

Course Code: BA 545
Course Name: ESSENTIALS OF QUALITY MANAGEMENT
(L-3 T-0 P-0 CH 3 CR-3)

BM 545: ESSENTIALS OF QUALITY MANAGEMENT (L 3- T 0- P 0 – CH 3– Credit 3)

Quality Management Concepts, Quality Policy and Objectives; Total Quality Management; Organization for Quality; Quality Assurance; Management tools and Statistical tools for Quality Management; Operations Planning for Quality; Quality Awards; Quality Standards and Certification; Six-Sigma Systems; Contemporary Concepts; Quality Audit; Economics of Quality.

Books / References:

1. Juran & Gyrna : Quality Planning & Analysis; McGraw Hill, 3rd edition, 1993
2. Chowdhury : Design for Six Sigma; Dearborn Trade Publishing, Chicago, 2005
3. Crosby : Quality is Free; Tata McGraw Hill, 1980
4. Crosby: Quality is still Free; McGraw Hill, 1999
5. Ledolter, Burril : Statistical Quality Control: Strategies and Tools for Continual Improvement; Wiley, 1999
6. Feigenbaum : Total Quality Control; McGraw Hill, 4th edition, 1991



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Course Code: BA 544
Course Name: PRINCIPLES OF MANAGEMENT
(L-3 T-0 P-0 CR-3)

BM 544 : PRINCIPLES OF MANAGEMENT (L 3- T 0- P 0 – CH 3– Credit 3)

Need and Evolution of management:

Definition, managerial skills, difference between *productivity, effectiveness, and efficiency*, contributions of Taylor and Fayol, Gantt, Gilbreth, Roethlisberger, McKinsey's 7S framework, managerial roles, external environment.

Planning:

Contribution of planning to purpose and objectives, types of plans, steps in planning, MBO, Strategic planning process, TOWS matrix, industry analysis and generic competitive strategies by Porter, effective implementation of strategies, forecasting

Organising :

Formal and informal organization, factors affecting span of management, process of organizing, different forms of departmentation, matrix organization, SBUs, Line and staff, factors affecting centralization & decentralization, factors affecting delegation, mistakes in organizing

Controlling :

Control process, Critical points and standards, control as a feedback, real time control, Feed forward control, requirements for effective control, control techniques(budgetary & non-budgetary), Profit and loss control through ROI, direct versus preventive control, self-audit

Management styles :

Understanding different management styles and their impact on the organization.

Books/References:

Koonz, Donnel, Weirich: Management – A global perspective, McGraw-Hill, New York, 2011
Khandwalla P K : Management Styles, Prentice Hall India, New Delhi, 1995
Stoner, Freeman, Gilbert: Management , Pearson Education, 6th edition, 1995



Course Code: BA 543
Course Name: Bio entrepreneurship
(L 2- T 1- P 0 – CH 3– Credit 3)

(L 2- T 1- P 0 – CH 3– Credit 3)

Bio entrepreneurship

Accounting and Finance

Taking decision on starting a venture; Assessment of feasibility of a given venture/new venture; Approach a bank for a loan; Sources of financial assistance; Making a business proposal/Plan for seeking loans from financial institution and Banks; Funds from bank for capital expenditure and for working Statutory and legal requirements for starting a company/venture; Budget planning and cash flow management; Basics in accounting practices: concepts of balance sheet, P&L account, and double entry bookkeeping; Estimation of income, expenditure, profit, income tax etc.

Negotiations/Strategy

With financiers, bankers etc.; with government/law enforcement authorities; with companies/Institutions for technology transfer; Dispute resolution skills; External environment/changes; Crisis/ Avoiding/Managing; Broader vision–Global thinking Human

Resource Development (HRD)

Management Functions Information Technology
How to use IT for business administration; Fundamentals of Entrepreneurship
Support mechanism for entrepreneurship in India

References:

1. Kawasaki, Guy. The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. New York: Portfolio, 2004.
2. Leong, Alan. Introduction to Writing a Business Plan. Bothell, WA: Center for Student Entrepreneurship, 2007.
3. Tracy, John, and Tage Tracy. How to Manage Profit and Cash Flow. Hoboken, NJ: John Wiley & Sons, 2004.
4. Kim, W. Chan, and Ren馥 Mauborgne. Blue Ocean Strategy. Boston: Harvard Business School Press, 2005.



Course Code: BA 541
Course Name: Ethics and Social Responsibility
(L 3- T 0- P 0 – CH 3– Credit 3)

BA 541 Ethics and Social Responsibility (L 3- T 0- P 0 – CH 3– Credit 3)

Unit 1: Introduction to the theory of moral philosophy:

- Nature, objectives and scope of ethics;
- Hedonism and the paradox of hedonism.
- Characteristics of human desire
- Ethical value, ethical standard, and emotional well-being of individuals and society.
- Need of ethical disciplines in modern life.
- Ethical plurality;
- Ethical dilemma.

Unit 2: Attitudes, beliefs, and life positions:

- Concept of attitude;
- Attitudes governing ethical behaviour;
- Understanding human beliefs and role of beliefs in moral life;
- Life positions and ethical behaviour.

Unit 3: The ethical value system:

- (a) Normative Ethics: Divine command; natural law; ethical egotism; consequentialism, universalism and unitarianism, social contract theory and distributive justice.
- (b) Metaethics: Cultural relativism; moral subjectivism; nihilism.

Unit 4: Social responsibility:

- (a) Personal versus social responsibility; stakeholder theory; determinants of social responsibility of individuals and social groups; social inbuilt for responsiveness.
- (b) Effective leadership in societal contexts; the leader's role in developing an ethical culture. Role of governance system.

Unit 5: Conceptualization of ethics and social responsibility in Indian Philosophy:

- Vedic and Vedanta tracts.
- Spirituality versus religion - Indian ethical standard;
- Trusteeship principle
- The philosophy of *karma-yoga* and *raj-yoga*.



Course Code: BA 542
Course Name: Knowledge Management System
(L 2- T 0- P 1 – CH 4– Credit 3)

BM 542 Knowledge Management System (L 2- T 0- P 1 – CH 4– Credit 3)

The Origins of Knowledge

From Data to Information to Knowledge, Attributes and Expressions of Knowledge, Knowledge Classification, Knowledge Conversion, Levels of Professional Knowledge, Ontology

Knowledge Management and its Necessity

Knowledge Management concepts, Need for Knowledge Management, Issues and Challenges of Knowledge Management, Knowledge Management Process and Architecture, Learning Organization

Knowledge Management: Tools and Technology

Information and Communication Technology (ICT), Datawarehouse and Data Mining, Business Intelligence, OLAP, Search Engines, Intelligent Agents, Groupware Technology for Knowledge Transfer, Knowledge Portal

Implementing Knowledge Management System

Basics of Knowledge Management System, Knowledge Management System Life Cycle, Implementing Knowledge Management System, Knowledge Management in practice

Project Work

Designing and Developing a Knowledge Management System

Books/References:

Textbooks:

1. Jawadekar, W. S. *Knowledge Management*, New Delhi: Tata McGraw Hill Education.2011
2. Mohapatra, S. *Knowledge Management*, New Delhi: Macmillan.2012

Reference Books:

1. Tiwana, A. *The Knowledge Management Toolkit (2nd edition)*, New Delhi: Pearson Education,2006
2. Molhotra, Y. *Knowledge Management and Virtual Organization*, London: Idea Group Publishing,1964
3. Myers, P. S. *Knowledge Management and Organizational Design*, New Delhi: Butterworth Heinemann.2001
4. Skyrme, D. J. *Knowledge Networking*, New Delhi: Butterworth Heinemann. 2001.
5. Zack, M. H. *Knowledge and Strategy (Ed.)*, New Delhi: Butterworth Heinemann.2001
6. Prusak, L. *Knowledge in Organization*, New Delhi: Butterworth Heinemann.2001
7. Smith, D. E. *Knowledge Groupware and the Internet*, New Delhi: Butterworth Heinemann.2001



Course Code: BA 401

Name of the Course: ELEMENTARY ECONOMICS

(L 3-T 0-P 0 - CR 3)

Unit 1: Introduction to Economics

Basic Principles and Methodology of Economics. Demand/Supply – elasticity – Government Policies and Application. Theory of the Firm and Market Structure. Basic Macroeconomic Concepts (including GDP/GNP/NI/Disposable Income) and Identities for both closed and open economies. Aggregate demand and Supply (IS/LM). Price Indices (WPI/CPI), Interest rates, Direct and Indirect Taxes

Unit 2: Public Sector Economy

Public Sector Economics – Welfare, Externalities, Labour Market. Components of Monetary and Financial System, Central Bank – Monetary Aggregates; Commercial Banks & their functions; Capital and Debt Markets. Monetary and Fiscal Policy Tools & their impact on the economy

Unit 3: Managerial Aspects of Economics

Elements of Business/Managerial Economics and forms of organizations. Cost & Cost Control – Techniques, Types of Costs, Budgets, Break even Analysis, Capital Budgeting. Business Forecasting – Elementary techniques.

Unit 4: Economic Developments in India

Indian economy Brief overview of post independence period – plans. Post reform Growth, Structure of productive activity. Issues of Inclusion – Sectors, States/Regions, Groups of people (M/F), Urbanization. Employment – Informal, Organized, Unorganized, Public, Private. Challenges and Policy Debates in Monetary, Fiscal, Social, External sectors.

Text / reference Books:

1. Mankiw Gregory N. *Principles of Economics*, Thompson Asia, 2002
2. V. Mote, S. Paul, G. Gupta *Managerial Economics*, Tata McGraw Hill, 2004
3. Misra, S.K. and Puri, *Indian Economy*, Himalaya, 2009
4. Pareek Saroj, *Textbook of Business Economics*, Sunrise Publishers, 2003



Sociology

SC 102 Basic Sociology

L2 T0 P0 CH2 CR2

Objectives:

This introductory paper is intended to acquaint the students with sociology as a social science and the distinctiveness of its approach among the social sciences. It is to be organised in such a way that even students without any previous exposure to sociology could acquire an interest in the subject and follow it.

Course outline:

The nature of sociology: the meaning of sociology — the sociological perspective — sociology and social sciences

Basic concepts: Society, community, institution, association, group, social structure. status and role, norm and values etc.

Social stratification and mobility: meaning, forms.

Introduction to Applied sociology: understanding social issues and problems

Reference books

Bottomore, T.B. *Sociology: A Guide to Problems and Literature*. (George, Bombay, 1972)

Jayaram, N. *Introductory Sociology*. (Macmillan India, Madras, 1988)

Johnson, Harry M. *Sociology: A systematic Introduction*. (Allied, New Delhi, 1995)

SO 103 Introduction to Sociological Thought

L2 T0 P0 CH2 CR2

Objectives:

This paper is intended to familiarise the students with the social, political, economic and intellectual contexts in which sociology emerged as a distinctive discipline. Its objective is to help students gain an understanding of some of the classical contributions in sociology, and their continuing relevance to its contemporary concerns.

Course outline:

The emergence of sociology

-The intellectual context: Enlightenment

-The social, economic and political forces: The French and Industrial Revolutions.

Comte: positivism

Spencer: social darwinism

Durkheim: social fact and social solidarity

Weber: social action and authority

Marx: materialist conception of history and class struggle

Reference Books

Aron, Raymond. *Main Currents in Sociological Thought* (2 volumes). (Harmondsworth, Middlesex: Penguin Books, 1982 (reprint).

Coser, Lewis A. *Masters of Sociological Thought*. (Harcourt Brace, 1979)

8. DETAILED SYLLABUS
SEMESTER I

ED 105: Basics in Computer Application

L2 T 0 P 1 CH4 CR 3

Learning Outcomes of The Course: After the completion of this course, the student teacher will be able to:

1. Describe a computer system and its working.
2. Open the windows operating system and use word processing package
3. Use the word processing package in education
4. Acquire the skills of trouble shooting whenever there are problems in the working of computer.

Contents

Unit -1: Computer Hardware and Organization

- a) Motherboard, Processor, RAM, Cache, Interface Cards, I/O Ports.
- b) Parts of a PC. CPU, Control Unit, ALU, Instruction Set, Registers.
- c) Generation of Computers, Classification of Computers

Unit-2: Types of Memory

- a) Memory organization, fixed & variable word length memory,
- b) Static and dynamic memory, RAM, ROM, cache memory, flash memory
- c) Secondary Memory – HD, CD, DVD, Tape, and Pen-drive

Unit-3: Software and Programming and Problem Solving Aspect

- a) OS, Utilities & Service programs
- b) Communication s/w, DBMS, Multimedia s/w, Application s/w
- c) Some common algorithms along with their flowcharts.

Unit-4: Concepts of Computer Network:

- a) Introduction, Network Classification by scale and connection methods,
- b) Network architecture and topology, Intranet, Extranet, Internet, TCP/IP, Basic h/w
- c) Components of Network.

Unit-5: Data Base and Web Page

- a) Introduction to Database and some concepts of DBMS
- b) Simple concepts of Web Page designing using HTML.

Lab Classes

Working knowledge of Windows, MS-Word, MS-Excel, MS-PowerPoint, Simple web page designing using basic HTML tags

Text Books

1. P. K. Sinha and P. Sinha, "Foundations of Computing" BPB Publications.

Reference Books

1. R. G. Dromey, "How to Solve it by Computer", Prentice Hall of India,
2. A. S. Godbole & A. Kahate, "Web Technologies", TATA McGraw Hill,
3. E. Navathe, "Fundamentals of Database Systems", Pearson Education.

conserve them in ex-situ and in-situ situations. Intellectual property rights (IPRs) have become important in a biodiversity-rich country like India to protect microbes, plants and animals that have useful genetic properties. Destruction of habitats, over-use of energy resource and environmental pollution have been found to be responsible for the loss of a large number of life-forms. It is feared that a large proportion of life on earth may get wiped out in the near future.

In spite of the deteriorating status of the environment, study of environment has so far not received adequate attention in our academic programmes. Recognizing this, the Hon'ble Supreme Court directed the UGC to introduce a basic course on environment at every level in college education. Accordingly, the matter was considered by UGC and it was decided that a six months compulsory core module course in environmental studies may be prepared and compulsorily implemented in all the University/Colleges of India.

The experts committee appointed by the UGC has looked into all the pertinent questions, issues and other relevant matters. This was followed by framing of the core module syllabus for environmental studies for undergraduate courses of all branches of Higher Education. We are deeply conscious that there are bound to be gaps between the ideal and real. Genuine endeavour is required to minimize the gaps by intellectual and material inputs. The success of this course will depend on the initiative and drive of the teachers and the receptive students.

SYLLABUS

ES102

Unit 1 : Multidisciplinary nature of environmental studies

Definition, scope and importance

Need for public awareness.

II



Unit 2 : Natural Resources :

Renewable and non-renewable resources :
Natural resources and associated problems.

- a) Forest resources : Use and over-exploitation, deforestation, case studies.
Timber extraction, mining, dams and their effects on forest and tribal people.
 - b) Water resources : Use and over-utilization of surface and ground water,
floods, drought, conflicts over water, dams-benefits and problems.
 - c) Mineral resources : Use and exploitation, environmental effects of extracting
and using mineral resources, case studies.
 - d) Food resources : World food problems, changes caused by agriculture and
overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water
logging, salinity, case studies.
 - e) Energy resources : Growing energy needs, renewable and non renewable
energy sources, use of alternate energy sources. Case studies.
 - f) Land resources : Land as a resource, land degradation, man induced
landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

(8 lectures)

Unit 3 : Ecosystems

- Concept of an ecosystem.

III



- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the

following ecosystem :-

- Forest ecosystem
 - Grassland ecosystem
 - Desert ecosystem
 - Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)
- (6 lectures)

Unit 4 : Biodiversity and its conservation

- Introduction – Definition : genetic, species and ecosystem diversity.
- Biogeographical 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 mega-diversity nation

