

VANITA VISHRAM WOMEN'S UNIVERSITY

(Managed By: Vanita Vishram, Surat)

1st Women's University of Gujarat



**VANITA VISHRAM
WOMEN'S UNIVERSITY**
— SURAT —

JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT

**DEPARTMENT OF MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER 2**

SYLLABUS

AS PER NEP-2020

w.e.f. 2023-24



VANITA VISHRAM WOMEN'S UNIVERSITY, SURAT
JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT

Department of Management

Bachelor of Business Administration (B.B.A.)

F.Y.B.B.A.

Semester II

COURSE CODE: BAM203-1C

Major Course: Organisational Behaviour

Credit 4

Contact Hour per week 4

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate-level
Course Category	Major Course
Purpose of Course	The course deals with human behavior in organizations. Conceptual frameworks, case discussions, and skill-oriented activities applied to course topics which include: personality, perception, motivation, attitudes, groups and leadership styles. It intends to help the students acquire skills and analytical concepts to improve organizational relationships and effectiveness.
Course Objective	CO 1. Develop cognizance of Organizational Behavior. CO 2. Understand the concepts of Personality and Perception. CO 3. Develop an understanding of Motivation and Attitudes. CO 4. Comprehend the concepts of Groups and Leadership styles.
Minimum weeks per Semester	15
Last Review / Revision	December 2023
Pre-requisite	Elementary knowledge of Principles and Practices of Management.
Teaching Methodology	Class Room Teaching, Discussion, Activities, Cases
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)- Summative



Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Introduction to Organizational Behavior <ul style="list-style-type: none"> • Definition of Organizational Behavior • Key elements of Organizational Behavior • Approaches of Organizational Behavior • Models of Organizational Behavior • Challenges and Opportunities for Organizational Behaviour • Contemporary Aspects in Organizational Behaviour 	25 %	12
2	Personality and Perception Personality: <ul style="list-style-type: none"> • Meaning • Personality Determinants • Key Personality Traits relevant to Work Behavior • Personality Traits- Big 5, Myers–Briggs Type Indicator (MBTI) • Role of Personality in Organizational Behavior Perception: <ul style="list-style-type: none"> • Meaning • Factors affecting Perception • Perception Process • Perception and its application in organizations 	25 %	18
3	Motivation & Attitudes Motivation <ul style="list-style-type: none"> • Meaning and Importance • Maslow’s Hierarchy of Needs • Herzberg Two-Factor Theory • ERG Theory Attitudes <ul style="list-style-type: none"> • Meaning • Types of Attitude • ABC Model of Attitude 	25 %	15
4	Groups & Leadership Groups <ul style="list-style-type: none"> • Meaning of Groups • Types of Groups • Reasons for Joining Groups Leadership <ul style="list-style-type: none"> • Concept of Leadership • Styles of Leadership • Inspirational Approaches to Leadership 	25 %	15



REFERENCE

Core reference:

1. Organisational Behaviour, K. Aswathappa, Himalaya Publishing House

Reference books:

1. Organisational Behaviour, L. M. Prasad, Sultan Chand and Sons
2. Organisational Behaviour, Stephen Robbins, Pearson Education
3. Organisational Behaviour, Fred Luthans, McGraw- Hill
4. Organisational Behaviour, Hellriegel & Slocum, South Western Publication

COURSE OUTCOMES:

Upon successful completion of the course,

CO 1.	Students will demonstrate understanding of behaviour of employees in an organization.
CO 2.	Students will be able to understand different personality types and concept of perception.
CO 3.	Students will understand the different ways in which motivation can be provided and positive attitude can be instilled amongst employees.
CO 4.	Students will gain knowledge about working in groups and different leadership styles in organization.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Introduction to Organizational Behavior				
2	Personality and Perception				
3	Motivation & Attitudes				
4	Groups & Leadership				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										



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Department of Management

Bachelor of Business Administration (B.B.A.)

F.Y.B.B.A.

Semester II

COURSE CODE: BAM204-1C

Major Course: Accounting for Managers

Credit 4

Contact Hour per week 4

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate-level
Course Category	Major Course
Purpose of Course	The course will assist learners in acquiring knowledge and developing an understanding of various concepts, techniques and practices of Cost and Management Accounting which will help them in making managerial decisions in an organization.
Course Objective	CO 1. To comprehend the branch of Cost and Management Accounting CO 2. To understand the analysis and interpretation of Financial Statements. CO 3. To develop an understanding about Marginal Costing as a part of planning and control. CO 4. To aid students in understanding and applying budgetary control for planning and control.
Minimum weeks per Semester	15
Last Review / Revision	December 2023
Pre-requisite	Elementary knowledge of Accounts.
Teaching Methodology	Class Room Teaching, Discussion and Assignment, Numerical
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)- Summative



Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Introduction to Cost and Management Accounting Cost Accounting <ul style="list-style-type: none"> • Meaning and definition of Cost Accounting • Objectives of Cost Accounting • Methods of Costing: Unit Costing Management Accounting <ul style="list-style-type: none"> • Meaning and definition of Management Accounting • Tools and Techniques used in Management Accounting • Financial Accounting, Cost Accounting and Management Accounting- Comparison 	20%	12
2	Managerial Uses of Financial Statements <ul style="list-style-type: none"> • Introduction to Analysis and Interpretation of Financial Statements • Tools (Methods) of Financial Analysis • Comparative Financial Statements • Common Size Statements • Trend Analysis • Ratio Analysis 	30%	18
3	Planning and Control-I: Marginal Costing <ul style="list-style-type: none"> • Introduction to Marginal Costing • Cost-Volume-Profit Analysis • Marginal cost • Contribution per unit • Total contribution • Profit-Volume Ratio • Break-even Analysis: Cost Break-even Point, Composite Break-even Point, Cash Break-even Point • Margin of safety 	25 %	15
4	Planning and Control-II: Budget and Budgetary Control <ul style="list-style-type: none"> • Meaning and Definition of Budget and Budgetary Control • Objectives of Budgetary Control • Limitations of Budgetary Control • Flexible Budget • Master Budget 	25 %	15

REFERENCE

Core reference:

1. Management Accounting, R.S. N. Pillai, Dagawathi, Sultan Chand Publishing
2. Cost and Management Accounting (Theory, Problems & Solutions), M.N. Arora, Himalaya Publishing House

Reference books:

1. Cost Accounting (Text, Problem and Cases), Jawahar Lal, Seema Srivastava, Manisha Singh, Mc Graw Hil



2. Management Accounting (Text, Problem and Cases), M. Y. Khan & P. K. Jain, Mc Graw Hill
3. Problems and Solution in Cost Accounting, DR. S.N. Maheshwari, Sultan Chand & Sons
4. Cost Accounting (Principles & Practices), S.P. Jain & K. L. Narang, Kalyani Publishers

COURSE OUTCOMES:

Upon successful completion of the course,

CO 1.	Students will demonstrate understanding of various concepts of Cost and Management accounting.
CO 2.	Students will be able to interpret and analyze financial statements and also compute and interpret various ratios.
CO 3.	Students will be able to comprehend marginal costing as a part of planning and control.
CO 4.	Students will be able to understand and prepare various budgets.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Introduction to Cost and Management Accounting				
2	Managerial Uses of Financial Statements				
3	Planning and Control-I: Marginal Costing				
4	Planning and Control-II: Budget and Budgetary Control				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										



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Semester II

COURSE CODE: BAE202-1C

Minor Course: Business Economics

Credit 4

Contact Hour per week 4

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate-level
Course Category	Minor Course
Purpose of Course	The course will develop an understanding of basic terms and concepts of economics amongst the learners. It will help in gaining the skills needed to understand complex markets for the industries and firms. It will also provide strong analytical and problem-solving skills, as well as the business acumen necessary to succeed in the professional world.
Course Objective	CO 1. Be acquainted with the economic concepts & terminology used in Industries. CO 2. Understand the various issues involved in new product launching CO 3. Develop the ability to assess the market. CO 4. Gain knowledge on different types of cost associated in production
Minimum weeks per Semester	15
Last Review / Revision	December 2023
Pre-requisite	Elementary knowledge of Economics.
Teaching Methodology	Class Room Teaching, Case Discussion, Assignment, Numericals, Presentation, Flip-Class
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)- Summative



Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Basic Concepts of Economics <ul style="list-style-type: none"> Economics: Meaning and Definition Micro and Macroeconomics-Definition Difference between Micro & Macro Economics Scope of Economics in Firm & Industry Firm, Industry and Company-Definition & differences Role of Managers in the firms Case and Example of Manufacturing & Service Industry 	20%	10
2	Concept of Consumer (Know Your Consumer) <ul style="list-style-type: none"> Consumer-Meaning & Definition Difference between Consumer & Customer Discovering customer needs-Concept & Cases Difference between Need, Wants & Demand Types of Demand: Consumer demand & Market demand, Law of Demand & Determinants of demand. Concept of Product & Production (Know your Product) <ul style="list-style-type: none"> Production: Meaning, Definitions and Examples Product-Meaning, Definitions and Types Difference between Complementary products and Substitute products Production Function-Definitions, Equation and Uses 	30%	20
3	Price Concept <ul style="list-style-type: none"> Price: Meaning and Definitions Types of Prices: Market Price, Industry Price, Whole sale, Retail price (Examples & Numerical) Price Determinant Minimum Price & Maximum Price (Price Floor & Price Ceiling) 	25 %	15
4	Cost Concept <ul style="list-style-type: none"> Cost: Meaning, Definitions and Examples Types of Cost: Total cost, Total Fixed cost, Total Variable cost, Average Cost, Average Fixed Cost, Average Variable Cost, Marginal Cost. (Definitions, Graph and Formula) Sums on different types of cost. Determinants of Cost. 	25 %	15

**REFERENCE****Core references:**

1. Principles of Economics, Prem Bhutani, Taxmann Allied Services (P) Ltd.

Reference books:

1. Modern Economics H. L. Ahuja, S. Chand Publishing New Delhi
2. Essentials of Business Economics, Dwivedi D. N., Vikas Publishing House Pvt Ltd Economics
3. For Business, Appannaiah Reddy &Shanthy Vikas Publishing House Pvt Ltd

COURSE OUTCOMES:

Upon successful completion of the course,

CO 1.	Students will get the comprehensive understanding of the concepts and terminology of economics used in industry.
CO 2.	Students will be able to analyze consumer perception for new product launching in the industry.
CO 3.	Students will acquire the knowledge and develop the required understanding related to price determination in the market.
CO 4.	Students will able to analysis and calculate the different types of cost.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Basic Concepts of Economics				
2	Consumer Behavior (Know Your Consumer) & Production Analysis				
3	Price Concept				
4	Cost Concept				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										



EFFECTIVE FROM ACADEMIC YEAR 2023-24

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Department of Management

Bachelor of Business Administration (B.B.A.)

F.Y.B.B.A.

Semester II

COURSE CODE: BAE202-1C

Minor Course: Management of MSMEs

Credit 4

Contact Hour per week 4

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate-level
Course Category	Minor Course
Purpose of Course	The course will develop an understanding on basic terms and concepts of MSMEs amongst the students. It will provide insight about government support to women entrepreneurs for setting up new projects in the small-scale sector, and also acquaint them with the knowledge of necessary documents required to set up a firm.
Course Objective	CO 1. To develop an understanding by providing knowledge about the MSMEs to the management students. CO 2. To provide guidance on government support in development of different skills required in business. CO 3. To make them aware about government initiative & support schemes provided to MSMEs. CO 4. To stimulate them about women's role in MSME.
Minimum weeks per Semester	15
Last Review / Revision	December 2023
Pre-requisite	Elementary knowledge of Economics
Teaching Methodology	Class Room Teaching, Case Discussion, Assignment, Numerical, Field Visit, Flip-Class
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)- Summative



Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	MSMEs IN INDIA <ul style="list-style-type: none"> MSME Meaning & Definition Difference between Micro, Small & Medium Enterprise MSMEs performance in employment generation Steps involved in setting up MSMEs 	25%	15
2	GOVERNMENT SUPPORT FOR MSMEs <ul style="list-style-type: none"> Basic introduction on government aid in various areas Skill Development, Market Linkages, Technology Upgradation, Cluster Development Finance Availability 	25%	15
3	POLICY INITIATIVES FOR MSMEs <ul style="list-style-type: none"> ASPIRE- A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship The MSME revised Development Act (Amendment) Bill, 2020 Political Stability - Legal Changes 	25 %	15
4	CHALLENGES & OPPORTUNITIES FOR WOMEN <ul style="list-style-type: none"> MSME-Transforming Homemaker to Entrepreneur-Case Study Mahila Udyam Nidhi Scheme Pradha Mantri Rozgar Yojana Udyoginy Scheme Barriers/ Flipside 	25 %	15
REFERENCE			
Core references: <ul style="list-style-type: none"> Small Business Entrepreneurship: Paul Burns & Jim Dewhun Reference books: <ul style="list-style-type: none"> Dynamics of Entrepreneurship Development & Management: Vasant Desai Entrepreneurship Development in India: C B Gupta & N P Srinivasan Entrepreneurship Development: S S Khanka Entrepreneurship and Small Business Management: C B Gupta & S S Khanka 			

**COURSE OUTCOMES:**

Upon successful completion of the course,

CO 1.	Students will get an idea on various concepts of MSME.
CO 2.	Students will be acquainted with government support to develop skills related to MSMEs.
CO 3.	Gain insights about policies launched by government to support MSME.
CO 4.	Develop the understanding of challenges and opportunities for women.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	MSMEs in India				
2	Government Support for MSMEs				
3	Policy Initiatives for MSMEs				
4	Challenges & Opportunities For Women				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										



EFFECTIVE FROM ACADEMIC YEAR 2023-24

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Department of Management

Bachelor of Business Administration (B.B.A.)

F.Y.B.B.A.

Semester II

COURSE CODE: MDC202-1C

Multidisciplinary Course: Basic Statistics

Credit 4

Contact Hour per week 4

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate-level
Course Category	Multidisciplinary Course
Purpose of Course	Learning decision-making skills is crucial for management students. These decisions should be informed or data-driven, and this course aids students in comprehending and utilizing data to identify and solve real business problems. The course covers data visualization, descriptive statistics, and correlation and regression techniques.
Course Objective	CO 1. Grasp the fundamentals of set theory and its relevance in decision-making process. CO 2. Formulate different functions and apply them in business problems. CO 3. Understand and apply concepts of permutations and combinations in solving problems. CO 4. Manipulate matrices and utilize them in solving business-related problems.
Minimum weeks per Semester	15
Last Review / Revision	December 2023
Pre-requisite	Knowledge of school level Mathematics
Teaching Methodology	Class Room Teaching, Discussion and Assignment
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)- Summative



Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Introduction to Statistics <ul style="list-style-type: none">• Applications of Statistics in Business• Scales of data measurement• Classification of data• Data visualization: Charts and Graphs	25 %	15
2	Descriptive Statistics <ul style="list-style-type: none">• Measures of central tendency and location: Mean, Median, Mode, Percentile, Decile, Quartile• Measures of variability: Range, Mean absolute deviation, Standard Deviation, Variance, Coefficient of variation,.	25 %	15
3	Correlation Analysis <ul style="list-style-type: none">• Meaning of Correlation Analysis• Types of Correlation• Graphical method• Karl Pearson's Product Moment Method• Spearman's Rank Correlation	25 %	15
4	Regression <ul style="list-style-type: none">• Independent and dependent variable• Regression line and regression coefficients• Both kind of regression Lines• Prediction using regression line• Coefficient of Determination and its meaning	25 %	15
REFERENCE			
Reference books: <ol style="list-style-type: none">1. J. K. Sharma- Business Statistics- Vikas Publishing2. S. C. Gupta- Fundamentals of Statistics- Himalaya Publication House3. Richard I. Levin and David S. Rubin -Statistics for Management- Pearson4. Ken Black- Business Statistics for Contemporary Decision Making- Wiley5. Amir D. Aczel and Jayavel Sounderpandian-Complete Business Statistics- Mc Graw Hill6. Anand Sharma- Statistics for Management- Himalaya Publication House			

**COURSE OUTCOMES:**

Upon successful completion of the course, the student will be able to

CO 1.	Understand the applications of statistics in business and able to classify and visualize data.
CO 2.	Summarize datasets effectively using descriptive statistics and make decisions.
CO 3.	Analyze the relationship between two variables using the concept of correlation.
CO 4.	Apply the knowledge of regression for prediction.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Introduction to Statistics				
2	Descriptive Statistics				
3	Correlation Analysis				
4	Regression				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										



EFFECTIVE FROM ACADEMIC YEAR 2023-24

**VANITA VISHRAM WOMEN'S UNIVERSITY, SURAT
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Department of Management

Bachelor of Business Administration (B.B.A.)

F.Y.B.B.A.

Semester II

COURSE CODE: SEC202-1C

Skill Enhancement Course: IT for Business-II

Credit 2

Contact Hour per week 4

Outline of the Course:

Course type	Practical
Level of the Course	200-299 Intermediate-level
Course Category	Skill Enhancement Course
Purpose of Course	Business Administration students need to acquire advanced computer skills to accomplish administration tasks smoothly and effectively. Data base and Networking knowledge enables them to effectively manage and utilize data, streamline business processes, and make informed decisions in a technologically driven business environment. Advanced skills in Spreadsheet provide ability to deal with complex tasks. From this course the students will acquire practical knowledge and hands on experience of these basic tools.
Course Objective	CO 1. Familiarize students with the Data Base Management System. CO 2. Familiarize students with operating system properties and different computer networks. CO 3. Provide advanced skills in Spreadsheet.
Minimum weeks per Semester	15
Last Review / Revision	December 2023
Pre-requisite	Basic knowledge of computer
Teaching Methodology	Computer LAB (Practical), Class Room Teaching, Discussion and Assignment
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)- Summative



Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Introduction to Database Management System <ul style="list-style-type: none">• Field, Record, Table, Database• Definition and need of DBMS• How DBMS works?• Advantages and Limitations• Introduction to RDBMS• DDL statements using open-source software (Create, Drop, Truncate, Rename, Alter)• DML statements using open-source software (Insert, update, delete) and DQL (select)	30 %	20
2	Computer Communication and Operating System Settings <ul style="list-style-type: none">• Local Area Network (LAN)• Wide Area Network (WAN)• Changing System Date and Time• Changing Display Properties• To Add or Remove Windows Components• Changing Mouse Properties• Adding and removing Printers• File and Directory Management, Types of files	30 %	20
3	Advanced functions in spreadsheet <ul style="list-style-type: none">• Sorting and filtering data• Hyper linking• Freeze panes• Data visualization• Insert table and insert chart• Lookup Functions• Pivot table and Pivot chart• Macros• Data Tables• Scenario Manager• Goal seek function• Online Spreadsheet Editor	40 %	20

REFERENCE**Core references:**

1. Vishnu Priya Singh- Computer Course (Illustrated), CompuTech Publications Ltd

Reference books:

2. Open Office Basic: An Introduction – James Steinberg – Gold Turtle Pub.
3. Henry Kroth & Silbershats, Database System Concept.
4. Ritendra Goel - Computer Application in Management, New Age International
5. Gralla-Tech Media - How Internet Works, QUE

**COURSE OUTCOMES:**

Upon successful completion of the course, the student will be able to

CO 1.	Understand the importance of the use of Data Base Management System.
CO 2.	Understand about functioning of computer operating system and network
CO 3.	Utilize the advanced functions in spread sheet to accomplish complex tasks and automate repetitive tasks.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes		
		CO 1	CO 2	CO 3
1	Introduction to Database Management System			
2	Computer Communication and Operating System Settings			
3	Advanced functions in spreadsheet			

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										

**VANITA VISHRAM WOMEN'S UNIVERSITY, SURAT****JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT****Department of Management****Bachelor of Business Administration (B.B.A.)****F.Y.B.B.A.****Semester II****COURSE CODE: AEC202-1C****Ability Enhancement Course: Functional English-II****Credit 2****Contact Hour per week 2****Outline of the Course**

Course type	Theory
Level of the Course	200-299 Intermediate-level
Course Category	Ability Enhancement Course (AEC)
Purpose of Course	To equip individuals with the necessary language skills and confidence to communicate effectively in English, enabling them to succeed academically, professionally, and in various social settings
Course Objective	CO 1. Utilize their knowledge of functional English effectively for communicative purposes. CO 2. Learn language in authentic contexts. CO 3. Use English efficiently for routine. CO 4. Sharpen Writing and Speaking skills for better expression by providing authentic resources. Make students understand how the development of these skills will lead to their holistic development.
Minimum weeks per Semester	15
Last Review / Revision	December 2023
Pre-requisite	Elementary knowledge of English Language.
Teaching Methodology	Class Room Teaching, Discussion and Assignment
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)- Summative

**Course Content**

Unit No.	Title of the Unit	% Weightage of Unit	Minimum Nos. of Hours
1	Foundational Grammar (Practical) <ul style="list-style-type: none">• The concept of mood in English grammar (indicative, imperative, subjunctive)• Time and tense relationships in complex sentences• Active and passive voice and their functions• Information structure (focus, topic, comment) in English	34	10
2	Introduction to Productive Skills <ul style="list-style-type: none">• Concept and Characteristics of Speaking• Qualities of a Good Public Speaker• Introduction to the Writing Skills• Concept and Characteristics of Writing	33	10
3	Productive Skills (Practical) <ul style="list-style-type: none">• Speaking in Public/ Group Discussion/ Debate• Dialogue Writing/ Speech Writing for various occasions• Paragraph/ Essay/ Report Writing	33	10

REFERENCES:

- "An Introduction to Functional Grammar" by M. A. K. Halliday and Christian M. I. M. Matthiessen
- "Functional English Grammar: An Introduction for Second Language Teachers" by Michael A. K. Halliday and Ruqaiya Hasan
- Gupta, S.C. English Grammar & Composition. Arihant Publication. 2022.
- Mitra, Barun K. Personality Development and Soft Skills. Oxford University Press, 2015.
- Urmila Rai and S.M. Rai. Business Communication. 1st Edition, Mumbai: Himalaya Publishing House.
- Krishna Mohan and Meera Banerji. Developing Communication Skills. New Delhi: Macmillan India Private Ltd.
- Wren and Martin. English Grammar. MB publication, 2022.
- Ur, Penny. Teaching Listening Comprehension. Cambridge University Press
- Teaching Listening and Speaking : From Theory to Practice
<https://www.professorjackrichards.com/wp-content/uploads/teaching-listening-and-speaking-from-theory-to-practice.pdf>

**COURSE OUTCOMES**

Upon successful completion of the course, students will be able to:

CO 1	Enable themselves to express ideas clearly and accurately with writing and speaking skills.
CO 2	Gain confidence in an academic and professional context.
CO 3	Analyze and improve pronunciation. Prepare themselves better for placements and beyond.

COURSE OUTCOMES MAPPING

Unit No.	Unit Name	Course Outcomes		
		CO1	CO2	CO3
1	Foundational Grammar (Practical)	■		
2	Introduction to Productive Skills		■	
3	Productive Skills (Practical)		■	■

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	■									
CO2						■				
CO3			■			■				

**VANITA VISHRAM WOMEN'S UNIVERSITY, SURAT****JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT****Department of Management****Bachelor of Business Administration (B.B.A.)****F.Y.B.B.A.****Semester II****COURSE CODE: VAC201-1C****Value Added Course: Environmental Studies****Credit 2****Contact Hour per week 2****Outline of the Course**

Course type	Theory
Level of the Course	200-299 Intermediate-level
Course Category	Value Added Course
Purpose of Course	The students need to learn basic concepts of environment. How environment impact our life on earth and which activities are harmful to our environment and how we can contribute to wellbeing of our earth and environment.
Course Objective	CO 1. To develop the understanding basics concept of our environment and its sustainable development. CO 2. Demonstrate knowledge and understanding different component of environment. CO 3. Demonstrate knowledge and understanding of the ecosystem and its functioning and impact on survival of organism on earth. CO 4. To develop the ability to think critically about sustainable development of our earth environment.
Minimum weeks per Semester	15
Last Review / Revision	December 2023
Pre-requisite	10+2
Teaching Methodology	Class Room Teaching, Discussion and Assignment
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)- Summative



Course Content

Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Introduction of Environment <ul style="list-style-type: none"> • Definition and multidisciplinary nature of environmental studies. • Concept and Components of environment (Atmosphere, Lithosphere and Hydrosphere) • Bio-geochemical cycles • Concept, structure and function of an ecosystem. • Food chains, food webs and Energy flow in an ecosystem • Terrestrial ecosystem: Forest ecosystem and Grassland ecosystem • Aquatic ecosystems: Pond and ocean ecosystem 	25	8
2	Natural Resources: Renewable and Non-renewable Resources <ul style="list-style-type: none"> • Land as a resource, soil erosion and land degradation, landslides, and desertification • Forests: Use and over-exploitation, deforestation, • Impacts of deforestation on biodiversity and tribal populations. • Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs. 	25	8
3	Biodiversity and its Conservation <ul style="list-style-type: none"> • Introduction — Definition, ecosystem diversity, Value of biodiversity, • India as a mega-biodiversity nation; • Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts. • Endangered and endemic species of India. Common plant and animal species. • Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity 	25	7
4	Environmental pollution Definition Causes, effects and control measures of: <ul style="list-style-type: none"> • Air pollution • Water pollution • Soil pollution • Marine • Noise pollution • Thermal pollution • Nuclear hazards 	25	7

List of References & Text Books:

- Bharucha, E. (2013). Textbook of Environmental Studies for Undergraduate Courses. Universities Press.
- Asthana, D. K. (2006).Text Book of Environmental Studies. S. Chand Publishing.
- Basu, M., Xavier, S. (2016). Fundamentals of Environmental Studies, Cambridge University Press, India
- Singh, J.S., Singh, S.P. & Gupta, S.R. 2006. Ecology, Environment and Resource Conservation.



Anamaya Publications.

- Sodhi, N.S. & Ehrlich, P.R. (Eds). 2010. Conservation Biology for All. Oxford University Press.
- Tiwari, G.N. & Ghosal. M. K. 2005. Renewable Energy Resources: Basic Principles and Application. Narosa Publishing House.
- R. K. Khitoliya., 2012. Environmental Pollution 2nd edition. S. Chand Publishing
- Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2006. Environmental and Pollution Science. Elsevier Academic Press.
- Purohit, S.S. & Ranjan, R. 2007. Ecology, Environment & Pollution. Agrobios Publications.

COURSE OUTCOMES:

CO 1.	Students will gain knowledge about Earth structure and its environment and ecology and biodiversity and its role in human welfare and its conservation
CO 2.	Students will develop the understanding about various natural resources and their management.
CO 3.	Students will be able to critically examine all sides of environmental issues and apply understanding from various disciplines such as psychology, law, literature, politics, sociology, philosophy, and religion to create opinions about how to interact with the environment on both a personal and a social level.
CO 4.	Students will understand the global character of environmental problems and ways of addressing them, including interactions across local to global scales.

Upon successful completion of the course,

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Introduction of Environment				
2	Natural Resources: Renewable and Non-renewable Resources				
3	Biodiversity and Conservation				
4	Environmental pollution				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										