



Committed to Excellence

D.A.V. SCHOOL OF BUSINESS MANAGEMENT

(Affiliated to Utkal University, Odisha)

(Managed by D.A.V. CMC, New Delhi)

SUPPORTING DOCUMENTS FOR METRIC No. 1.3.1:

Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

Content	Pg. No.
Subjects taught with credit score	2-7
Case Studies	8-9

Name of Courses	Course Code	Credit	Values Inculcated through these subjects	Link of the syllabus
Environmental Science-AECC-I, B. Com first semester	AECC-1	4	Environment and Sustainability, Human Values	B. Com Syllabus LINK
Psychology for Management-301- BBA third Semester	301	4	Human Values, Understanding Human Behaviour and Individual differences	BBA Syllabus LINK
Business Ethics and Corporate Governance-302 BBA third semester	302	4	Professional Ethics	BBA Syllabus LINK
Environmental Studies- 405 BBA fourth semester	405	2	Environment and Sustainability,	BBA Syllabus LINK
Indian Society and Culture-505 BBA fifth Semester	505	2	Professional Ethics and Human Values	BBA Syllabus LINK

Name of the Programme	B.COM
Semester	I (First)
Name of the Course	ENVIRONMENTAL STUDIES
Course Code	AECC-I
Credit	04 (Total Mark=100)

ENVIRONMENTAL STUDIES (AECC I)

SEMESTER – I

FOR UNDER GRADUATE ARTS, SCIENCE & COMMERCE – 2019-20

FULL MARKS: 100

TIME: 3 HOURS
TIME: 1 HOUR

END SEMESTER: 80
MID SEMESTER: 20

Unit – I

The Environment: The Atmosphere, Hydrosphere, Lithosphere, Biosphere, Ecology, Ecosystem, Biogeochemical Cycle (Carbon Cycle, Nitrogen Cycle), Environment Pollution: Air Pollution, Water Pollution, Soil Pollution, Radiation Pollution.

Unit – II

Population Ecology: Individuals, Species, Pollution, Community, Control Methods of Population, Urbanization and its effects on Society, Communicable Diseases and its Transmission, Non-Communicable Diseases.

Unit- III

Environmental Movements in India: Grass root Environmental movements in India, Role of women, Environmental Movements in Odisha, State Pollution Control Board, Central Pollution Control Board.

Unit –IV

Natural Resources: Conservation of Natural Resources, Management and Conservation of Wildlife, Soil Erosion and Conservation, Environmental Laws: Water Act, 1974, Air Act, 1981, The Wildlife (Protection) Act, 1972, Environment Protection, 1986, Natural Disasters and their Management.

Books Recommended

1. Dash MC and Mishrs PC, Man and Environment, McMillan, London.
2. Mishra PC and Das MC, Environment and Society, McMillan, London.
3. Odeem EP, Fundamentals of Ecology, Natraj Publication.
4. Mishra DD, Fundamental Concept in Environmental Studies, S.Chand, New Delhi.
5. Asthana DK and Asthana Meera, A Testbook of Environmental Studies, S. Chand, New Delhi.

Name of the Programme	BBA
Semester	3 (Third)
Name of the Course	PSYCHOLOGY FOR MANAGEMENT
Course Code	301
Credit	04 (Total Mark=100)

301. PSYCHOLOGY FOR MANAGEMENT

Unit - I

- a. Psychology: Its nature, scope and methods.
- b. Biological Bases of Behaviour: Neurons, Nervous system. It's basic structure and function, The brain, Lateralization of the cerebral centre, The endocrine system

Unit - II

a. Sensation and Perception

Sensation: The raw material of understanding: Sensory threshold, Sensory adaptation Vision, Hearing, Touch and other skin senses, Smell and taste, Kinesthetic and vestibule sense

Perception

The plasticity of perception

b. Learning

Classical conditioning, Operant conditioning, Observational learning

Unit - III

a. Memory

Human memory: The information processing approach Sensory memory, Short - term memory, Long - term memory, Forgetting from long term - memory, Memory in natural contexts, Biological bases of memory

b. Cognition : Thinking, Dealing and Communicating

Thinking: Forming concepts and reasoning to conclusions Making decisions: Problem solving and creativity Language: The communication of information

Unit - IV

a. Motivation and Emotion

Motivation: The activation and persistence of behavior Emotion: Their nature, expansion and impact

b. Measuring Individual Differences: The Nature of Psychological Testing Psychological Tests: Reliability, validity and standardization, The nature and measurement of human intelligence. Human intelligence: The role of heredity and the role of environment. Measuring interests, aptitudes and achievements

Unit - V

Social Thought: How we think About Others and the Social Culture a. Attribution: Understanding the causes of others behavior Social cognition: How we process social information Attitudes: Evaluations of the social world Prejudice and discrimination Social Behavior :Social influence: Changes other behavior ,conformity compliance, obedience Attraction and love: Interpersonal attraction, pro social behavior

Reference:

1. Morgan & King - Introduction to psychology
2. Alkinson & Alkinson - Introduction to psychology
3. Barron - Introduction to psychology

Name of the Programme	BBA
Semester	3 (Third)
Name of the Course	BUSINESS ETHICS & CORPORATE GOVERNANCE
Course Code	302
Credit	04 (Total Mark=100)

302 - BUSINESS ETHICS AND CORPORATE GOVERNANCE

Unit I

Business Ethics, Meaning, Scope, Nature and value of management, need for ethical decisions by managers, value of management ethics, management integrity, types of integrity and developmental integrity, Ethical planning.

Unit II

Social Responsibilities of Business, concept, rationale, dimensions and tools of social responsibilities, social responsibility and social responsiveness.

Unit III

Ethics in management, Ethical theories, Enterprise mission, institutionalizing ethics, code of ethics and its implementation.

Unit IV

Social responsibilities of Indian Business firms, towards share holders, consumers, Government, Community etc.

Unit V

Corporate Governance, meaning, scope and nature, trends in Governance practices, Corporate Governance Issues, Role of Auditors, OECD principles, and SEBI Guidelines.

Reference :

1. Business Ethics and Corporate Governance, CSV Murthy, HHP.
2. Business Ethics, CSV Murthy, HPH.

Name of the Programme	BBA
Semester	4 (Fourth)
Name of the Course	ENVIRONMENTAL STUDIES
Course Code	405
Credit	02 (Total Mark=50)

405-ENVIRONMENTAL STUDIES

Unit-I

Fundamentals of Environmental Management: Definition, principles and scope; Types and components of environment; Man- environment relationship; Causes of environment destruction; Environmental ethics; Environment Awareness Programmes.

Unit - II

Natural Resources - Awareness: Eco-system, Atmosphere, Land, Water, Forest, Mines & Minerals, Wetland, Bio-diversity, Conservation of natural resources.

Unit- III

Environmental Protection - Policies & Legislations: National environment policy, Environmental Legislations, International conventions and Agreements, GATT/WTO and environment, State Pollution Control Board, Role of NGOs.

Unit- IV

Environment Management System: ISO-14000, Environment Audit, Eco-Friendly products (Ecomark), Green Industry.

Unit - V

Environmental Impact Assessment (EIM): EIM-Methods and tools, Appraisal and clearance for industry, Evaluation Systems.

References:

1. N.K.Oberoi - Environmental Management, Excell Books.
2. G.N.Pandey - Environmental Management, Vikas.
3. K.M.Agrawal & P.K.Sikdar - Text Book of Environment, Macmillan.
4. L.W.Canter - Environmental Impact Assessment, Tata McGraw Hill.

Name of the Programme	BBA
Semester	5 (Fifth)
Name of the Course	INDIAN SOCIETY & CULTURE
Course Code	505
Credit	02 (Total Mark=50)

505-INDIAN SOCIETY AND CULTURE

Unit-I

Demographic Profile: Characteristics of Indian population, Population Growth, Age, Sex, Religion, Language, Occupation, National Policy on Population.

Unit - II

Indian Society: Society and its types, Features of Tribal Society, Agrarian Society, Industrial Society.

Unit- III

Social Stratification: Caste System, Class System, Communities, Ethnic Groups, Weaker Sections and Minorities, Constitutional Provisions for Scheduled Castes, Scheduled Tribes and Other Backward Classes.

Unit- IV

Socio-Economic Problems: Poverty, Illiteracy, Unemployment, Housing, Child Labor, Migration, Occupational Diseases, Insurgency, Terrorism, Crime, Project Affected People, social Destitute, Beggary, Aged Population, Juvenile Delinquency, Problems in Family Life.

Unit- V

Indian culture: Culture - Features, Characteristics and Diversity. Differences with Western culture, Human Values, Values in Work Life, Value Crisis in contemporary Indian Society.

References:

1. Andre Beteille - Society and Politics in India, OUP.
2. Dipankar Gupta - Social Stratification, OUP.
3. Ram Ahuja - Social Problems in India, Rawat Publications.
4. M.N.Srinivas - Social Structure and Caste and Other Essays, OUP.
5. A.N.Tripathi - Human Values, New Age International.
6. NCERT - Text Book on Indian Society.

CASE STUDIES (as Sample)

Employee Absence

Janaki, an employee of ABCD co, was warned about her excessive absenteeism several times, both verbally and in writing. The written warning included notice that "further violations will result in disciplinary actions," including suspension or discharge.

A short time after the written warning was issued, Janaki called work to say she was not going to be in because her babysitter had called in sick and she had to stay home and care for her young child. Janaki's supervisor, Sarita, told her that she had already exceeded the allowed number of absences and warned that if she did not report to work, she could be suspended. When Janaki did not report for her shift, Sarita suspended her for fifteen days.

In a subsequent hearing, Janaki argued that it was not her fault that the babysitter had canceled, and protested that she had no other choice but to stay home. Sarita pointed out that Janaki had not made a good faith effort to find an alternate babysitter, nor had she tried to swap shifts with a co-worker. Furthermore, Sarita said that the lack of a babysitter was not a justifiable excuse for being absent.

Questions:

Was the suspension fair?

Did Sarita act responsibly?

Should Janaki be fired?

Was Sarita fair in her actions?

Is there ever a solution for working mothers?

Should working fathers take turns staying home?

Change Management:

Sanjiv has been performing well in an organization as an Assistant Manager Accounts since his graduation in finance. He has spent around five years in that organization. With the passage of time Sanjiv has learnt the ways to survive in such a conventional bureaucratic environment.

Hari, an experienced and competent employee who has recently joined this organization as a manager accounts. His reputation is good and famous for organizing and improving the daily operations in the previous organization. He has been appointed on a pay scale with benefits better than the last one. Hari is self-motivated and determined to bring changes in the department that will increase the productivity and efficiency of accounts.

In an informal welcoming ceremony, Hari introduces himself and wants to be familiar with other staff members of the department. He also asks for better suggestions from each subordinate to make it a better work place. He finds Sanjiv reluctant to accept new challenges. Sanjiv suggests his newly appointed manager not to bring any change in the current system as it will put them in trouble. Sanjiv criticizes the different policies made by the higher management. He also shows his belongings to a political party indirectly.

Hari calls Sanjiv to his office next day and says to him that he will not tolerate those subordinates who are not in the interest of the company and do not want to work as a team. Hari says to him that it will be taken seriously if he tries to be a barrier in implementing new system that is more effective and productive. Hari warns Sanjiv to leave or improve.

Question:

- I. How could Sanjiv be motivated?
- II. Do you think Hari lacks leadership qualities? Justify
- III. Do you think bringing a change in the existing environment is a threat? Why or why not?

Violation of rigid rules

Madhukar Jain is the Principal of a reputed private college. Kebal, one of the most brilliant students of the college comes to him with a request to increase his score. He has got 79.99% in the final semester but he requires at least 80% or above in each semester to meet the eligibility criteria to get admission in highly reputed universities for professional degree. Madhukar Jain is an honest person and a man of principle. He was never involved in such kind of practices before. Kebal humbly requests his college Principal to consider his case to save his career.

Question:

Should Madhukar Jain revise Kebal's score to 80% realizing his future career or let him suffer following rigid rules of the college? Justify