
	<p style="text-align: center;">Jagannath International Management School MOR, Pocket-105, Kalkaji, New Delhi-110019 (Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956) Accredited by National Assessment and Accreditation Council (NAAC)</p>	
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Criteria 1.3.1

1.3.1: Institution integrates cross cutting issues relevant to professional ethics, gender, human values, environment and sustainability into the curriculum

The curriculum for the BBA and B.COM (H) programmes includes courses that enable the students to acquire professional ethics, gender, and human values while also learning about the value of the environment and sustainability. There are several courses in BBA and B.COM (H) which enables a student to learn about human values, ethical conduct, environmental sensitivity and gender equality as a part of managerial learning. As a result, the knowledge of the students is not limited to the managerial aspect but also expands to the social and environmental aspects of the environment, leading to holistic development.



Supporting Documents include:

- 1.** List and description of the courses BBA & B.Com (H) during the academic year 2023-24
- 2.** Syllabi of Courses which Address Crosscutting Issues BBA
- 3.** Syllabi of Courses which Address Crosscutting Issues B.Com (H)



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List and description of the courses which integrates relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum during the year 2023-24

S.No.	Name of the Course	Course Code	Relevant Issues	Description
BBA (2023-24)				
1.	Management Process & Organisational Behaviour	BBA 101	Human Values and Professional Ethics	Course provides insights into the importance of Management as an important function in organizations and the trends in present day scenarios to make ethically sound decisions. Also, enrich the knowledge about human behavior in the organization and development of the organization.
2.	Business Communication	BBA 110	Professional Ethics	Ensure business communication skills and survive in a Competitive and global environment with ethical practices.
3	Environmental Studies	BBA 217	Environment and Sustainability	Course provides an insight into environment sustainability and the need for ethical practices for conservation of environment.
4.	NSS/NCC/NSO	BBA 215	Human Values	Course provides the students with experience on human values in real-time by enabling the value of social service among them.
5.	Corporate Governance, Ethics & Social Responsibility of Business	BBA 206	Professional Ethics	Enable students critically examine ethical dilemmas and understand the importance of governance mechanisms in a globalized economy.
B.COM (H) (2023-24)				
6.	Management Process &	BCOM 107	Human Values and	Course prepares students with a

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	Organizational Behavior		Professional Ethics	comprehensive introduction to effective management principles and conduct and introduces contemporary management concept and skills and understand the dynamics of individual, group, and system relationships to achieve organization goals
7.	Business Communication	BCOM 109	Professional Ethics	Ensure business communication skills and survive in a Competitive and global environment with ethical practices
8.	Environmental Science And Sustainability	BCOM 110	Environment and sustainability	Course aims to train students to comprehend the critical linkages between ecology-society-economy and the need for responsible ecological citizenship.
9.	NSS/NCC	BCOM 219	Human Values	Course provides the students with experience on human values in real-time by enabling the value of social service among them.
10.	Business Ethics & CSR	BCOM 206	Professional Ethics	Courses highlight the importance of ethical values in every aspect of industry and business and help students link the concept of business and its existence for society's contribution.
11.	Group Discussion & Interview Skills	BCOM 215	Professional Ethics	Understand the concept, process and importance of personality, and environmental factors affecting personality development: Acquaint with the application of communication skills in the world of Business, conducting mock drill on interviews and other selection techniques.

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BBA

Syllabus of the courses which integrates relevant to
Professional Ethics, Gender, Human Values,
Environment and Sustainability into the Curriculum
(Academic Year 2023-2024)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 101: Management Process and Organizational Behaviour

L-4, T-0

Credits -4

Objective: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Course Contents

Unit I

Introduction

Management: Concept and Need, Managerial Functions – An overview; Evolution of Management Thought, Classical Approach – Taylor, Fayol, Neo-Classical and Human Relations Approaches, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Business Process Re-engineering.
(14 Hours)

Unit II

Planning and Organizing

Types of Plans: Strategic planning; Environmental Analysis and diagnosis (Internal and external environment) Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing – An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Types of Organization Structures, Emerging Organization Structures.
(14 Hours)

Unit III

Introduction to Organizational Behavior

Personality- Type A and B, Factors influencing personality. Learning- Concept, Learning theories, Perception- Concept, Perceptual process, Importance, Factors influencing perception, Values and Attitudes- Concept and types of values: Components of attitude, job related attitudes.
(14Hours)

Unit IV

Motivation and Leadership: Motivation & Leadership: Concept, Importance, extrinsic and intrinsic motivation; Leadership: Concept and Importance.

Conflict and Culture: Power and conflict, Power tactics, Organizational Culture and climate- Concept and determinants of organizational culture.
(14 Hours)

Suggested Readings: (All latest editions)

1. Robbins., Fundamentals of Management: Essentials Concepts and Applications, Pearson Education.
2. Robbins, S.P. and Sanghi, S, Organizational Behaviour; Pearson Education.
3. Koontz, H, Essentials of Management, McGraw Hill Education.
4. Ghillyer, A, W., Management- A Real World Approach, McGraw Hill Education.
5. Stoner, Freeman and Gilbert Jr. Management, Pearson Education.
6. Luthans, Fred, Organizational Behavior, McGraw Hill Education.

Pravin Chandra

A. S. S. S.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 110: Business Communication

L3, T-0

Credits: 03

Objective: To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.

Course Contents

Unit I

Fundamental of Communication: Meaning and significance of communication, Process of Communication, Principles of Effective Business Communication, 7Cs; How to Improve Command over Spoken and Written English, Effective Listening.
(8 Hours)

Unit II

Communicating in a Multicultural World: Idea of a global world, Impact of globalization on organizational and multicultural communication, understanding culture for global communication; Etic and Emic approaches to culture, The Cross Cultural Dimensions of Business Communication, Technology and Communication, Ethical & Legal Issues in Business Communication, overcoming cross cultural communication barriers.
(10 Hours)

Unit III

Business letter writing and Presentation Tools: Business letters- Need, Functions and Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters and Complaints; Employment related letters Interview Letters, Promotion. Letters, Resignation Letters,
(12 Hours)

Unit IV

Departmental Communication: Barriers of Communication, Meaning, Need and Types, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Minutes of the meeting. Project and Report writing, How to Make a Presentation, Presentation Tools, Guidelines for Effective Presentation.
(12 Hours)

Suggested Readings: (All latest editions)

1. Lesikar . Business Communication: Making Connections in a Digital World. McGraw Hill Education.
2. Boove, C.L., Thill, J.V. & Chaturvedi, M. Business Communication Today, Pearson.
3. Krizan et al . Effective Business Communication, Cengage Learning.
4. Scot, O. Contemporary Business Communication, Biztantra, New Delhi.
5. Chaney & Martin . Intercultural Business Communication, Pearson Education
6. Penrose et al . Business Communication for Managers, Cengage Learning.

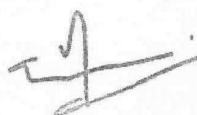
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA215: NSS/NCC/NSO/others as notified by the university (NUES)

L-2, T-0,

Credits: 02

NCC/NSS are offered so as to enable the students to opt for the same for ability enhancement. The student who has successfully completed the said programme as per guidelines shall be awarded two credits after the same is duly approved by the NSS/NCC Cell and recommended by the Controller of Examination to post two credits as per decision of the Board of Studies of the School.



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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA217: Environmental Studies

L-4, T-0,

Credits: 4

Objective: The course is designed to impart basic knowledge of the environment, its components and explore different approaches of conserving and protecting environment for the benefit of society. It also deals with the energy resources and current environmental problems faced by the world.

Course Outcomes:

CO1: Environmental Studies course will provide necessary information and knowledge about the various aspects of environment, ecosystems and related biodiversity.

CO2: Students will be able to learn and understand about the availability and sustainable use of resources, environmental problems and their short term and long term impacts to humans

CO3: Course will help them to learn about environmental policies and protocols, social issues and role of human in conservation and protection of environment.

CO4: Overall, course will help students to develop skills and ability of understanding environment- human relationship

Course Content

Unit I

Fundamentals: The Multidisciplinary nature of environmental studies: Definition, components, scope and importance, need for public awareness; Ecosystems: Concept, Structure and function of an ecosystem, energy flow in ecosystems, food chain, food web, ecological pyramids, ecological succession; Introduction to types, characteristics features, structure and function of different ecosystems including forest, grassland, desert and aquatic ecosystem; Biodiversity: Introduction to biodiversity-definition, genetics, species, ecosystem diversity, biogeographical classification of India, value of biodiversity-consumptive uses, productive, social, ethical, aesthetic and option values, biodiversity at global, national and local level, India as a mega diversity nation, endangered and endemic species of India, hot spots of biodiversity, threats to biodiversity – habitat loss, poaching of wild life, man wildlife conflicts and conservation of biodiversity- in-situ and ex-situ conservation. **(18 hours)**

Unit II

Renewable and Non-renewable Resources: Energy resources, Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources-green fuel; Water Resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems; Forest resources: Use and over-exploitation, deforestation, Timber extraction, mining, dams and their effects on forest and tribal people, case studies; Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies; Food resources: World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies; Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification; Role of individual in conservation of natural resources, Resource Management-Sustainable development. **(12 Hours)**


Brahm Chandra

Unit III

Environmental Pollution: Air Pollution; Types of pollutants, source, effects, sink & control of primary pollutants- CO, NOX, HC, SOx and particulates, effect of pollutants on man & environment: photochemical smog, acid rain and global warming, CO2 Sequestration. Water Pollution; Classification of Pollutants, their sources, waste water treatment (domestic and industrial). Soil Pollution; Composition of soil, classification and effects of solid pollutants and their control; Solid Waste Management: Classification, waste treatment and disposal methods; composting, sanitary land filling, thermal processes, recycling and reuse methods. Hazardous wastes-Classification, radioactive, biomedical & chemical, treatment and disposal-Physical, chemical and biological processes; Marine Pollution: Causes, effects and control of marine pollution, coastal zone management; Thermal pollution-Causes, effects and control of marine pollution, coastal zone management; Disaster Management-Floods, earth quake, cyclone and landslides.

(11 hours)**Unit IV**

Environmental Policies, Human Population and Environment: Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents, case studies; Some important Environmental laws, issues involved in enforcement of environment legislations, Green bench; carbon footprint, Montreal and Kyoto Protocol, conservation of Biological Diversity, The Chemical Weapons Convention, Environment Impact Assessment; population growth and variation among nations, Impacts on environment and human health, human right, Tribal people and rights, Human and wildlife conflicts in Indian context, Environmental ethics; Role of government and non government organizations in public awareness and environment improvement.

(15 hours)**Field work:**

visit to local areas to document environmental assets, study of simple ecosystems, study and identification of common plants, birds and insects.

Suggested Readings: (Latest Editions)

1. Gadi, R., Rattan, S., Mohaptra, S., A textbook of Environmental Studies, Kataria Publication.
2. P. Meenakshi, Elements of Environmental Sciences & Engineering, PHI Learning Pvt. Ltd.
3. Kaushik, A. & Kaushik, C.P., Basics of Environment and Ecology, New Age International Publishers.
4. Mishra, D.D., Fundamental Concepts in Environmental Studies, S Chand & Co. Ltd.
5. Bharucha, E., Textbook of Environmental Studies, University Press Pvt. Ltd.
6. Joseph, B., Environmental Studies, Tata McGraw-Hill Publishing Company Ltd.




Pranav Chandra

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 206: Corporate Governance, Ethics & Social Responsibility of Business

L-4, T-0

Credits: 04

Objective: The course aims to develop an understanding of corporate governance, human values and ethics in business and to apply them in business.

Course Outcomes:

- CO1: Exhibit the relevance of Corporate Governance in present times.
- CO2: Examine the concept of Human values and their relevance in Business.
- CO3: Explain the linkage between Corporate Governance, Human Values and Ethics in Business.
- CO4: Discuss the issues related to whistle blowing and moral issues in business.

Course Contents

Unit I

Corporate Governance - Meaning, significance and principles, Management and corporate governance; Theories and Models of corporate governance; Whistle blowing, Class Action; Role of Institutional investors. Codes and Standards on Corporate Governance. Corporate Social Responsibility (CSR): Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability, Consumer Protection Act, Investor Protection Act.

(14 Hours)

Unit II

Human Values: Meaning of Human Values; Formation of Values: Socialization; Types of Values: Social Values, Aesthetic Values, Organisational Values, Spiritual Values; Value Crisis; concept of knowledge and wisdom, wisdom-based management. Concept of Karma and its kinds: Karma Yoga, Nishkam Karma, and Sakam Karma.

(14 Hours)

Unit III

Business Ethics: Concept and significance of Business Ethics in Organizational contexts; Approaches and Practices governing Ethical Decision Making; Codes of Ethics; Normative and descriptive ethical theories. Ethos of Vedanta in management, Role of various agencies in ensuring ethics in corporation; Setting standards of ethical behaviour; Assessing ethical performance.

(14Hours)

Unit IV



Ethical and Moral Issues in Business: Implications of moral issues in different functional areas of business (finance, HR, and marketing). Whistle blowing; Marketing truth and advertising: Manipulation and coercion, Allocation of moral responsibility in advertising; Trade secrets, Corporate disclosure, Insider trading; Equal employment opportunity, Affirmative action, Preferential hiring; Consumerism; Environmental protection.

(14 Hours)

Suggested Readings: (Latest Editions)

1. Fernando, A.C, Business Ethics, Pearson Education.
2. Balachandran V, Corporate Governance, Ethics and Social Responsibility, PHI.
3. Mandal, S.K., Ethics in Business and Corporate Governance, Mc Graw Hill Education Company.
4. Kumar, S., Corporate Governance, Oxford, England: Oxford University Press.
5. Sherlekar, S. A., Ethics in Management, Himalaya Publishing House.

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BCOM (H)

Syllabus of the courses which integrates relevant to
Professional Ethics, Gender, Human Values,
Environment and Sustainability into the Curriculum
(Academic Year 2023-2024)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 107 - MANAGEMENT PROCESSES AND ORGANIZATIONAL BEHAVIOR

L-4, T-0

Credits -4

Objective: The course aims to give an understanding to students about the basic management concepts, principles and practices and the factors that drive human behavior in an organization.

Learning Outcomes: After completion of the course, students will be able to:

- CO 1. Examine the evolution of thoughts and approaches to the modern concept of Management
- CO 2. Comprehend the process of Management in the context of organizations and their environment
- CO 3. Assess the need, relevance and process of delegation and decentralization of authority in an organization
- CO 4. Explain the needs and drives of an individual through theories of Motivation
- CO 5. Analyze the role of a leader and significance of team work in an organization
- CO 6. Observe human personality and its influence on behavior
- CO 7. Analyze significance of communication in the decision making process

Course Contents

Unit I

Introduction: Management: Concept and Need, Managerial Functions – An overview; Evolution of Management Thought, Classical Approach – Taylor, Fayol, Neo-Classical and Human Relations Approaches, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Business Process Re-engineering. **(14 Hours)**

Unit II

Planning and Organizing: Types of Plans; Strategic planning; Environmental Analysis and diagnosis (Internal and external environment) Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing – An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Types of Organization Structures, Emerging Organization Structures. **(14 Hours)**

Unit III

Personality, Perception and Attitudes: Personality- Type A and B, Big Five personality types, Factors influencing personality. Learning- Concept, Learning theories, and reinforcement. Perception and Emotions- Concept, Perceptual process, Importance, Factors influencing perception, Emotional Intelligence. Values and Attitudes- Concept and types of values: Components of attitude, job related attitudes. **(14 Hours)**

UNIT IV

Motivation and Leadership: Motivation & Leadership: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow's Need-Hierarchy Theory; Herzberg's Two-factor Theory, Vroom's Expectancy Theory. Leadership: Concept and Importance; Trait theory, Transactional, Charismatic, and Transformational Leadership. Power and conflict, Power tactics, Sources of conflict, Conflict Resolution Strategies, Transactional Analysis, Organizational Culture and climate- Concept and determinants of organizational culture. **(14 Hours)**

Suggested Readings: (All latest editions)

1. Robbins, S. P., Mary Coulter, Management, Pearson, New Delhi India
2. Stoner, J. A. F., Freeman, R.E., Kodwani, A.D. et al, Management, Pearson New Delhi, India
3. Terry, G. R., Principles of Management. Homewood, California: Richard D. Irwin Inc.
4. Luthans, F. Organizational Behaviour. McGraw Hill India
5. Robbins, S. P., & Judge, T. A., Organizational Behaviour. Pearson Education, New Delhi, India

Recommended Projects: The students may be encouraged to attempt the following for enhanced learning:

- Study the organizational structure of a business organisation and analyze the different managerial levels and functions.
- Participate in any event of any committee of the institution to decipher the concepts of authority, delegation, and decentralization and control at various stages of the event. .
- Examine various types of Leadership Styles in the form of Role Play by studying real life leaders from the corporate world.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 109 - BUSINESS COMMUNICATION (C)

Credits -4

L-4, T-0

Objective: The course aims to enhance written and verbal communication in students with better articulation and clarity of presentation. Students will also be trained on professional drafting and documentation both in digital and non-digital environment.

Learning Outcomes: After completion of the course, students will be able to:

- CO 1. Assess the significance of effective communication in business;
- CO 2. Use professional business vocabulary and understand varied ways/methods to present business plans;
- CO 3. Develop proficiency on drafting of official letters and documents;
- CO 4. Apply the process and techniques for writing immaculate reports and other documents
- CO 5. Analyze the role of information technology as an enabler for business communication and documentation.

Course Contents

Unit I

Communication Roles and Flows in Organisations: Meaning, importance and process of communication Principles of effective communication, cross cultural issues in global communication, ethical and legal issues in communication
(14 Hours)

Unit II

Business Language and Presentation: Business, commercial and managerial vocabulary – terms used in trade, business plans/ sales pitch/ project proposals/ detailed project reports, presenting business plans, multimedia corporate presentations. Preparing minutes of meetings, Memos, Persuasive Letters
(14 Hours)

Unit III

Business Correspondence: Request for Proposals, Inviting quotations, sending quotations, placing orders. Social and public relations correspondence; Reading and writing shorter business messages. Etiquettes for invitations, thank you notes, greetings, congratulations, regrets.
(14 Hours)

Unit IV

Technology and Business Communication: Use of digital platforms in business communication; Website content management to attract traffic, Managing digital online communication, handling grievances, complaints. Use of Social Media tools for promotions, social media messaging, promoting business philosophy, concepts and ideas through blogs, web-pages etc.; participate in online business communities; presentations and etiquettes for webinars and conference calls. Privacy and data security issues in business communication.
(14 Hours)

Suggested Readings: (All latest editions)

1. Lesikar, R. et al. Business Communication: Making Connections in a Digital World, Mc Graw Hill India
2. Krisan et al, Effective Business Communciation, Cengage Learning
3. Andrews, D. C., & Andrews, W. D. Management Communication: A Guide. Boston: Cengage Learning.
4. Canavor, N. Business Writing in the Digital Age. California: SAGE Publications.
5. Guffey, M. E., & Loewy, D. Essentials of Business Communication. Boston: Cengage Learning.
Locker, K., & Kaczmarek, S. Business Communication: Building Critical Skills. New York: McGraw Hill Education.
6. Newman, A. Business Communication: In Person, In Print, Online. Boston: Cengage Learning.

Recommended Projects:

The students may attempt the following for enhanced learning:

- Analyze sample letters of all types and decipher the difference of use of words and emphasis in each type.
- Collate good professional words and create a database of various terms used in business documentation;
- Analyze the website of business organizations to understand the difference in messaging from each one
- Examine the social media account of an organisation and comprehend the sales techniques inherent in their characteristics
- Evaluate the traffic on the website of an organisation and the significance of Key words in the website content

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 110 - Environmental Science and Sustainability (C)

L-4, T-0

Credits -4

Objective: The course aims to train students to comprehend the critical linkages between ecology-society-economy and the need for responsible ecological citizenship. The course will make students aware of the key challenges in the pathway to sustainable development.

Learning Outcomes:

After completion of the course, Students will be able to:

CO 1. Demonstrate skills in organizing Projects for environmental protection and sustainability;

CO 2. Analyze various Projects and initiatives with respect to ecosystem restoration;

CO 3. Interpret significance of carbon footprints;

CO 4. Describe the environmental issues and their possible repercussions on the planet in the next few decades;

CO 5. Summarize the green strategies and policies adopted by various business entities to preserve the environment.

Course Contents

Unit I

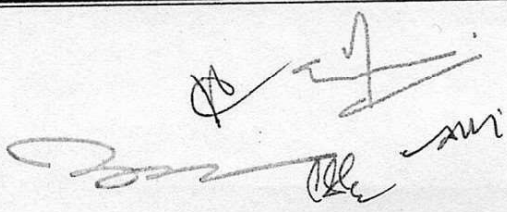
Introduction: Environmental Studies: Meaning, Nature, Scope, Importance and Limitations; Ecosystems; Biodiversity and Natural Systems; Natural Cycles and flows- material and energy; Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic Zones of India; Biodiversity patterns and global biodiversity hotspots. Salient Features: Wildlife (Protection) Act, 1972; Water (Prevention and control of pollution) Act, 1974; Forest (Conservation) Act, 1980; Air (Prevention and control of pollution) Act, 1981; Environmental Protection Act, 1986. (14 Hours)

Unit II

Measurement and Reporting: ISO Standard 14001: Environmental Management System; Carbon Footprinting and Ecological Handprints; Environmental Impact Analysis, Environmental Impact Assessment in India: procedure & practices. Green Tax Incentives and Rebates (to Green Recommended Projects: Students may be encouraged to attempt the following for enhanced learning and Companies). Green Reporting. National Green Tribunal: Structure, composition and functions. Environmental Accounting: Concept, Significance, and Types. Environmental Economics, KYOTO Protocol: Aim, Vision, and Functioning; Carbon Trading. (14 Hours)

Unit III

Sustainable Development Goals (SDGs): Sustainable Development Goals (SDGs): Meaning, Background, Transition from Millennium Development Goals (MDGs) to SDGs. Role of UNDP; SDG Integration. SDGs (1-6): No Poverty, Zero Hunger, Good Health and Well-Being, Quality Education, Gender Equality, Clean Water and Sanitation. SDGs (1-6) in India: Key indicators of performance. SDGs (7-17): Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation and Infrastructure, Reduced Inequalities, Sustainable Cities and Communities, Climate Action, Life



low Water, Life on Land, Peace, Justice and Strong Institutions, Partnerships for the Goals. SDGs (7-17) in India: Key indicators of performance. (14 Hours)

Unit IV

Responsible Production and Mindful Consumption: Responsible Production and mindful consumption: concept, rationale, implications, challenges and opportunities. Global initiatives on Sustainable Development by Industry: World Business Council for Business Development. Socially Responsible Investment: Green Bonds, Carbon Credits. Socially Responsible Mutual Funds. Global Reporting Initiatives. (14 Hours)

Suggested Readings: (All latest editions)

1. Erach Bharucha, Environmental Studies for UGC
2. Basu, M., & Xavier, S. Fundamentals of Environmental Studies. Cambridge: Cambridge University Press.
3. Enger, E., & Smith, B. Environmental Science: A Study of Interrelationships, Publisher: McGraw Hill Higher Education.
4. Kumar, S., & Kumar, B. S, Green Business Management. Hyderabad: Thakur Publishing Pvt. Ltd. Mitra,
5. A. K., & Chakraborty, R. Introduction to Environmental Studies. Kolkata: Book Syndicate Pvt. Ltd.
6. Stokke, O, Sustainable Development. Abingdon: Routledge.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Establish a sustainability initiative in the form of Environment friendly Eco-Club and organize awareness activities to foster protection of environment, ecology and improve sustainability;
- Organize an excursion to a biodiversity park of ecological reserve and write a report highlighting the importance of the area with methods to enrich the diversity and ecological balance within the area.
- Prepare a report of the benchmarking exercise with suggestions/recommendations for taking the organisation to the next level of sustainable development.
- Analyze the Smart Cities Mission of Government of India highlighting the strategy, key features of Smart Cities, achievements, and challenges.
- Identify an organisation which is integrating practices (green initiative, dry waste management, recycling, etc.) related to SDGs of responsible Production & Consumption. Prepare and present the report of its strategies highlighting the cumulative impact of its outcome.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)

NSS/NCC/NSO/other notified by university (NUES)

Course Code: BCOM 219

L-2,T/P-0,Credits -2

NCC/NSS are offered so as to enable the students to opt for the same for ability enhancement. The student who has successfully completed the said programme as per guidelines shall be awarded two credits after the same is duly approved by the NSS/NCC Cell and recommended by the Controller of Examination to post two credits as per decision of the Board of Studies of the School.

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BACHELOR OF COMMERCE (B.Com Honours)

Business Ethics and Corporate Social Responsibility

Course Code: BCOM 206

L-4, T/P-0, Credits -4

Objective: The course aims to imbibe and develop ethical and moral values in students and help them understand the significance of Values and Ethics in business decision making ensuring stakeholder satisfaction for all stakeholders.

Course Outcomes: After completion of this course, students will be able to:

- CO1: Decipher morality and ethics in personal and professional behavior
- CO2: Explore values and ethics in business decision making for an organization
- CO3: Assess the impact of business processes on stakeholders
- CO4: Evaluate the social responsibility of business organization and take steps to meet them

Course Content:

Unit I

Introduction: Concept and significance of Business Ethics in Organizational contexts; Approaches and Practices governing Ethical Decision Making; Codes of Ethics; Normative and descriptive ethical theories. Ethos of Vedanta in management, Role of various agencies in ensuring ethics in corporation; Setting standards of ethical behaviour; Assessing ethical performance.
(14 Hours)

Unit II

Human Values & Business: Meaning of Human Values; Formation of Values; Socialization; Types of Values: Social Values, Aesthetic Values, Organisational Values, Spiritual Values; Value Crisis; concept of knowledge and wisdom, wisdom-based management. Concept of Karma and its kinds: Karma Yoga, Nishkam Karma, and Sakam Karma.
(14 Hours)

Unit III

Moral Issues in Business: Implications of moral issues in different functional areas of business (finance, HR, and marketing). Whistle blowing; Marketing truth and advertising; Manipulation and coercion, Allocation of moral responsibility in advertising; Trade secrets, Corporate disclosures, Insider trading; Equal employment opportunity, Affirmative action, Preferential hiring; Consumerism; Environmental protection.
(14 Hours)

Unit IV

Corporate Social Responsibility (CSR): Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and Standards on CSR. ISO

26000 Social Responsibility- definition, principles, scope, benefits, certification.

(14 Hours)

Suggested Readings: (Latest Edition)

1. Fernando AC, Business Ethics, Pearson Education
2. Balachandran V, Corporate Governance, Ethics and Social Responsibility, PHI
3. Mandal, SK. Ethics in Business and Corporate Governance, Mc Graw Hill Education
4. Banerjee, S. B. Corporate Social Responsibility: The Good, The Bad and The Ugly. Cheltenham: Edward Elgar Publishing
5. Kumar, S. Corporate Governance. Oxford, England: Oxford University Press.
6. Sherlekar, S. A. Ethics in Management. New Delhi: Himalaya Publishing House

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Discuss role of media ethics in context of content displayed through Internet
- Evaluate Marketing Ethics in advertisements and promotional campaigns
- Evaluate ethics in HRM processes in organisation
- Analyze, interpret and present key learnings of the case study on Whistle Blowing- Infosys Case.
- Measure the level of participation of a select company/organisation/group of individuals regarding Social Responsibility.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as 'Low' to 'High', all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	1	1	3	3	3	3	1	1	1	1	3	3
CO2	3	3	3	2	3	3	3	3	1	3	3	1	3	3
CO3	3	3	3	3	3	3	3	3	1	3	3	1	3	3
CO4	3	3	3	3	3	3	3	3	1	3	3	1	3	3
AVG	3	3	2.5	2.25	3	3	3	3	1	2.5	2.5	1	3	3

Pravin Chandra

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)

Group Discussion and Interview Skills (NUES)

Course Code: BCOM 215

L-0,T/P-2 ,Credits -2

Objectives: The aim of the course is to train the students to perform well in Group Discussions (GD) and Personal Interviews (PI) conducted during the admissions process for Higher Education Programs and Jobs.

Course Outcomes: After completing this course, students will be able to:

CO1: Organize and articulate thoughts appropriately and discuss it in groups

CO2: Communicate in clear and precise words with professional tone and pitch in voice

CO3: Exhibit good knowledge and confidence in demeanor during GD and PI

CO4: Develop awareness on methods of assessment of personality adopted by the companies

CO5: Learn professional dressing, etiquettes and exhibit positive body language during GD and PI

CO 6: Express their thoughts on reasons for joining a particular program

This course must be conducted in the form of In Class Activities with faculty as trainers conducting Mock GD and Mock PI.

Part I Group Discussion (GD) – Discussions in Class related to trending topics in Current Affairs and Business Awareness. Students must be trained on Non-Aggressive but Assertive Body Language, Clear and Logical Articulation of thoughts, Accurate Communication using the right vocabulary, using the right tone and pitch of voice. Students must be divided into groups of 5 to 7 each. Mock GDs must be conducted and recorded. Participants must be shown the video and all improvements of every student's discussion must be discussed after every Mock GD. Video file of Recorded GDs must be kept for record.

Part II Personal Interview Skills (PI) Discussions in class related to Interview Skills including FAQs. Students must be made aware of the right posture, right etiquette, and professional dress code for an Interview. Students must be trained on maintaining a non-aggressive, non-submissive and assertive and confident body posture. Students must be made aware of the right use of vocabulary and set the tone and pitch of the voice as per the Interview Board. Students must be trained on effective Presentation Skills, Body Language, Confidence, Articulation, Communication and good Vocabulary.

Mock Interviews must be conducted individually for students and recorded. These Interviews must be discussed in class for improvements. Mock Interview videos must be kept for records.

Pravin Chandra

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