



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020
BBA+MBA - V SEMESTER (2021-2024)

BBAI501 HUMAN VALUES AND PROFESSIONAL ETHICS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI501	CC	Human Values and Professional Ethics	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

Examination Scheme

The internal assessment of the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Help the learners to determine what action or life is best to do or live.
2. Right conduct and good life.
3. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.

COURSE CONTENT

Unit I: Human Value

1. Definition, Need for Human Values, Sources of Values
2. Essence of Values
3. Classification of Values (Temporal Values, Universal Values)
4. Values Across Culture

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Unit II: Morality

1. Morality its meaning and definition
2. Values Vs Ethics Vs Morality
3. Concept of Impression Management
4. Impression Management Strategies (Intimidation, Ingratiation, Self-promotion, Supplication, Exemplification)

Unit III: Leadership in Indian Ethical Perspective.

1. Leadership, Pre-requisites of Leadership
2. Approaches to Leadership, Leadership Styles
3. Ethical Leadership
4. Values in Leadership

Unit IV: Business Ethics

1. Business Ethics its meaning and definition
2. Relevance of Ethics in Business organizations.
3. Theories of Ethics (Teleological, Deontological)
4. Code of Ethics

Unit V: Globalization and Ethics

1. Globalization and Business Changes
2. Values for Global Managers
3. Corporate Social Responsibility
4. Benefits of Managing Ethics in Work Place.

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Suggested Readings

1. Kaur, T. (2004). *Values and Ethics in Management*. Galgotia Publishing Company: New Delhi
2. Kaushal, S.L. (2006). *Business Ethics. Concepts, Crisis and Solutions*. Deep & Deep Publications Pvt. Ltd.: New Delhi
3. Beteille, Andre (1991). *Society and Politics in India*. AthlonePress: New Jersey.
4. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. Oxford University Press
5. Fernando, A.C. (2009). *Business Ethics - An Indian Perspective*. India: Pearson Education: India
6. Fleddermann, C. D. (2012). *Engineering Ethics*. New Jersey: Pearson Education / Prentice Hall.
7. Boatright, J.R. (2012). *Ethics and the Conduct of Business*. Pearson. Education: New Delhi.
8. Crane, A. and Matten, D. (2015). *Business Ethics*. Oxford University Press Inc: New York.
9. Murthy, C.S.V. (2016). *Business Ethics – Text and Cases*. Himalaya Publishing House Pvt. Ltd: Mumbai
10. Naagrajan, R.R (2016). *Professional Ethics and Human Values*. New Age International Publications: New Delhi.

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Choice Based Credit System (CBCS) in Light of NEP-2020
B.A. Honors Economics
Semester IV (2021-2024)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BAHNECO401	CC	Macro Economics II	60	20	20	0	0	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit.

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Course Educational Objectives:

- CEO1: To provide the knowledge about the basic terms of macro economics.
- CEO2: To enable students to calculate the national income through various methods.
- CEO3: To help students in identifying various multipliers and accelerators.
- CEO4: To relate money supply with its determinants.
- CEO5: To summarise various theories of demand for money.

Course Outcomes:

Students will be able to:

- CO1: Define basic concepts related to economics.
- CO2: Solve the problems of national income accounting.
- CO3: Demonstrate the use of multipliers and accelerators in an economy.
- CO4: Link money supply with its determinants.
- CO5: Discuss various theories of demand for money.

Contents

UNIT I: Consumption Function

The Concept of Consumption Function, Average and Marginal Propensity to Consume; Factors Influencing Consumption Function

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BAHNECO401	CC	Macro Economics II	60	20	20	0	0	3	0	0	3

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UNIT II: Money and Prices: Quantity Theory of Money

Value of Money and Price level: Fisher's Transaction Approach, Keynes's Critique of Quantity Theory of Money

UNIT III: Inflation and Hyperinflation

Meaning: Demand-Pull Inflation, Cost-Push Inflation, Measures to Control Inflation through Fiscal Policy and Monetary Policy, Inflation Vs. Stagflation

UNIT IV: IS-LM Curve

The Goods Market and Money Market, Links between them, Goods Market Equilibrium, Derivation of IS Curve, Shift in IS Curve, Money Market Equilibrium, The LM Curve, Shift in LM Curve, Interactions of IS and LM Curve

UNIT V: Analysis of Business Cycles

Phases of Business Cycles, Features of Business Cycles, Theories of Business Cycles: Sunspot Theory, Keynes Theory of Business Cycle

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BAHNECO401	CC	Macro Economics II	60	20	20	0	0	3	0	0	3

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*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings:

1. Agrawal, V. (2020). *Macroeconomics Theory and Policy*. New Delhi: Pearson Education Inc
2. Ahuja, H. L. (2022). *Principles of Macroeconomics*. New Delhi: S. Chand Publication.
3. Dwivedi, D. N. (2020). *Macroeconomics Theory and Policy*. New Delhi: McGraw Hill Education (India) Pvt. Limited
4. D'Souza, E. (2019). *Macroeconomics*. New Delhi: Pearson Education Asia
5. Froyen, R.T. (2018). *Macroeconomics*. 2nd Edition. New Delhi: Pearson Education Asia
6. Gupta, G. S. (2020). *MACROECONOMICS: Theory and Applications*. New Delhi: McGraw Hill Education

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Name of the Program: B. Sc. (Plain)

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM	MST	Q/A	END SEM	Q/A				
BSMA403	DC	Analytical Geometry of three dimensions	60	20	20	-	-	4	0	-	4

Course Objective

To introduce the students with the Fundamentals of the Analytical Geometry of three dimensions.

Course Outcomes

This course will enable the students to:

- 1. Understand and solve problems of the straight lines.*
- 2. Discuss about the concepts of the planes, Straight lines.*
- 3. Solve the problems on the spheres and their tangent planes.*
- 4. Justify the concepts of the right circular cones.*

Course Content

UNIT – I

Rectangular Cartesian co-ordinates: Distance between two points. Division of a line segment in a given ratio. Direction cosines and direction ratios of a straight line. Projection of a line segment on another line. Angle between two straight lines.

UNIT – II

Equation of a Plane: General form. Intercept and Normal form. Angle between two planes. Signed distance of a point from a plane. Bisectors of angles between two intersecting planes.

UNIT – III

Equations of Straight line: General and symmetric form. Distance of a point from a line. Coplanarity of two straight lines. Shortest distance between two skew-lines.

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			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM	MST	Q/A	END SEM	Q/A				
BSMA403	DC	Analytical Geometry of three dimensions	60	20	20	-	-	4	0	-	4

UNIT – IV

Sphere and its tangent plane.

UNIT – V

Right circular cone.

Texts:

1. Co-ordinate Geometry – S. L. Loney.
2. Co-ordinate Geometry of Three Dimensions – Robert J. T. Bell.
3. Elementary Treatise on Conic sections – C. Smith.
4. Solid Analytic Geometry – C. smith.
5. Higher Geometry – Efimov.

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			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM	MST	Q/A	END SEM	Q/A				
BSMA405	DC	Modern Algebra	60	20	20	-	-	4	0	-	4

Course Objective

To introduce the students with the Fundamentals of the Modern Algebra.

Course Outcomes

This course will enable the students to:

1. Understand and solve problems of the classical set theory.
2. Learn about the fundamental concepts of groups, subgroups.
3. Apply the techniques of the ring and field theory.
4. Demonstrate real vector spaces, subspaces, basis, dimension and their properties.
5. Apply the concepts of the algebra of matrices.

Course Content

UNIT – I

Basic concept: Sets, Sub-sets, Equality of sets, Operations on sets: Union, intersection and complement. Verification of the laws of Algebra of sets and De Morgan's Laws. Cartesian product of two sets. Mappings, One-One and onto mappings. Composition of Mappings—concept only, Identity and Inverse mappings. Binary Operations in a set. Identity element. Inverse element.

UNIT – II

Introduction of Group Theory: Definition and examples taken from various branches (examples from number system, roots of unity, 2×2 real matrices, non-singular real matrices of a fixed order). Elementary properties using definition of Group. Definition

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			END SEM	MST	Q/A	END SEM	Q/A				
BSMA405	DC	Modern Algebra	60	20	20	-	-	4	0	-	4

and examples of sub-group – Statement of necessary and sufficient condition – its applications.

UNIT – III

Definitions and examples of (i) Ring, (ii) Field, (iii) Sub-ring, (iv) Subfield.

UNIT – IV

Concept of Vector space over a Field: Examples, Concepts of Linear combinations, Linear dependence and independence of a finite set of vectors, Sup-space. Concepts of generators and basis of a finite-dimensional vector space. Problems on formation of basis of a vector space (No proof required).

UNIT – V

Real Quadratic Form involving not more than three variables – Problems only. Characteristic equation of a square matrix of order not more than three –determination of Eigen Values and Eigen Vectors – Problems only. Statement and illustration of Cayley-Hamilton Theorem.

Texts:

1. Modern Algebra – Surjeet Singh & Zameruddin.
2. First Course in Abstract Algebra – Fraleigh.
3. Topics in Algebra – Herstein.
4. Test book of algebra – Leadership Project Committee (University of Bombay).
5. Elements of Abstract Algebra – Sharma, Gokhroo, saini (Jaipur PublishingHouse, S.M.S. Highway, Jaipur - 3).
6. Abstract Algebra – N. P. Chaudhuri (Tata Mc.Graw Hill).
7. Linear Algebra – Hadley

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Name of the Program: B. Sc. (Statistics)

SUBJECT CODE	Category	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		Th	T	P	CREDITS
			END SEM	MST	Q/A	END SEM	Q/A				
BSST404	DC	Sampling Techniques	60	20	20	30	20	3	0	2	5

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C – Credit.

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Course Objective

To introduce the Students with the Fundamentals of the Sampling Techniques.

Course Outcomes

After the successful completion of this course students will be able to:

- Define principal concepts about sampling.
- Categorize and define the sampling methods.
- Apply Simple Random Sampling (SRS), Calculate estimators of population mean and total
- Employ the Stratified Random Sampling
- Apply Systematic and Cluster Sampling
- Compare between SRS, Stratified and Systematic Sampling.
- Apply, compare and identify the data for ratio and regression estimator.

Course Content:

UNIT I

Concept of population and sample, complete enumeration versus sampling, sampling and non-sampling errors. Types of sampling: non-probability and probability sampling, basic principle of sample survey, simple random sampling with and without replacement, definition and procedure of selecting a sample, estimates of: population mean, total and proportion, variances of these estimates, estimates of their variances and sample size determination.

UNIT II

Stratified random sampling: Technique, estimates of population mean and total, variances of these estimates, proportional and optimum allocations and their comparison with SRS. Practical difficulties in allocation, estimation of gain in precision, post stratification and its performance.

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Name of the Program: B. Sc. (Statistics)

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BSST404	DC	Sampling Techniques	60	20	20	30	20	3	0	4	5

UNIT III

Systematic Sampling: Technique, estimates of population mean and total, variances of these estimates ($N = n \times k$). Comparison of systematic sampling with SRS and stratified sampling in the presence of linear trend and corrections.

UNIT IV

Introduction to Ratio and regression methods of estimation, first approximation to the population mean and total (for SRS of large size), variances of these estimates and estimates of these variances, variances in terms of correlation coefficient for regression method of estimation and their comparison with SRS.

UNIT V

Cluster sampling (equal clusters only) estimation of population mean and its variance, comparison (with and without randomly formed clusters). Relative efficiency of cluster sampling with SRS in terms of intra class correlation. Concept of sub sampling

SUGGESTED READING:

1. Cochran W.G. (1984): Sampling Techniques(3rd Ed.), Wiley Eastern.
2. Sukhatme,P.V., Sukhatme,B.V. Sukhatme,S. Asok,C.(1984). Sampling Theories of Survey with Application, IOWA State University Press and Indian Society of Agricultural Statistics
3. Murthy M.N. (1977): Sampling Theory & Statistical Methods, Statistical Pub. Society, Calcutta.
4. Des Raj and Chandhok P. (1998): Sample Survey Theory, Narosa Publishing House.
5. Goon A.M., Gupta M.K. and Dasgupta B. (2001): Fundamentals of Statistics (Vol.2), World Press.
6. Guide to current Indian Official Statistics, Central Statistical Office, GOI, New Delhi.

List of Practical

1. To select a SRS with and without replacement.
2. For a population of size 5, estimate population mean, population mean square and population variance. Enumerate all possible samples of size 2 by WR and WOR and establish all properties relative to SRS.

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BSST404	DC	Sampling Techniques	60	20	20	30	20	3	0	4	5

3. For SRSWOR, estimate mean, standard error, the sample size
4. Stratified Sampling: allocation of sample to strata by proportional and Neyman's methods Compare the efficiencies of above two methods relative to SRS
5. Estimation of gain in precision in stratified sampling.
6. Comparison of systematic sampling with stratified sampling and SRS in the presence of a linear trend.
7. Ratio and Regression estimation: Calculate the population mean or total of the population. Calculate mean squares. Compare the efficiencies of ratio and regression estimators relative to SRS.
8. Cluster sampling: estimation of mean or total, variance of the estimate, estimate of intra- class correlation coefficient, efficiency as compared to SRS.

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