

**GLS University's**  
**Bachelor of Business Administration Programme**  
**Proposed Syllabus**  
**FYBBA**  
**Semester II**  
**Core Course**  
**Managing People**

**1. Course Objective:** This course is designed to introduce the students to the concept of Human Resource Management (HRM). The focus of this course will be on the key functions of HRM.

Through assignments and role plays, the course will enable students to appreciate the universality of these functions and their applications in organizations of various forms and sizes.

**2. Course duration:** 12 weeks/36 hours

**3. Number of credits:** 03

**4. Course Content:**

<b>Module number</b>	<b>Topics/Chapters</b>
<b>I</b>	<b>Introduction to HRM –</b> <ul style="list-style-type: none"> <li>▪ Definition of HRM,</li> <li>▪ Moving from staffing to Personnel Management to HRM,</li> <li>▪ Difference between Personnel Management and HRM,</li> <li>▪ Scope and Objectives of HRM,</li> <li>▪ Qualities of an HR Manager</li> </ul>
<b>II</b>	<b>Pre-procurement –</b> <ul style="list-style-type: none"> <li>▪ Human Resource Planning – definition, process (including demand forecasting methods – managerial judgement, work study, ratio-trend analysis and Delphi technique)</li> <li>▪ Supply forecasting (management inventory, skill inventory, inflows and outflows, turnover rate, conditions of work and absenteeism);</li> <li>▪ Job Analysis – definition and process (including methods of data collection – interview, questionnaire, observation, checklist, diary and technical conference) ending in preparation of job description and job specification</li> </ul>
<b>III</b>	<b>Procurement –</b>

	<ul style="list-style-type: none"> <li>▪ Recruitment – definition and process (sources of recruitment to be used for assignment purpose);</li> <li>▪ Selection – definition, process, tests – meaning and types, interviews – meaning and types, common interview problems, interview do’s and don’ts;</li> <li>▪ Orientation – meaning and types of orientation programmes (formal and informal, individual and collective, serial and disjunctive, investiture and divestiture);</li> <li>▪ Job design – definition and methods (only an understanding of work simplification, job rotation, job enrichment, job enlargement, autonomous or self directed teams, and high performance work teams)</li> </ul>
<b>IV</b>	<p><b>Training and Development –</b></p> <ul style="list-style-type: none"> <li>▪ Definitions, difference between the two,</li> <li>▪ Methods of training – job rotation, understudy, apprenticeship, vestibule;</li> <li>▪ Methods of development – seminars, conferences, lectures, role play, in-basket exercises, case study.</li> </ul>
<b>V</b>	<p><b>Industrial Relations and Trade Union –</b></p> <ul style="list-style-type: none"> <li>▪ Definition, objectives of IR, parties to IR and their role;</li> <li>▪ Trade Union – definition,</li> <li>▪ Reasons for joining Trade Union,</li> <li>▪ Problems of Trade Unions</li> </ul> <p><b>Industrial Disputes –</b></p> <ul style="list-style-type: none"> <li>▪ Definition,</li> <li>▪ Causes of disputes,</li> <li>▪ Concept of grievance</li> </ul> <p><b>Workers’ Participation in Management –</b></p> <ul style="list-style-type: none"> <li>▪ Concept and levels</li> </ul>

**5. Teaching Methods:** The following pedagogical tools will be used in this course:

1. Lectures and discussions
2. Assignments and presentations
3. Role plays

**6. List of topics for assignments, presentations and role plays:**

1. Scope of Human Resource Management
2. Preparing Job Description and Job Specification
3. Conducting and facing Interviews
4. Do’s and don’ts of interviews
5. Types of orientation programmes
6. Methods of job design
7. Methods of training

8. Methods of development
9. Parties to IR and their role
10. Trade Unions
11. Grievance and grievance procedure
12. Levels of Workers' Participation in Management

**7. Evaluation:** The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Mid Semester Exam	20%
2.	Small project/Presentation/Practical Assignments	15%
3.	Quiz	10%
4.	Attendance	05%
	<b>Total</b>	<b>50%</b>

**8. Basic Text Books:**

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	K. Aswathappa	Human Resource and Personnel Management – Text and Cases	Tata McGraw Hill	Latest Edition
2	S. S. Khanka	Human Resource Management – Text and Cases	S. Chand	Latest Edition

**9. Reference Books:**

Sr. No.	Author(s)	Name of the book	Publisher	Edition
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1	Dr. P. Jyothi and Dr. D. N. Venkatesh	Human Resource Management	Oxford University Press	Second Edition
2	Uday Kumar Haldar and Juthika Sarkar	Human Resource Management	Oxford University Press	Latest

**10. List of Journals/Periodicals/Magazines/Newspapers:**

1. Economic Times
2. ICFAI Journals
3. Business Standard

**GLS University's**  
**Bachelor of Business Administration Programme**  
**Proposed Syllabus**  
**FYBBA**  
**Semester II**  
**Financial Markets and Intermediaries**

**1. Course Objective:**

The objective of this course is to introduce students to the structure, working and inter-relations of the Indian financial system and to develop a basic understanding of different financial markets.

Through a highly practical approach using short cases, assignments and presentations, this course will aim to help students appreciate the real-life working of the financial system, its participants and inter-mediaries and how these have a bearing upon individuals and organisations.

**2. Course Duration:**

3 credits/ 36 sessions

**3. Course Content:**

Module No.	Modules/Sub-Modules
I	<p>Introduction to Financial systems</p> <ul style="list-style-type: none"> <li>• Meaning of financial system, Role and functions of financial system, Key elements of financial system</li> <li>• Organised and Unorganised markets</li> <li>• Difference between organised and unorganised markets.</li> <li>• Unorganised market: Money lenders, local bankers, traders, landlords, pawn brokers.</li> <li>• Regulatory Frame work: SEBI, RBI, IRDA, MOF</li> </ul>
II	<p>Capital markets</p> <ul style="list-style-type: none"> <li>• Primary markets: Meaning and features, Primary issues: IPO, FPO, Private placement, Preferential issues, QIP, Listing and its benefits.</li> <li>• Secondary markets: Meaning and features</li> <li>• Stock exchanges Meaning and functions, BSE, NSE and OTCEI ,global stock market indices, major indices in India.</li> </ul>

	<ul style="list-style-type: none"> <li>• Concepts related to secondary markets: demutualization, stock exchange dealings- spot delivery contracts, ready delivery contract, forward delivery contract, circuit breaker, margin trading, Rolling settlement, short selling, broker and sub broker</li> </ul>
III	<p>Money markets and the Debt market</p> <ul style="list-style-type: none"> <li>• Meaning, Functions of Money market, Money market instruments: Treasury bills, commercial paper, certificate of deposits, call money.</li> <li>• Link between Money market and debt market, characteristics of debt market, participants, Instruments.</li> <li>• Difference between capital market and money market</li> </ul>
IV	<p>Financial Institutions</p> <ul style="list-style-type: none"> <li>• DFI's- IDBI, SIDBI, NABARD, IFCI and their roles.</li> <li>• Scheduled Commercial banks: Nationalised, private and foreign.</li> <li>• Reasons for nationalization</li> <li>• Emergence of private banks, RRB's, Urban cooperatives.</li> </ul>
V	<p>Financial Services</p> <ul style="list-style-type: none"> <li>• Venture capital: meaning, steps, role, features, methods/ forms, Disinvestment mechanism</li> <li>• Leasing and Hire purchase: Meaning, essentials, difference between lease and hire purchase, Instalment purchase and hire purchase</li> <li>• Concept of credit rating and advantages</li> <li>• Concept of dematerialization and NSDL</li> </ul>

### Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations
- (3) Cases based on newspaper reports

### Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination	20% (Internal Assessment)
3.	External Examination (University Exam)	50% (External Assessment)

**Basic Text Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
T1	Dr. Bharti Pathak	The Indian Financial System	Pearson	Latest Edition
T2	Dr. S Gursamy	Financial Institutions and Markets	Tata McGraw Hill Pvt. Ltd	Latest Edition
T3	Vasant Desai	The Indian Financial System	Himalaya Publishing House	Latest Edition

**Reference Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	M. Y. Khan	Indian Financial System	Tata McGraw Hill Pvt. Ltd	Latest Edition
2	Dr. S Gurusamy	Essentials of Financial	Tata McGraw Hill Pvt. Ltd	Second
3	C. Ramagopal	Management of Financial Services	Vikas Publishing House	Latest

**List of Journals / Periodicals / Magazines / Newspapers etc.:**

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

1. Corporate India
2. Capital Market
3. Business Standard
4. The Economic Times
5. Financial Express
6. Business Today
7. Business India
8. Business World

**GLS University's**  
**Bachelor of Business Administration Programme**  
**Proposed Syllabus**  
**FYBBA**  
**Semester II**

**BUSINESS MATHEMATICS - II**

**1. Course Objective:**

This course aims to provide understanding of the mathematical concepts, terminology and application of basic arithmetic operations on matrices including inversion and determinants, financial mathematics as well as technical tools used in modeling.

With a strong practical orientation using MS Excel and real-life situations, this course will lay a foundation for students' subsequent studies in the functional areas of management.

**2. Course Duration:**

12 weeks/ 36 hours

**3. Course Content:**

Module No.	Modules/Sub-Modules
I	<ul style="list-style-type: none"> <li>➤ Matrix Algebra               <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Types of matrices</li> <li>• Addition and subtraction of Matrices</li> <li>• Multiplication by scalar, Multiplication of two matrices</li> <li>• Inverse of matrix ( up to 3x3 matrix using ad joint matrix)</li> <li>• Solving simultaneous equations up to 3 variables</li> <li>• Applications to business problems</li> </ul> </li> </ul>
II	<ul style="list-style-type: none"> <li>➤ Measures of Central Tendency               <ul style="list-style-type: none"> <li>• Arithmetic Mean</li> <li>• Weighted Mean</li> <li>• Concept of Geometric Mean and Harmonic Mean(Problems using spreadsheet)</li> <li>• Median</li> <li>• Mode</li> </ul> </li> <li>➤ Measures of Dispersion               <ul style="list-style-type: none"> <li>• Standard Deviation</li> <li>• Coefficient of Variation</li> </ul> </li> </ul>



III	<ul style="list-style-type: none"> <li>➤ Simple Interest &amp; Compound Interest <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Simple Interest</li> <li>• Compound Interest</li> <li>• Effective Rate of Interest</li> <li>• Depreciation</li> </ul> </li> </ul>
IV	<ul style="list-style-type: none"> <li>➤ Annuity <ul style="list-style-type: none"> <li>• Types of Annuity</li> <li>• Present Value and Future Value of Annuity</li> <li>• Continuous Compounded and Continuous Discount</li> <li>• Sinking Fund</li> </ul> </li> </ul>
V	<ul style="list-style-type: none"> <li>➤ Practical application of mathematical and statistical tools in spreadsheet (MS Excel)</li> </ul>

### Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations
- (3) Short Cases
- (4) MS Excel

### Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination	20% (Internal Assessment)
3.	External Examination (University Exam)	50% (External Assessment) (80% Theory + 20% Practical)

### Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
T1	Sancheti & Kapoor	Business Mathematics	S. Chand	Latest Edition
T2	Kashyap Trivedi & Chirag Trivedi	Business Mathematics	Pearson	Latest Edition

### Reference Books:

Sr.	Author/s	Name of the	Publisher	Edition
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No.		Book		
1	Qazi Zameeruddin, Vijay Khanna & Others	Business Mathematics	Vikas Publication	Latest Edition
2	J K Singh & Deepti Rani	Business Mathematics	Himalaya Publishing House	Latest Edition
3	M Raghavachari	Mathematics for Management	Mc-Graw Hill Publication	Latest Edition
4	Spooner H. A. & D.A.L. Wilson	The Essence of Mathematics for Business	Prentice-Hall of India Pvt. Ltd.	Latest Edition
5	S. P. Gupta	Statistical Methods	Sultan Chand & Sons	Latest Edition
6	T N Srivasatava	Statistics for Management	Mc-Graw Hill Publication	Latest Edition

**GLS University's**  
**Bachelor of Business Administration Programme**  
**Proposed Syllabus**  
**FYBBA**  
**Semester II**  
**Economics – II (Macro)**

**1. Course Objective:**

This course aims to provide students with an understanding of the behavior and working of the economy as a whole. Additionally, it introduces students to different economic aggregates and helps them appreciate their inter-relationships.

New theories in economics are introduced, and a strong practical orientation using assignments and short cases based on newspaper reports will ensure that students begin to develop and apply economic reasoning to business and public policy situations.

**2. Course Duration:**

12 weeks/36 hours

**3. Course Content:**

Module No.	Topics / Chapters Name
I	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>▪ Different schools of Thought</li> <li>▪ Meaning, importance of Macro Economics.</li> <li>▪ National Income: Meaning of NI and Circular flow of NI ( Up to Four Sector economy)</li> <li>▪ Stock and flow concept, NI at Current Price and NI at Constant Price, Various Concept of NI(GDP, GNP, NNP,NDP), Personal income, Disposable Income.</li> <li>▪ Methods for measurement of NI</li> <li>▪ Difficulties in measurement of NI</li> </ul>
II	<p><b>Keynesian Theory (Income Determination)</b></p> <ul style="list-style-type: none"> <li>▪ Keynes' Consumption Function</li> <li>▪ Investment Function</li> <li>▪ Investment Multiplier</li> <li>▪ Tax multiplier</li> <li>▪ Foreign Trade multiplier</li> <li>▪ Interest Rate Theory- Liquidity Preference Theory.</li> <li>▪ Glance of union budget and all types of deficits.</li> <li>▪ Fiscal policy.</li> </ul>

III	<b>Money , Banking and Monetary Policy</b> <ul style="list-style-type: none"> <li>• Definition of Money and Money Functions Stock of Money (M1, M2, M3 and M4)</li> <li>• RBI: Meaning, role and functions.</li> <li>• Commercial Banks: meaning and functions,</li> <li>• Credit creation process by commercial Bank</li> <li>• Monetary policy- Meaning, Objective, Tools and Limitation</li> </ul>
IV	<b>Macro Economic Issues:</b> <b>Inflation</b> <ul style="list-style-type: none"> <li>• Causes of Inflation &amp; Types: demand pull and cost push, creeping, walking, running, hyperinflation.</li> <li>• Measures to control Inflation.</li> <li>• Concepts of Deflation and stagflation.</li> </ul> <b>Business cycle</b> <ul style="list-style-type: none"> <li>• Features, causes and phases.</li> <li>• Theories of Business Cycle: Climatic theory Psychological theory, Under Consumption, Monetary, Over investment and Keynesian theory.</li> </ul> <b>Unemployment:</b> <ul style="list-style-type: none"> <li>• Meaning, types, causes, Economic effects of unemployment.</li> </ul>
V	<b>Balance of payment overview</b> <ul style="list-style-type: none"> <li>• Difference between balance of trade and payment.</li> <li>• Structure of Balance of Payment Account</li> <li>• Introduction to international trade and finance.</li> </ul>

### Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations
- (3) Short Cases based on newspaper reports

### Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination (Mid Semester Exam)	20% (Internal Assessment)
3.	External Examination (University Exam / End Semester Exam)	50% (External Assessment)

**Basic Text Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
T1	M L Jhingan	Macro Economics	Vrunda	6th
T2	D.M.Mithani	Macro Economics	Himalaya Publication	
	M.L.Taneja and R. M Myer	Indian Economy, Economics of Development and Planning		

**Reference Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	K. K Dewett	Mordern Economic Theory	S. Chand	22 <sup>nd</sup> Revised Edition

**List of Journals / Periodicals / Magazines / Newspapers etc.:**

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

9. Economic Survey
10. RBI Handbook
11. Economic and Political weekly
12. Indian Journal of Economics and Business
13. International Journal of Economics and Research
14. Down to Earth Magazine
15. Banking and finance.
16. Business Standard
17. The Economic Times
18. Financial Express
19. Business Today
20. Business India
21. Business World
22. Budget Bulletin

**GLS University's**  
**Bachelor of Business Administration Programme**  
**Proposed Syllabus**  
**FYBBA**  
**Semester II**  
**Introduction to Production Management**

**1. Course Objective:**

This course aims to provide students with a basic understanding of the concept of production management, various production systems, and the underlying decisions as plant location, layout, materials management, etc. so that there is clarity about the value added during the input-output conversion process.

The concepts taught in this course will be validated through the industrial visit in the same semester. Students will be encouraged to connect the concepts learnt in this course with their experience at the manufacturing unit that they visit.

**2. Course Duration:**

12 weeks/36 hours

**3. Course Content:**

Module No.	Modules/Sub-Modules
I	<p><b>Introduction to production and operations management</b></p> <ul style="list-style-type: none"> <li>• Meaning of production and operations management</li> <li>• Objectives of production management</li> <li>• Scope of production management</li> <li>• Concept of production system and its classification</li> <li>• Difference between manufacturing operations and service operations</li> <li>• Classification of industries</li> <li>• Concept of automation, types of automation and its advantages</li> </ul>
II	<p><b>Plant Location and Layout</b></p> <ul style="list-style-type: none"> <li>• Meaning of plant location, need, factors affecting plant location</li> <li>• Meaning of layout, principles, types of layout: Product, Process, Service layout</li> <li>• Concept of quality, Deming's principles of quality, six sigma and its process, concept of ISO-9000, 14000, 22000</li> <li>• Concept of Kaizen, 3 guiding principles, activities falling under the Kaizen umbrella</li> </ul>

III	<b>Materials Handling and Management</b> <ul style="list-style-type: none"> <li>• Meaning of Material Handling</li> <li>• Principles of Material Handling</li> <li>• Factors affecting material handling equipments</li> <li>• Types of material handling equipments</li> <li>• Relationship between layout and handling</li> <li>• Meaning of stores, functions of stores, factors affecting stores layout</li> </ul>
IV	<b>Purchasing and Inventory management</b> <ul style="list-style-type: none"> <li>• Meaning of inventory management</li> <li>• Objectives of inventory management</li> <li>• Techniques of Inventory Management: ABC, HML, VED, EOQ, FSND</li> <li>• Concept of JIT and its characteristics( including the concept of Kanban)</li> <li>• MRP 1, MRP 2, ERP</li> <li>• Meaning and objectives of purchasing</li> <li>• Principles of purchasing</li> <li>• Types of purchasing</li> <li>• Purchasing cycle</li> </ul>
V	<b>Maintenance and Waste Management</b> <ul style="list-style-type: none"> <li>• Meaning and scope of maintenance management</li> <li>• Objectives of maintenance management</li> <li>• Types of maintenance.</li> <li>• Meaning of waste management</li> <li>• Reasons of Accumulation/ Generation of waste</li> <li>• Control and Disposal of waste</li> </ul>

### Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations
- (3) Industrial visits
- (4) Videos

### Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination	20% (Internal Assessment)
3.	External Examination (University Exam)	50% (External Assessment)

### Basic Text Books:

Sr.	Author/s	Name of the	Publisher	Edition
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<b>No.</b>		<b>Book</b>		
T1	K Aswathappa, G S Reddy and M K Reddy	Production and Operations Management	Himalaya Publishers	

**Reference Books:**

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
1	K Aswathappa & K Shridhara Bhat	Production and operations management	Himalaya publishing house	
2	S A Kumar and N Suresh	Production and operations management	New Age International Publishers	



**GLS University's**  
**Bachelor of Business Administration Programme**  
**Proposed Syllabus**  
**FYBBA**  
**Semester II**  
**INDUSTRIAL VISIT AND PROJECT**

**Course Objectives:**

This course aims at bridging the gap between theory and practice by enabling students to acquire basic understanding of the functioning of a business organisation. It attempts to introduce a student to the various functional areas of management through industrial exposure followed by report writing and viva-voce.

By linking the industrial visit to the concepts of management and production, it enhances the understanding of real life application of the same.

**Number of Credits: 3**

**General Instructions:**

The Industrial Visit and Project paper will include a visit to a manufacturing unit, preparation of a report based on the guidelines set out, and a viva voce to test the understanding of the student.

Each batch for Industrial Visit and Project should not have more than 40 students.

Evaluation	Internal		External	
Project work	50 marks		50 Marks	
Details	Viva voce 25	Project work 25	Viva voce 25	Project work 25
<b>Total Marks</b>	<b>50</b>		<b>50</b>	
<b>Minimum passing Marks</b>	<b>20 (out of 50)</b>		<b>20 (out of 50)</b>	

The marks for Industrial Visit and Project shall be considered for deciding class and percentage of the student.

Minimum Passing marks shall be at par with other subjects i.e. 40%.

**GUIDELINES FOR PROJECT WORK:**

The visit should be to a manufacturing unit, of a size and scope which will enable students to observe the various facets of management targeted by the course.

A batch of 35 to 40 students should be taken for the visit.

Students will be required to prepare an individual report based on information gathered during the visit and/or sessions with industry representatives in consultation with the concerned faculty.

The report can be of 30 to 40 pages, with a focus on describing the application of management concepts at the unit visited. Use of graphics and pictures should be minimised. Also, mere reproduction of secondary data should be avoided. It should cover the following areas:

- **COMPANY PROFILE:**  
Name, Registered address, brief History, Mission, Vision, Products, Form of organisation, organisation Structure, Locational issues, Awards and Achievements.
- **PRODUCTION:**  
Production classification, Production process, Production capacity, Plant layout, Raw material and its procurement, Material Handling and Storage, Maintenance Management, Waste Management, Quality Control, Environmental Protection and Pollution Control.
- **MARKETING:**  
Basic data about product, price, distribution and promotion (4 P's of marketing), Understanding of market and competition, Marketing/Promotion expenses or budget.
- **HUMAN RESOURCES:**  
Number of employees at each level, Shifts, Recruitment, Selection, Training initiatives, Compensation, Policies regarding promotion and transfer, Health and Safety, Employee Welfare Measures, Basic interpretation of employee related expenses.
- **FINANCE:**  
Investment in the organisation, Sources of funds, Last 3 years sales turnover, Basic interpretation of Profit and Loss account, Cash Flow Statement and Balance sheet (if available)
- **SOCIAL RESPONSIBILITY, SUSTAINABILITY REPORTING AND FUTURE PLANS OF THE ORGANISATION.**

**GLS University's**  
**Bachelor of Business Administration Programme**  
**FYBBA**  
**Semester II**  
**Foundation Course**  
**Business Communication**

**1. Course Objective:**

This course paper aims to provide a thorough understanding of the non-verbal nuances in oral and written communication. It introduces students to report writing and imparts training for the same through practical assignments.

Through the use of MS Powerpoint, the course attempts to equip students with the skills needed to create and deliver presentations. All the course elements are designed keeping in mind the communication needs of the core courses that students will study in Semester II, laying the foundation for essential business communication and soft skills.

**2. Course Duration:**

The course will have sessions which are divided into five modules. Each module consists of seven sessions of 60 minutes each and carries a weightage of 20%.

**3. Course Content:**

Module No.	Modules/Sub-Modules
I	Nonverbal communication : Body language, gestures, posture, facial expressions, eye contact, para language, Proxemics
II	Grooming : Various aspects of grooming Grooming for formal and semi formal situations
III	Report writing : Format of Reports Press reports Business Reports – Feasibility, performance, Investigative
IV	Introduction to MS Power Point
V	Power point Presentation of the report

**Teaching Methods:**

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions

- (2) Assignments & Presentations
- (3) Role Plays
- (4) MS Powerpoint

**Evaluation:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination: Writing parts in Unit 1,2 and 3 will be evaluated in Internal Examination.	20% (Internal Assessment)
3.	External Examination (University Exam) : External Examination will be only practical.	50% (External Assessment)

**Basic Text Books:**

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1.	Mehra, Payal	Business communication for managers	Pearson	First Edition

**Reference Books:**

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1.	Hynes, Geraldine	Managerial Communication	Tata McGraw-Hill	
2.	Lehman, Duferene, Sinha	BCOM	Cengage	Original
3.	Taylor and Chandra	Communication for Business	Pearson	Fourth Edition

**Bachelor of Business Administration Programme  
GLS University's  
FYBBA**

**Elective Course  
SEM – II  
Environment Management**

**1. Course Objective:**

The paper aims to provide a thorough understanding of Environmental management concepts and its impact of business. It also aims to develop critical thinking about how business activities impact environment and acquaint students with corrective measures taken on the global front to balance business activities and environmental protection.

**2. Course Duration:**

The course will have sessions which are divided into five modules. Each module consists of 60 minutes session each and carries a weightage of 20%.

**3. Course Content:**

Module No.	Modules/Sub-Modules
I	<p><b>Basics of Environmental Management</b></p> <p>Sustainable Development, Stakeholder Concepts, Major Environmental Problems, Resources, Environmental Conflicts, Development and ecological interface, Economic and political compulsions versus ecological concerns/environmental challenges</p>
II	<p><b>Environmental Impact Assessment</b></p> <p>Introduction, Planning, Relevance, Significance, Inputs to the Project Cycle and the Outputs of the EIA Process, EIA practices in India, Future Trends in EIA Corporate Social Responsibility, Sustainability models for business, Green Economy Industrial Ecology and Eco Industrial Development</p>
III	<p><b>Environmental Ethics</b></p> <p>Development of Environmental Ethics, Ethical Theories applied to the Environment, Relationship between People &amp; Environment, The Ethical Dilemma, Environmental Ethics and Population, Environmental Ethics and Pollution, Environmental Crisis or Crisis of Values?</p>
IV	<p><b>Environmental Risk &amp; Communication</b></p> <p>Definitions, 10 questions to ask, Approaches to communication risk</p>

V	<b>International Summits on Climate Change</b>
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### Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations
- (3) Case Analysis

### Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Classroom Discussion	30%
2.	Case Study Analysis	30%
3.	End Term Exam	40%

### Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1.	Krishnamoorthy, Bala	Environmental Management	PHI Private Learning	Second Edition
2.	Kulkarni, Vijay & Ramachandran, T.V	Environmental Management	TERI, India (The Energy & Resources Institute)	First Edition