

# *First Semester*

# HVPE 101 Human Values & Professional Ethics

## Objective/s and Expected outcome:

To help the students to discriminate between valuable and superficial in the life. To help develop the critical ability to distinguish between essence and form, or between what is of value and what is superficial, in life - this ability is to be developed not for a narrow area or field of study, but for everyday situations in life, covering the widest possible canvas. To help students develop sensitivity and awareness; leading to commitment and courage to act on their own belief. It is not sufficient to develop the discrimination ability, it is important to act on such discrimination in a given situation. Knowingly or unknowingly, our education system has focused on the skill aspects (learning and doing) - it concentrates on providing to its students the skills to do things. In other words, it concentrates on providing "How to do" things. The aspects of understanding "What to do" or "Why something should be done" is assumed. No significant cogent material on understanding is included as a part of the curriculum. A result of this is the production of graduates who tend to join into a blind race for wealth, position and jobs. Often it leads to misuse of the skills; and confusion and wealth that breeds chaos in family, problems in society, and imbalance in nature. This course is an effort to fulfill our responsibility to provide our students this significant input about understanding. This course encourages students to discover what they consider valuable. Accordingly, they should be able to discriminate between valuable and the superficial in real situations in their life. It has been experimented at IIITH, IITK and UPTU on a large scale with significant results.

## PART A

### 1. Course Introduction - Need, Basic Guidelines, Content and Process for Value Education

- Understanding the need, basic guidelines, content and process for Value Education.
- Self Exploration—what is it?- its content and process; „Natural Acceptance“ and Experiential Validation- as the mechanism for self exploration.
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in **harmony** at various levels

(6 Hrs.)

### 2. Understanding Harmony in the Human Being - Harmony in Myself!

- Understanding human being as a co-existence of the sentient „I“ and the material „Body“
- Understanding the needs of Self („I“) and „Body“ - *Sukh* and *Suvidha*
- Understanding the Body as an instrument of „I“ (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of „I“ and harmony in „I“
- Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
- Programs to ensure *Sanyam* and *Swasthya*

(6 Hrs.)

### 3. Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship

- Understanding harmony in the Family- the basic unit of human interaction.
- Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*; Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship.
- Understanding the meaning of *Vishwas*; Difference between intention and competence
- Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha* )- from family to world family!

(6 Hrs.)

## PART B

### 4. Understanding Harmony in the Nature and Existence - Whole existence as Co-existence

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
- Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence

(4 Hrs.)

### 5. Implications of the above Holistic Understanding of Harmony on Professional Ethics

- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
  - Ability to utilize the professional competence for augmenting universal human order
  - Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems
  - Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
  - At the level of individual: as socially and ecologically responsible engineers, technologists and managers
  - At the level of society: as mutually enriching institutions and organizations

(6 Hrs.)

### **Recommended Books:**

1. R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

### **Suggested Readings / Books:**

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Publishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome’s report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

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## **BBA101 Principles of Management**

**Objective/s and Expected Outcome:** The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

### **Unit I (12 Hrs.)**

**Introduction:** Definition, nature, scope, importance, functions of management and manager, managerial roles and skills. **Evolution of management thoughts and Thinkers:** Scientific Management, General administrative theories, Quantitative approach, Behavioural approach, Systems approach, Contingency approach.

### **Unit II (12 Hrs.)**

**Planning:** Nature, scope and objectives of planning, types of plans, planning process, business forecasting, concept and process of MBO. **Decision-Making:** Importance, types, process, approaches and decision making conditions.

### **Unit III (12 Hrs.)**

**Organising:** Concept, nature, types, process and significance, principles of an organization, span of control. **Departmentation;** Delegation; centralization and Decentralization. **Staffing:** Concept, nature and importance of staffing.

### **Unit IV (12 Hrs.)**

**Controlling:** Nature, scope, control process, tools and techniques of control. **Modern management techniques:** introduction to various latest techniques: Business process Re engineering, business outsourcing, benchmarking, kaizen, six sigma, knowledge management, just in time management, total quality management

### **Suggested Readings / Books:**

- Harold Koontz & Heinz Wehrich, *Essentials of Management*, Tata McGraw Hill
- Stephen Robbins & Coulter Mary, *Management*, Pearsons
- V S P Rao & V H Krishna, *Management*, Excel Books
- Heinz Wehrich & Harold Koontz, *Management (A Global Perspective)*, Tata McGraw Hill
- K Ghuman & Kashwathappa, *Management*, Tata McGraw Hills
- Stoner, Freeman, Gilbert Jr., *Management*, Prentice Hall

## BBA102 Micro Economics

**Objective/s and Expected Outcome:** This course will cover the area of economics commonly defined as microeconomics which is concerned with the individual parts of the economy such as individual businesses or industries, individual consumers, and individual products. The course aims to provide a thorough introduction to economic theory. Starting from the basic concepts of microeconomics, utility functions, production functions, demand and supply, effect of market forces. The goal is to study whether the economy uses our limited resources to obtain the maximum satisfaction possible for society.

### Unit I (12 Hrs.)

Meaning, Nature and scope of micro economics, limitations of microeconomic theories. **Basic Concepts:** Marginal and incremental principle contribution, opportunity cost, equilibrium, basic problems of economy. **Utility:** Cardinal utility approach, diminishing marginal utility, law of equi-marginal utility, ordinal utility approach, indifference curve, marginal rate of substitution, budget line and consumer equilibrium

### Unit II (12 Hrs.)

Determinants of demand, law of demand, exceptions to law of demand, Measurement and degrees of elasticity of demand-Price, income and cross elasticity; Relationship between average revenue, marginal revenue and total revenue

### Unit III (12 Hrs.)

Short run and long run production functions, laws of returns, optimal input combination, classification of costs, short run and long run cost curves and their interrelationship, Planning curve and envelope curve, internal and external economics of scale, revenue curves, optimum size of the firm, factors affecting the optimum size

### Unit IV (12 Hrs.)

Equilibrium of the firm and industry- perfect competition, monopoly, monopolistic competition, discriminating monopoly, aspects of non-price competition; group equilibrium, excess capacity, selling costs, oligopolistic behaviour, characteristics of various factors of production, marginal productivity theory and modern theory of distribution, determination of rent; quasi rent; classical and loanable funds theory, alternative theories of interest and wages.

#### Suggested Readings/ Books:

- D. Salvatore, *Microeconomic Theory*, Tata McGraw Hill.
- D N Dwivedi, *Managerial Economics*, Vikas Publishing
- R H Dholkia and A.N. Oza, *Microeconomics for Management Students*, Oxford University Press.
- P.L. Mehta, *Managerial Economics*, Sultan Chand.
- D Kreps, *MicroEconomics for Managers*, Viva Books Pvt. Ltd.
- L. Peterson and Jain, *Managerial Economics*, Pearson Education
- Koutsayiannis, *Modern Microeconomics*, Macmillan Publications

## BBA103 Financial Accounting

**Objective/s and Expected Outcome:** The aim is to provide an understanding of the basic principles of accounting and their application in business. The course is designed to make the student familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

**Unit I (12 Hrs.)**

Introduction to Accounting: Meaning Objectives Basic Accounting Terms. **Accounting Principles:** Meaning and nature, Accounting Concepts. Bases of Accounting, Nature of Accounts, Origin of Transactions Source Documents and Vouchers Accounting Equations Rules of Debit and Credit Recording of Transactions: Book of Original Entry-Journal, Special Purpose Journal, Ledger Posting From Journal and ledger Balancing, Subsidiary Books

**Unit II (12 Hrs.)**

Trial Balance: Meaning, Objectives and Preparations of trial balance, Errors: Types of Errors and Rectification of errors, Bank Reconciliation Statement, Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure

**Unit III (12 Hrs.)**

Accounting For Depreciation, Provision and Reserves. Preparation of Manufacturing, Trading and Profit and Loss Account, Balance Sheet (With Simple Adjustment in Preparation of Financial Statements)

**Unit IV (12 Hrs.)**

Accounting For Non Profit Organisations: Receipts and Payment Account, Preparation of Income and Expenditure Accounts and Balance Sheet from Receipts and Payment Account with Additional Information

**Suggested Readings/Books:**

- S.N. Maheshwari, *An Introduction to Accountancy*, Vikas Publication
- Mukherjee & Hanif, *Fundamentals of Accounting*, Tata McGraw Hill
- Khatri, *Financial Accounting*, Tata McGraw Hill
- Libby, *Financial Accounting*, Tata McGraw Hill
- Guruprasad Murthy, *Financial Accounting*, Himalaya Publishing.

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## **BBA104 Business Communication – I**

**Objective/s and Expected Outcome:** The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of communications. This course is designed to make student conversant with the basic forms, formats and techniques of business communications. This course will give student the exposure of all relevant communicational theories so that they become a highly confident and skilled writer.

**Unit I (12 Hrs.)**

**Basic parts of speech:** Noun, pronoun, verb, adjective, adverb, preposition, article, idioms, one word substitution. **Tenses:** introduction, uses of present, past and future tense, Use of prepositions conjunctions and interjections. Use of punctuations.

**Unit II (12 Hrs.)**



**Sentences:** simple compound and complex formation, transformation of sentence: active and passive, affirmative and negative interrogative and assertive, degree of comparison, conversation, Direct and indirect speech. **Correct word usage** – Homonyms, antonyms and synonyms.

**Unit III** (12 Hrs.)

**Business Communication** – its meaning & importance. Barriers to effective Communication. **Types of communication** – Verbal communication and non- verbal Communication **Basic Model of Communication:** History of communication theory, Shannon and Weaver's model of communication, encoding and decoding, feedback, noise. **Essentials of effective business communication** – 7 C's of communication.

**Unit IV** (12 Hrs.)

**Business letter writing:** need, functions and kinds, layout of letter writing, types of letter writing: persuasive letters, request letters, sales letters, complaints and adjustments; departmental communication: meaning, need and types: interview letters, promotion. letters, resignation letters, newsletters, circulars, agenda, notice, office memorandums, office orders, press release, job application, leave application. Business etiquettes: Email and net etiquettes, etiquette of the written word, etiquettes on the telephone, handling business meetings.

**Importance of non-verbal communication** – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct. Review/summarizing of newspaper articles, features etc, on the spot writing of dialogues/ conversation building.

**Suggested Readings/ Books:**

- Wren & Martin, *English Grammar and Composition*, Sultan Chand & Sons.
- Lesikar, *Business Communication: Making Connections in a Digital World*, McGraw Hill
- S C Sharma, Shiv N. Bhardwaj, *A Textbook of Grammar and Composition*, Jawahar Book centre
- Boove, Thill, Chaturvedi, *Business Communication Today*, Pearson Education.
- Murphy and Hildebrandt, *Effective Business Communication*, Tata McGraw Hill Education.
- Krizan, Buddy, Merrier, *Effective Business Communication*, Cengage Learning
- S. J McGraw, *Basic Managerial Skills for All*, Prentice Hall of India.

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## BBA105 Introduction to Computers – I

**Objective/ s and Expected Outcome:** This is a basic paper of IT to familiarize the students with computer and its applications in the relevant fields and exposes them to some functions of Microsoft office and with its utility.

**Unit I** (12 Hrs.)

**Computer Fundamentals:** Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. **Data Representation:** Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion.

**Unit II** (12 Hrs.)

**Computer Software:** Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low and High Level Languages. **Computer Memory:** Primary Memory &

Secondary memory. Storage media. Introduction to windows operating system: All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, Renaming a File Using accessories such as calculator, paint brush, CD player, etc.

### **Unit III**

**(12 Hrs.)**

**Introduction to MS-Word:** Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc. **Introduction to MS Powerpoint:** PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.

### **Unit IV**

**(12 Hrs.)**

**Introduction to MS-Excel:** Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

#### **Suggested Reading/ Books:**

- P.K.Sinha, *Fundamental of Computers*, BPB
- Ron Masfield, *MS-Office*, Tech publication
- Leon & Leon, *Internet for Everyone Leon*, Tech World
- Curtin, Foley, Sen, Martin, *Information Technology*, Tata MCGraw Hill
- Sanjay Saxena, *A First Course in computers*, Vikas Publication