 - e) Documents agreements of indemnity
 - f) Nature of indemnity clauses
 - g) Indemnity in case of international transactions
 - h) Indemnity by Governments during the interstate transaction


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1st Year, SEMESTER-II

LLB202-LAW OF CONTRACT-II (SPECIAL CONTRACT)

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM Universit	Two Term Exam	Teachers Assesse ment	END SEM Universit	Teachers Assesse ment
LLB202	DC	LAW OF CONTRACT-II (Special Contract)	4	0	0	4	60	20	20	0	0

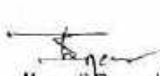
2. The concept of a Guarantee
 - a) Definitions of guarantee: as distinguished from indemnity.
 - b) The place of consideration and the criteria for ascertaining the existence of consideration in guaranteed contracts
 - c) Position of minor and validity of guarantee when minor is the principal debtor-creditor or surety
 - d) Continuing guarantee
 - e) Nature of surety's liability
 - f) Duration and termination of such liability
 - g) Illustrative situations of the existence of continuing guarantee
 - h) Creation and identification of continuing guarantees
 - i) Letters of credit and bank guarantee as instances of guarantee transactions
3. Right of surety
 - a) Position of surety in the eye of the law
 - b) Various judicial interpretations to protect the surety
 - c) Co-surety and manner of sharing liabilities and rights
 - d) Extent of surety's liability
 - e) Discharge of surety's liability

UNIT II: Bailment and Pledge

1. Identification and Manner of bailment contracts
 - a) Commercial utility of bailment contracts
 - b) Definition of bailment
 - c) Kinds of bailee
 - d) Duties of bailor and bailee towards each other
 - e) Rights of bailor and bailee
 - f) Finder of goods as a bailee


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1st Year, SEMESTER-II

LLB202-LAW OF CONTRACT-II (SPECIAL CONTRACT)

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University	Two Term Exam	Teachers Assessment	END SEM University	Teachers Assessment
LLB202	DC	LAW OF CONTRACT-II (Special Contract)	4	0	0	4	60	20	20	0	0

2. Pledge

- Definition and Nature of Pledge: comparison with bailment
- Other statutory regulations (State & Centre) regarding pledge
- Rights of the pawner and pawnee
- Pawnee's right of sale as compared to that of an ordinary bailee
- Pledge by certain specified persons mentioned in the Indian Contract Act

UNIT III: Agency

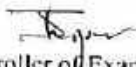
- Meaning and essentials of Contract of Agency
- Different kinds of Agents- Auctioneers, Brokers & Del Credere Agents
- Extent of Agent's Authority- Actual, Apparent, Authority in Emergency
- Duties of Agent
- Termination of Agency

UNIT IV: Law relating to Partnership

- Definition and Nature of Partnership/Firm/Duties
- Relationship between partners' mutual rights duties
- Liability of Partners
- Doctrine of Holding out
- Incoming and outgoing partners – their rights and liabilities
- Dissolution – Kinds, consequences
- Registration of firm and Effect of non-registration


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Choice-Based Credit System

1st Year, SEMESTER-II

LLB202-LAW OF CONTRACT-II (SPECIAL CONTRACT)

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University	Two Term Exam	Teachers Assessment	END SEM University	Teachers Assessment
LLB202	DC	LAW OF CONTRACT-II (Special Contract)	4	0	0	4	60	20	20	0	0

UNIT V: Sale of Goods

1. Concept and essentials of sale as a contract
2. Implied terms in the contract sale
3. The rule of caveat emptor and the exceptions thereto under the sale of Goods Act
4. Changing concepts of caveat emptor
5. Effect and meaning of implied warranties in the sale
6. Transfer of title and passing of risk
7. Delivery of goods: various rules regarding delivery of goods
8. Unpaid seller and his rights
9. Remedies for breach of contract

REFERENCES:

Bare Acts:

1. Sale of Goods Act, 1930
2. The India Partnership Act, 1932
3. The Indian Contract Act, 1872

Books:

1. Pollock & Mulla (1999). *Pollock & Mulla on Contract and Specific Relief Act* (11th Ed.). Bombay: N.M. Tripathi Publishers.
2. Beaton, J. (2002). *Ansons' Law of Contract* (28th Ed.). London: Oxford University Press.
3. Singh, A. (2018). *Law of Sale of Goods and Hire Purchase* (8th Ed.). Lucknow: Eastern Book Company.
4. Singh, A. (2020). *Contract & Specific Relief* (12th Ed.). Lucknow: Eastern Book Company.
5. Singh S. D. & Gupta, J.P. (1999). *Singh and Gupta: The Law of partnership in India* (6th Ed.). New Delhi: Orient Law House.


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Choice-Based Credit System 1st Year, SEMESTER-II

LLB202-LAW OF CONTRACT-II (SPECIAL CONTRACT I)

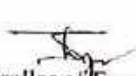
COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University	Two Term Exam	Teachers Assessment	END SEM University	Teachers Assessment
LLB202	DC	LAW OF CONTRACT-II (Special Contract)	4	0	0	4	60	20	20	0	0

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1. All India Reporter
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Choice-Based Credit System

LLBTP02-TERM PAPER-II

COURSE CODE	CATEGORY	COURSE NAME					THEORY			PRACTICAL	
			L	T	P	CREDIT	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLBTP02	DC	TERM PAPER-II	0	0	6	3	0	0	0	0	100

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

*Teacher Assessment shall be based following components: Handwritten Write-up- 50 Marks, and Presentation- 50 Marks (Panel Examination).

Course Educational Objectives (CEOs): The student will be able to:


1. Explore the possible practical applications of the various theories that have been formulated so far in the present semester.
2. Look up the national and international cases related to the theories that they are studying in the present semester.
3. To understand and enhance analytical, deep research, organisational and outstanding skills.


Course Outcomes (Cos): The students will be:


1. Understand the syllabus of the current semester.
2. Be able to choose the topic of their interest in write-up and presentation
3. Be able to apply the theories and legal provisions according to the requirement of the topic.
4. Enhance the legal knowledge and presentations skills
5. Enhance the research and development skill in legal field


COURSE- DESCRIPTION

This paper will carry Maximum of 100 Marks which will be divided into Write up and Presentation examination. This course will be taught through class instructions and simulation exercises with the assistance of Faculty. Apart from teaching the relevant provisions of law, the course shall include the presentation on the topic of the syllabus extracted from the ongoing semester.


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Choice-Based Credit System
1st Year SEMESTER II

ELBTP02- TERM PAPER II

CODE	CATEGORY	COURSE NAME	L	T	P	CREDI	END SEM University Exam	Two Term Exam	Teachers Assessment	END SEM University Exam	Teachers Assessment
ELBTP02	DC	TERM PAPER-II	0	0	6	3	0	0	0	0	100

The Term Paper consists of four major sections:

1. Introduction
2. Background
3. Analysis
4. Conclusion

Details of the Sections:

1. Introduction

- a. Introduce and note why the topic is important.
- b. Briefly summarize necessary background information
- c. Statement of problem of your topic
- d. Convey the roadmap of your paper.

2. Background


- a. Describe the genesis of the subject
- b. Describe the changes that have occurred during the development
- c. Explain the reasons for the changes
- d. Describe the current situation


3. Analysis

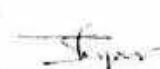
- a. Discuss the major issues of your paper
- b. Present the argument and separate issues and sub issues
- c. Use organisational paradigms where appropriate


4. Conclusion

- a. Restate the term paper
- b. Summarize the major point of the paper


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Choice-Based Credit System

1st Year, SEMESTER II

LLBI201- LEGAL LANGUAGE

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLBI201	DC	LEGAL LANGUAGE	4	0	0	4	60	20	20	0	0

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

*Teacher Assessment shall be based on the following components: Quiz/Assignment/ Project/Participation in class (Given that no component shall exceed (10 Marks)

Course Educational Objectives: The student will be able to:

1. Learn legal vocabulary and comprehensive skills.
2. Use the drafting skills and grammatical aspects thereof.
3. Produce organized communication and essays with clear paragraphs and appropriate methods for introduction and conclusion

Course Outcomes: The students will be:


1. Comprehend the complexities of legal language in India.
2. Devise the principles of drafting to effectively demonstrate writing in a persuasive style.
3. Formulate a judicious view with respect to the ethical sentiments of literature.
4. Structure the legal documents with appropriate content and the legal formats.


COURSE CONTENT:


UNIT- I: Acquisition and Use of Language

1. Four Skills of Language Learning
 - a) Understanding Spoken Language and Speaking
 - b) Understanding Written Language and Writing
 - c) Stages of Acquisition of Languages
 - d) Laws of Language Learning
2. Factors Influencing Results in Language Learning
3. Place of Mother Tongue in Language Learning.


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1st Year, SEMESTER II

LLBI201- LEGAL LANGUAGE

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLBI201	DC	LEGAL LANGUAGE	4	0	0	4	60	20	20	0	0

UNIT II: Vocabulary

1. Foreign words and phrases
2. Set expressions and phrases.
3. One-word substitution
4. Words often confused.
5. Synonyms and Antonyms, especially Legal words

UNIT III: Common errors in English

1. Errors in the use of parts of speech
2. Correct usages regarding tenses
3. Subject-verb concord
4. General errors in Sentence Construction

UNIT IV: Grammar


1. Cohesive Devices, Combination of sentences
2. Sentence structures, verb patterns
3. Modals
4. Possessives and 'Self' forms

UNIT V: Presentation Techniques

1. Preparing PowerPoint Presentations
2. Preparing for Classroom Presentations
3. Resume Writing
4. Impromptu Speeches


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1st Year, SEMESTER II

LLBI201- LEGAL LANGUAGE

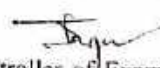
COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
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LLBI201	DC	LEGAL LANGUAGE	4	0	0	4	60	20	20	0	0

REFERENCES:

1. Abidi, I. (1978). *Law And Language*. Aligarh: University Publishing.
2. Denning, A. (1980). *The Due Process of Law*. Oxford: Oxford University Press.
3. Glanville L., & Williams, A. S. (2002). *Learning the Law* (17th ed.). United Kingdom: Sweet & Maxwell.
4. Nesfield, J. C. (2019). *English Grammar Composition and Usage*. United Kingdom: Macmillan publication.
5. Setalvad, M. C. (2008). *The Common Law in India*. United Kingdom: Cambridge University Press.


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Choice-Based Credit System

1st Year, SEMESTER II

LLBI202-LEGAL WRITING

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLBI202	DC	LEGAL WRITING	4	0	0	4	60	20	20	0	0

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

*Teacher Assessment shall be based on the following components: Quiz/Assignment/ Project/Participation in class (Given that no component shall exceed 10 Marks)

Course Educational Objectives: The student will be able to:

1. Demonstrate the methods for the development of effective reading, writing, communication and presentation skills.
2. Understanding and nuances of legal writing, and its use and application through the study of judicial opinions, common legal maxims and legal terminology
3. Ability to translate legal research and analysis into persuasive writing that is organized effectively.
4. Convey all relevant and required substance clearly and concisely, and omits extraneous matters.

Course Outcomes: The student will be:


1. Understand the premise of legal writing.
2. Analyse the objectives of legal writing.
3. Realise the value and effect of well-drafted documents.
4. Understand the different kinds of legal writing – predictive, descriptive, persuasive, and many more.

COURSE CONTENT:


UNIT I: Introduction

1. Meaning and Concept of Legal Writing
2. Importance of Legal Writing as a Separate Discipline
3. Difference Between Plain English Writing and Legal Writing
4. Types of Legal Writing


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Choice-Based Credit System

1st Year, SEMESTER II

LLBI202-LEGAL WRITING

COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLBI202	DC	LEGAL WRITING	4	0	0	4	60	20	20	0	0

UNIT II: Legal Writing:

1. General Guidelines Relating to Legal Writing
2. How to write a case comment; Precise Writing
3. Brief Writing and Drafting of reports
4. Letters and applications

UNIT III: Legal Material

1. Case law
2. Statutes, Reports, Journals, Manuals, Digests
3. Importance of legal research
4. Techniques of Legal Research
5. Legal writings and citations

UNIT IV: Comprehension

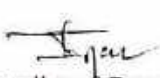
1. Essay writing and topics of legal interest
2. Translation (from English to Hindi and Hindi to English)
3. Resume; Writing for Employment-Designing Cover letters
4. Difference between Biodata, Resume and Curriculum-Vitae.

UNIT-V: Academic Legal Writing:

1. Sources of Legal Material, Literature review
2. Writing an Abstract, Formulating Research Question, Methodology, Formal Writing Style, Plagiarism (UGC Guidelines), Citation Methods (Footnotes according to latest Bluebook format)
3. Examination Strategies
4. Written communication including emails and formal letters.


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Choice-Based Credit System
1st Year, SEMESTER II

LLBI202-LEGAL WRITING

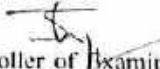
COURSE CODE	CATEGORY	COURSE NAME	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY		PRACTICAL		
							END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*
LLBI202	DC	LEGAL WRITING	4	0	0	4	60	20	20	0	0

REFERENCES:

1. Gandhi, B.M. (2010). *Legal Language, Legal Writing and General English*. Lucknow: Eastern Book Company.
2. Prasad, A. (2011). *Outlines of Legal Language in India*. (6thEd). New Delhi: Central Law Publications.
3. Tripathi, S.C. (2009). *Legal language, Legal Writing and General English*. (6th Ed). Prayagraj: Central Law Publications.
4. Mogha, G. C. (2009). *Mogha's Law of Pleadings in India with Precedents*.(17th Ed) Lucknow: Eastern Book Company.


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B.A. Economics
Semester II (2023-2026)

COURSE CODE	CATEGORY	COURSE 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*				
BAECO201	Major/Minor	Macro Economics I	60	20	20	0	0	3	0	0	3

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 Educational Objectives:

- CEO1: To provide the knowledge about the basic terms of macroeconomics.
- CEO2: To enable students to calculate the national income through various methods.
- CEO3: To help students in identifying various multipliers and accelerators.
- CEO4: To relate money supply with its determinants.
- CEO5: To summarise various theories of demand for money.

Course Outcomes:

Students will be able to:

- CO1: Define basic concepts related to economics.
- CO2: Solve the problems of national income accounting.
- CO3: Demonstrate the use of multipliers and accelerators in an economy.
- CO4: Link money supply with its determinants.
- CO5: Discuss various theories of demand for money.

Syllabus

UNIT I: Introduction

Nature and Scope of Macroeconomics, Stock and Flow Variables; Equilibrium and Disequilibrium, Statics, Comparative Statics and Dynamics

UNIT II: National Income Accounting

Concepts of National Income: GDP, GNP, NNP, NDP, Personal Income and Personal Disposable Income, Measurement of National Income – Expenditure Method, Concept of Green GDP.

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B.A. Economics
Semester II (2023-2026)

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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.

UNIT III : Theory of Multiplier and Accelerator

The Concept of Investment Multiplier, Working of Multiplier, Leakages in Multiplier Process, Theory of Accelerator.

UNIT IV: Supply of Money and its Determinants

Money Supply and High-Powered Money, Four Concepts of Money Supply, Factors Determining Money Supply.

UNIT V: Demand for Money

Motives for Liquidity Preference, Transactions Demand for Money, Precautionary Motive, Speculative Demand for Money, Keynesian Liquidity Preference Theory

Suggested Readings:

1. Ahuja, H.L. (2018). *Principles of Macroeconomics*. New Delhi: S Chand Publication
2. Dwivedi, D.N. (2015). *Macroeconomics Theory and Policy*. New Delhi: McGraw Hill Education (India) Pvt Limited
3. Sikdar, Shoumyen (2011). *Principles of Macroeconomics*. 2nd Edition, India: Oxford University Press
- Agrawal, Vanita (2010). *Macroeconomics Theory and Policy*. New Delhi: Pearson Education Inc

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BBA+MBA - II SEMESTER (2022-2026)

BBA201 FUNDAMENTALS OF ORGANIZATION BEHAVIOR

COURSE CODE	CATEGORY	COURSE 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*					
BBA201	MAJ/MIN	Fundamentals of Organization Behavior	60	20	20	-	-	3	-	-	3	

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

*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 familiarize the students with Organizational, Group and Individual Behavior. The course educates the concept and theories of Motivation, Leadership and Teamwork. Importance of Learning Concepts and Process are shared to students.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. To explain human behavior and contribution in an organizational structure.
2. To understand importance of group/team processes and its management.
3. To develop ability to lead and work by examples with people in the organization.


COURSE CONTENT

UNIT I: Introduction to Organizational Behavior (OB)

1. Definition and contributing disciplines to the OB field
2. Need, Importance and significance of OB
3. Framework of Organizational Behavior
4. Challenges and Opportunities for OB


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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
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Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN- Major/ Minor

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

UNIT II: Personality, Perception and Learning

1. Personality - Concept, Determinants, Personality Traits (MBTI & Big Five); Major Personality Attributes Influencing OB.
2. Personality – Types, Factors Affecting Personality
3. Perception – Definition, Factors Affecting Perception, Errors in Perception
4. Learning – Concept and Process

UNIT III: Motivation

1. Concept, Process and Importance
2. Theories: Process and Content Theories
3. Applications to Management
4. Conflict: Nature of Conflict & Conflict Resolution Techniques

UNIT IV: Leadership

1. Leadership – Meaning and Importance
2. Role and functions of a leader
3. Leadership Approaches and styles, Effective Leadership Traits
4. Leaders Vs Managers

UNIT V: Group Behavior

1. Definition and classification of Groups
2. Process of Group Formation
3. Teams Vs Groups
4. Group decision making

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

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

Suggested Readings

1. Stephens, R., Judge, T. and Sanghi, S. (2011). *Organizational Behavior*. Pearson Education India, Latest Edition.
2. Newstrom, J. (2007). *Positive Organizational Behavior*. Sage Publications, 12 Edition.
3. Hitt, Millar, Colella (2006). *Organizational Behavior: A Strategic Approach*. John Wiley and Sons, Latest Edition.
4. Dwivedi R. S. (2001). *Human Relations and Organizational Behavior: A Global Perspective*. Macmillan, Latest Edition.
5. Greenberg, J. and Baron, R. (2008). *Behavior in Organizations*. Pearson Prentice Hall,

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Choice Based Credit System (CBCS) in Light of NEP-2020
BBA+MBA - II SEMESTER (2022-2026)

BBA203 FUNDAMENTALS OF CONSUMER BEHAVIOR

COURSE CODE	CATEGORY	COURSE 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*					
BBA 203	MAJ/MIN	Fundamentals of Consumer Behaviour	60	20	20	0	0	3	0	0	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor Course.

*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 Objective

1. To develop an understanding about the aspects of consumer behavior.
2. To understand application of consumer behavior in marketing and current environment.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Identify the key terms, concepts, and theories of consumer behavior.
2. Apply consumer behavior concepts to real world marketing and develop better marketing programs and strategies.
3. Analyze the current trends in consumer behavior; and apply them to the marketing of product or service.

COURSE CONTENT

UNIT I: Introduction to Consumer Behavior

1. Defining Consumer Behavior
2. Scope and nature of Consumer Behavior
3. Consumer Behavior's Applications

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BBA 203	MAJ/MIN	Fundamentals of Consumer Behaviour	60	20	20	0	0	3	0	0	3	

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*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.

UNIT II: Factors affecting Consumer Behavior

1. External Influences – Culture, Subculture, Social Class, Reference Groups, Family
2. Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.
3. Psychological and Sociological Influence on consumer behavior.

UNIT III: Consumer Decision Making Process

1. Types of consumer decisions
2. Process: Problem Recognition, Information Search, Alternative Evaluation, Purchase Selection and Post purchase Evaluation.
3. Buying pattern in the new digital era.

UNIT IV: Consumer Behavior Model

1. Nicosia Model
2. Howard Sheth Model
3. Engel Blackwell and Miniard Model
4. Sheth Family decision making Model

UNIT V: Consumer Research and Marketing Strategy

1. Consumer Behavior and Product Strategy
2. Consumer Behavior and Pricing Strategy
3. Consumer Behavior and Distribution Strategy
4. Consumer Behavior and Promotion Strategy

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Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor Course.

*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.

Suggested Readings:

1. Batra, Satish, K. and Kazmi. S. H. H. (2008). *Consumer Behavior*. Excel Books: New Delhi.
2. Schiffman, Kanuk and S. Ramesh Kumar. (2018). *Consumer Behavior*. Pearson: Latest Edition.
3. Loudon and Bitta *Consumer Behavior, Concepts and Applications*. TMH: Latest Edition
4. Peter, J.P. and Olson. *Consumer Behavior and Marketing Strategy*. TMH: Latest Edition.
5. Majumdar, Ramanuj. *Consumer Behavior - Insights from Indian Market* PHI: 2nd Edition.
6. Blackwell and Engel. (2017). *Consumer Behavior*. Cengage Publication: Indian Edition.

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