

### 1.3.1 Critical issue in curriculum

SI No	Description of critical issue	Title of course wherein the issue is addressed	Subject	Unit/chapter Name	Remarks
1	Environmental Sustainability	II Semester Bachelor of Commerce (BCOM) & Bachelor of Business administration	Environmental studies	UNIT 4: Biodiversity and its conservation	Students understand the conservation of all Biotic species and its impact on the environmental and economic growth on India and the world. Analysing and evaluating the importance of how plants and animals support each other in the food chain or food web, they also Identify human-caused species loss as one of the major current threats to biodiversity and how the disappearance of one species affects other species. Planning management of biodiversity and biological resources in the light of ecological and evolutionary dynamics.
	Environmental Sustainability	II Semester Bachelor of Commerce (BCOM) & Bachelor of Business administration	1. Environmental studies 2. Environment and Public health	1. UNIT 5: Environmental pollution with Solid waste management 2. UNIT 2: Climate Change and Implication on Public Health	Students are able to gain awareness of current forms of environmental pollution and an overview of both their causes and consequences to natural, economic and social systems. Students are able to make physical and chemical analysis of municipal solid wastes and to apply the knowledge of mathematics, science, and engineering for effective solid waste collection systems, transport system, planning a recycling program and packaging waste separation facility. <b>Awareness is created on World Earth Day celebrations on April 22 every year. The day aims to raise awareness about climate change and global warming. The day inspires to act towards the protection of the environment and focus on the need for conservation.</b>
	Environmental Sustainability	II Semester Bachelor of Commerce (BCOM) & Bachelor of Business administration	1. Environmental studies 2. Environment and Public health	1. Unit 7: Human Communities and Environment 2. UNIT 1: Linkages or relationship between Environment and public health	To make Students to understood their responsibility over environment conservation in which Human lifestyle and well-being are interconnected with those of diverse biotic and abiotic components around the world, including impoverished communities. They appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems by applying environment friendly technologies.



	Environmental Sustainability	II Semester Bachelor of Commerce (BCOM) & Bachelor of Business administration	1. Environment and Public health	1. Unit 3: Diseases in Contemporary society	Students able to illustrate successful public health strategies that use education to support behavioural changes that enable people to protect themselves, their children or other community members from infections, promote resistance to infection in the human host, isolate a source of infection to prevent it from being passed on, tackle an environmental source of infection, they also able to identify the levels of prevention (primary, secondary, tertiary) involved in their implementation. Students were able to analyse examples of public health interventions to illustrate the importance of international and national prevention programmes, community participation and community health workers in controlling infectious disease. A webinar on COVID 19, CORONA VIRUS awarness program was conducted to the students on 17/2/2020 By Dr. Somashekar A R, pediatrician, Pulmonologist, M S Ramaiah Medical college, Bangalore
2	Professional Ethics	III Semester of Bachelor of commerce and bachelor of business communication	Business Ethics	1. Unit-3 Ethics in Management 2. Unit-5 corporate social responsibility	Ethics in Management refers to the ethical treatment of all its various stakeholders as well as the general public.
3	Professional Ethics	III Semester of Bachelor of business communication	Corporate Communication	Unit-4 Communication ethics	Creating split in union leaders. Biased attitude in selection, transfer, promotion etc. Off-shoring and exploiting labour markets. Child labour & Sexual harassment. Reneging on company pension agreements. Physical violence, Coercion, Longer and inflexible working hours. Putting on more stress on employees for increasing the productivity. The use of disputed and dubious practices in hiring and firing of personnel. Allowing differences in pay, discipline, promotion due to friendship with top management.
3	Personal Ethics	III Semester of Bachelor of commerce and bachelor of business communication	Business Ethics	unit-2 Personal Ethics	Ethics is a system of moral principles. They affect how people make decisions and lead their lives. Ethics is concerned with what is good for individuals and is also describes as moral philosophy.
	Gender	I Sem BCOM and BBA	Language	Unit - 3 - Acceptance	Inclusion of LGBT people into mainstream society
	Gender	V Sem BCOM	EDP	Types of Entrepreneurs	Schemes available to Women Entrepreneurs and the types of financial assistance to women in India

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## 5.1 ENTREPRENEURSHIP DEVELOPMENT

### OBJECTIVE:

To enable students to understand the basic concepts of entrepreneurship and preparing a business plan to start a small industry.

### Unit 1: ENTREPRENEURSHIP

10 Hrs

Introduction - Meaning & Definition of Entrepreneurship, Entrepreneur & Enterprise - Functions of Entrepreneur - Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur - Qualities of an Entrepreneur - Types of Entrepreneur

### Unit 2: SMALL SCALE INDUSTRIES

12 Hrs

Meaning & Definition - Product Range - Capital Investment - Ownership Patterns - Meaning and importance of Tiny Industries, Ancillary Industries, Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSI's and the steps taken to solve the problems - Policies Governing SSI's.

### Unit 3: FORMATION OF SMALL SCALE INDUSTRY

14 Hrs

Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. Steps involved in the formation of a small business venture: location, clearances and permits required, formalities, licensing and registration procedure. Assessment of the market for the proposed project - Financial, Technical, Market and Social feasibility study.

### Unit 4: PREPARING THE BUSINESS PLAN (BP)

10 Hrs

Meaning - importance - preparation - BP format: Financial aspects of the BP, Marketing aspects of the BP, Human Resource aspects of the BP, Technical aspects of the BP, Social aspects of the BP. Common pitfalls to be avoided in preparation of a BP.

### Unit 5: PROJECT ASSISTANCE

10 Hrs

Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI - Non-financial assistance from DIC, SISI, AWAKE, KVIC - Financial incentives for SSI's and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates: Role and Types.

### SKILL DEVELOPMENT

- Preparation of a Project report to start a SSI Unit.
- Preparing a letter to the concerned authority-seeking license for the proposed SS Unit
- Format of a business plan.
- A Report on the survey of SSI units in the region where college is located.
- Chart showing financial assistance available to SSI along with rates of interest.
- Chart showing tax concessions to SSI both direct and indirect.
- Success stories of Entrepreneurs in the region.

### BOOKS FOR REFERENCE

1. Vasanth Desai, Management of Small Scale Industry, HPH
2. Mark. J. Dollinger, Entrepreneurship - Strategies and Resources, Pearson Edition.
3. Dr. Venkataramana ; Entrepreneurial Development, SHB Publications



### 3.5 BUSINESS ETHICS

#### OBJECTIVE

The objective is to provide basic knowledge of business ethics and values and its relevance in modern context.

#### Unit 1: BUSINESS ETHICS

12 Hrs

Introduction – Meaning - Scope – Types of Ethics – Characteristics – Factors influencing Business Ethics – Importance of Business Ethics – Arguments for and against business ethics- Basics of business ethics - Corporate Social Responsibility – Issues of Management – Crisis Management

#### Unit 2: PERSONAL ETHICS

12 Hrs

Introduction – Meaning – Emotional Honesty – Virtue of humility – Promote happiness – karma yoga – proactive – flexibility and purity of mind.

#### Unit 3: ETHICS IN MANAGEMENT

12 Hrs

Introduction – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management – Technology Ethics and Professional ethics.

#### Unit 4: ROLE OF CORPORATE CULTURE IN BUSINESS

12 Hrs

Meaning – Functions – Impact of corporate culture – cross cultural issues in ethics

#### Unit 5: CORPORATE GOVERNANCE

12 Hrs

Meaning, scope, composition of BODs, Cadbury Committee, various committees, reports on corporate governance, scope of Corporate Governance, Benefits and Limitations of Corporate Governance with living examples.

#### SKILL DEVELOPMENT

- State the arguments for and against business ethics
- Make a list of unethical aspects of finance in any organization
- List out ethical problems faced by managers
- List out issues involved in Corporate Governance.
- List out unethical aspects of Advertising

#### BOOKS FOR REFERENCE

1. Murthy CSV: Business Ethics and Corporate Governance, HPH
2. Bholanath Dutta, S.K. Podder – Corporation Governance, VBH.
3. Dr. K. Nirmala, Karunakara Readdy : Business Ethics and Corporate Governance, HPH
4. H.R.Machiraju: Corporate Governance
5. K. Venkataramana, Corporate Governance, SHBP.
6. N.M.Khandelwal : Indian Ethos and Values for Managers
7. S Prabhakaran; Business ethics and Corporate Governance
8. C.V. Baxi: Corporate Governance
9. R. R. Gaur, R. Sanghal, G. P. Bagaria; Human Values and Professional ethics
10. B O B Tricker, Corporate Governance; Principles , Policies and Practices
11. Michael, Blowfield; Corporate Responsibility
12. Andrew Crane; Business Ethics
13. Ghosh; Ethics in Management and Indian ethos.



# Syllabus

## ABILITY ENHANCEMENT

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### Ability Enhancement Compulsory Course (AECC-Environment Studies)

#### Unit-I: Introduction to Environmental Studies

2 Lectures

- Multidisciplinary nature to environmental studies
- Scope and importance: Concept of sustainability and sustainable development

#### Unit-2: ECO SYSTEM

6 Lectures

- What is Ecosystem? Structure and functions of ecosystem; Energy flow in ecosystem; food chains, food webs, ecological success, Case studies in the following systems:
  - a) Forest Ecosystem
  - b) Grassland Ecosystem
  - c) Desert Ecosystem
  - d) Aquatic Ecosystem (Ponds, Streams, Lakes, Rivers, Oceans, Estuaries)

#### Unit-3: Natural Resources: Renewal and Non Renewable Resources

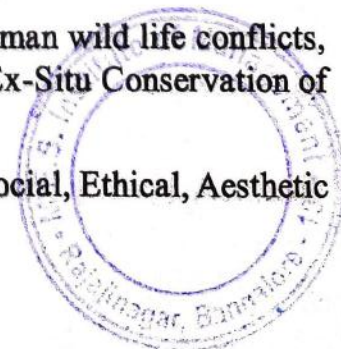
6 Lectures

- Land Resources and Land Use Change: Land degradation and Soil Erosion and desertification
- Deforestation: Causes and impact due to mining, Dam building on environment, forests, biodiversity and tribal population
- Water Use and over exploitation of surface and ground water, floods, droughts and conflicts over water (International and inter-state)
- Energy Resources: Renewal and Non Renewable Energy Resources, use of alternate energy sources, growing energy needs: Case studies

#### Unit-04: Bio Diversity and Conservation

8 Lectures

- Levels of Biological Diversity: Genetics, Species and Ecosystem diversity; Bio-geographical zones of India, Biodiversity patterns and Global Bio diversity hot spots
- India as Mega Biodiversity nation; Endangered and Endemic Species of India
- Threats to Biodiversity; Habitat of Loss, Poaching of wildlife, man wild life conflicts, biological invasions; Conservation of Biodiversity: In-Situ and Ex-Situ Conservation of Bio Diversity
- Ecosystem and Biodiversity Services; Ecological, Economical, Social, Ethical, Aesthetic and Informational Values



**Unit 5: Environmental Pollution:**

- Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management : Control measures of urban and industrial waste
- Pollution case studies.

**Unit-06: Environment Policies and Practices**

- Climate Change, Global Warming, Ozone Layer Depletion, Acid Rain and Impact on Human Communities and Agriculture
- Environment Laws: Environment Protection Act, Air (Prevention and Control Pollution) Act, Water (Prevention and Control Pollution) Act, Wild Life Protection Act, Forest Conservation Act, International Agreements: Montreal and Kyoto Protocols and Conservation of Biological Diversity (CBD)
- Nature Reserves, tribal populations and rights, and human wildlife conflicts in Indian Context.

**Unit-07: Human Communities and the Environment**

- Human Population Growth: Its Impact on Environment, Human Health and Welfare
- Resettlement and Rehabilitation of project affected persons; case studies
- Disaster Management: Floods, Earthquakes, Cyclones and Landslides
- Environmental Movements: Chipko, Silent Valley, Bishnosis of Rajasthan
- Environmental Ethics: Role of Indian and other religions and cultures in environmental conservation
- Environmental Communication and Public Awareness, case studies (e.g. CNG vehicles in Delhi)

**Unit-08: Field Work**

- Visit to an area to document environmental assets: River/Forest/Flora/Fauna etc
- Visit to an local polluted site: Urban/Rural/Industrial/Agricultural
- Study of Common Plants, Insects, Birds and basic principles of identification
- Study of simple eco system: Pond, River, Delhi Ridge etc

