**SEMESTER III**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI   
BACHELOR OF BUSINESS ADMINISTRATION (BBA B&I)**

**BBA (B&I) 201: Marketing Management**

**L-4, T-0 Credits – 4**

**Objective:** To provide understanding of the marketing concepts and to familiarize with the emerging trends in marketing.

**Course Outcomes:**

CO1: Explore the concepts of Marketing Management.

CO2: Appraise concepts like New Product Development, product Line and width etc and also product pricing.

CO3: Understand the role and relevance of Place and Intermediaries.

CO4: Acquire skills to understand the factors which influence the promotional mix.

CO5: Understand the concept and importance of Direct marketing, Public Relations and Digital Marketing.

CO6: Acquire skills to handle marketing related business and research issues.

**Course Contents**

**Unit I**

**Introduction:** Marketing - Meaning, Scope and Importance; Concepts, Philosophies of marketing; Marketing Environment: Macro and Micro environmental factors. Consumer Decision Making Process; Market Segmentation- Levels and Bases of Segmenting Consumer Markets, Market Targeting- concept and criteria, Product Positioning – concept and bases. **(14 Hours)**

**Unit II:**

**Marketing Mix Decision –Product and Pricing:** Product Decisions: Concept and classification; Levels of Product. Product strategies; Branding decisions; New Product Development; Product life cycle; Pricing Decisions: Objectives; Factors affecting pricing; Pricing methods; Pricing strategies. **(14 Hours)**

**Unit III:**

**Marketing Mix Decisions -Promotion and Distribution:** Distribution Decisions: Channels of distribution- types and functions. Delivering value- factors affecting choice of distribution channel; Channel Management; Promotion Decisions: Communication process; Decision about Promotion mix tools: advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Integrated Marketing Communication approach. **(14 Hours)**

**Unit IV:**

**Introduction to Emerging Trends in Marketing:** Relationship Marketing, Sustainable Marketing, Green Marketing, Social marketing, Digital Marketing, Social Media Marketing, Role of AI and Robotics in Marketing, Ethical issues in Marketing **(14 Hours)**

**Note:** ***Case Studies are to be covered relevant to the concepts.***

**Suggested Readings: (Latest Editions)**

1. Kotler, P., Keller, K.L. , Marketing Management, Pearson Education.
2. Ramaswamy, V.S and Namakumari, S., Marketing Management: A Strategic Decision Making Approach Global Perspective Indian Context, McGraw Hill Education Company.
3. Lamb, C.W, Hair, J.F, Sharma, D. &Mc Daniel C., Marketing- A South Asian Perspective Edition, South-Western Cengage Learning.
4. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing (Asian Edition), Oxford University Press, New Delhi.
5. Walker 0. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: A Decision Focused Approach, McGraw Hill Education Company.
6. Saxena, R., Marketing Management, McGraw Hill Education Company.

**CO-PO MAPPING**

**BBA (B&I) 201: Marketing Management**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| AVG | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY   
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

**BBA (B&I) 203: Management Accounting**

**L-4, T-0 Credits —4**

**Objective:** The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

**Course Outcomes:**

CO1: Understand the nature and scope of Management Accounting.

CO2: Analyse and interpret the accounting financial statements of a company and its limitations.

CO3: Executing skills to prepare various Budgets.

CO4: Examining the impact of different ratios on the financial performance of a company.

CO5: Compute cash flow analysis and its likely impact on the company.

**Course Content**

**Unit I:**

**Introduction:** Meaning, Objectives, and Scope of management accounting; Difference between financial accounting, cost accounting and management accounting; Comparative financial statements, common size financial statements, trend analysis, Ratio analysis, cash flow statement. **(14 Hours)**

**Unit II:**

**Budgetary Control and Variances :** Concept and types of budgeting and budgetary control; meaning, objectives, merits, and limitations of budgetary control; budget administration; Functional budgets including cash budget; Fixed and flexible budgets: meaning and preparation; Zero-based budgeting; Performance budgeting, difference between performance & traditional budgeting. Meaning of Variance and Variance Analysis – Material, Labour, Overheads and Sales Variances, Disposition of Variances, Control Ratios. **(14 Hours)**

**Unit III:**

**Costing and Profit Planning:** Meaning of Variable Costing, Absorption Costing and Marginal Costing; uses of Marginal costing; Cost-Volume-Profit Analysis, Profit/Volume ratio, Break-Even Analysis - Algebraic And Graphic Methods, Angle of Incidence and Margin of Safety.  **(14 Hours)**

**Unit IV:**

**Managerial Decision Making:** Decision making based on Marginal Cost Analysis - profitable product mix, Make or Buy, Addition or Elimination of a product line, sell or process further, operate or shut down.Managerial Decision-making using spreadsheets. **(14 Hours)**

**Suggested Readings: (Latest Editions)**

1. Maheshwari, S.N., Principles of Management Accounting, Sultan Chand & Sons.
2. Khan, M.Y, Management Accounting, McGraw Hill Education Company.
3. Arora, M.N., Cost Accounting, Vikas Publishing House.
4. Lal, Jawahar and Srivastava, Seema, Cost Accounting, McGraw Hill Education Company.
5. Bhattacharya, Management Accounting, Pearson Education.
6. Hilton R.W., Managerial Accounting, McGraw Hill Education Company.

**CO-PO MAPPING**

**BBA B&I 203 Management Accounting**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 2 | 3 | 3 | 3 | 3 | 1 | 1 | 3 | 3 | 3 | 1 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 1 | 1 | 3 | 3 | 3 | 3 | 1 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 1 |
| CO4 | 3 | 2 | 3 | 1 | 3 | 1 | 1 | 1 | 3 | 3 | 3 | 1 |
| CO5 | 3 | 2 | 3 | 2 | 3 | 1 | 1 | 1 | 3 | 3 | 3 | 1 |
| AVG | 3 | 2.4 | 3 | 2.4 | 3 | 1.8 | 1 | 1.8 | 3 | 3 | 3 | 1 |

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI  
BACHELOR OF BUSINESS ADMINISTRATION (B&I)   
BBA (B&I) 205: Management of Commercial Banks**

**L-3, T-0 Credits -3**

**Objective:** The course aims to acquaint the student with a basic and elementary knowledge of the commercial Banking and International Banking.

**Course Outcomes:**

CO1: Explore the structure of Commercial banks.

CO2: Acquire skills to analyse the Assets and Liabilities.

CO3: Examine the risks involved in commercial banking.

CO4: Comprehend the global trends and developments in International banking.

CO5: Understand the management of foreign exchange.

**Course Contents**

**Unit I**

**Commercial Banking:** Structure, Operations, Asset Structure, Investment Policy**,** Changing Role, Social Responsibility of banks; Commercial banks and Economic development; Nationalization of Banks. **(8 Hours)**

**Unit II**

**Analysis of Assets & Liabilities :** Analysis of Assets & Liabilities of Scheduled Commercial Banks; Efficiency of Commercial Banks; Internal Performance and Appraising of Bank's Condition; Non-Performing Assets; Management of Capital in Commercial Banks. **(10 Hours)**

**Unit III**

**Risks in Commercial Banking:** Interest Rate Risk, Liquidity Risk, Credit Risk; Investment Management; Foreign Currency Dealing; Foreign Currency Risk. **(12 Hours)**

**Unit IV**

**International Banking:** Global Trends and Developments in International Banking - International Financial Centers, Cross Border Finance, Bank Debt in International Markets, Offshore Market. Capital Market in International Financial Market, Offshore Banking Units, International Financial Institutions; Management of Foreign Exchange. **(12 Hours)**

**Suggested Readings: (Latest Editions)**

1. Singh and Dutta, Commercial Bank Management, McGraw Hill Education Company.
2. Institute of Banking and Finance, Theory & Practice of Treasury and Risk Management in Banks, Taxman Publications Pvt. Ltd.
3. Shetty, M. S., Banking in India, Atlantic Publisher.
4. Singh, Commercial Bank Management, McGraw Hill Education (India) Private Limited.
5. Vasanthagopal, R., Commercial Banking in India, Present Status and Suggestions for a Better Tomorrow, Neha Publishers & Distributors.
6. Bose, Rupnarayan., Fundamentals of International Banking, Trinity Publisher.

**CO-PO MAPPING**

**BBA B&I 205 Management of Commercial Banks**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 1 | 3 | 1 | 3 | 1 | 1 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 1 | 3 | 1 | 3 | 1 | 1 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 1 | 3 | 1 | 3 | 1 | 1 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 1 | 3 | 1 | 3 | 1 | 1 | 3 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 1 | 3 | 1 | 3 | 1 | 1 | 3 | 3 | 3 | 3 | 3 |
| AVG | 3 | 1 | 3 | 1 | 3 | 1 | 1 | 3 | 3 | 3 | 3 | 3 |

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI  
BACHELOR OF BUSINESS ADMINISTRATION (B&I)   
BBA (B&I) 207: Decision Techniques in Business**

**L-4, T-0 Credits -4**

**Objective:** The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

**Course Outcomes:**

CO1: Understand the basic concepts of Statistics.

CO2: Acquire skills to apply correlation concepts in business and research problems.

CO3: Acquire skills to apply regression concepts in business and research problems.

CO4: Understand the linear programming in solving business problems and helps in taking decisions.

CO5: Understand the problems of general structure of transportation and assignment problems.

**Course Contents**

**Unit I**

**Statistics:** Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution — Graphics, Bars, Histogram, Diagrammatic.

**Measures of Central Tendency —** Mean Median and Mode, Partition values — quartiles, deciles and percentiles; Measures of variation — Range, IQR, quartile, deciles and percentiles, quartile deviation and standard deviation and Lorenz Curve. **(14 Hours)**

**Unit II**

**Correlation Analysis:** Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person's Methods; Spearman's Rank correlation; Regression: meaning, assumptions, regression lines, ordinary least square method of regression; Pitfalls and Limitations Associated with Regression and Correlation Analysis. **(14 Hours)**

**Unit III**

**Linear Programming:** Concept and Assumptions Usage in Business Decision Making, Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality; Concept, Significance. **(14 Hours)**

**Unit IV**

**Transportation and Assignment problems:** General Structure of Transportation Problem, Different Types Methods for Finding Initial Solution by North-West Corner Rule, Least Cost Method and Vogal Approximation Method and Testing for Optimality. Assignment Problem: Hungarian Assignment Method, unbalanced assignment problems, restrictions in assignment, Travelling Salesman Model. **(14 Hours)**

**Suggested Readings: (Latest Editions)**

1. Vohra, N.D., Quantitative Techniques in Management, McGraw Hill Education Company.
2. Gupta, S.P and Gupta, P.K., Quantitative Techniques and Operation Research, Sultan Chand & Sons.
3. Rajagopalan, S. & Sattanathan, R., Business Statistics & Operations Research, McGraw Hill Education Company.
4. Sharma, J.K., Operations Research: Problems & Solutions, Macmillan India Ltd.
5. Render, Barry, Stair, Hanna, R.M., Badri, M.E., Trevor S. Hale, Quantitative Analysis for Management, Pearson Education.
6. Bajpai, N., Business Statistics, Pearson Education.

**CO-PO MAPPING**

**BBA B&I 207 Decision making Techniques in Business**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 1 | 3 | 3 | 1 | 1 | 1 | 1 | 3 | 3 | 1 | 1 |
| CO2 | 3 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 1 | 1 | 1 |
| CO3 | 3 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 3 | 2 | 1 |
| CO4 | 3 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 1 | 1 | 1 |
| CO5 | 3 | 1 | 3 | 3 | 3 | 1 | 1 | 3 | 3 | 3 | 3 | 1 |
| AVG | 3 | 1 | 3 | 3 | 2 | 1 | 1 | 1.4 | 3 | 2.2 | 1.6 | 1 |

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI   
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

**BBA (B&I) 209: Business Research Methodology**

**L-3, T-0 Credits: 03**

**Objective:** The course aims to develop research aptitude skills among the learners and to enable them to prepare project report.

**Course Outcomes:**

CO1: Outline the significance of research and research methodology.

CO2: Understand the basic concepts and scope of Business research.

CO3: Formulate research process for solving the business related problems.

CO4: Examine the concept of measurement, sampling and hypothesis testing.

CO5: Prepare a research report .

**Course Contents**

**Unit I**

**Introduction:** Meaning of Research; Scope of Business Research; Purpose of Research, Types of Research, Criteria of Good Research, Steps in the Research Process, Unit of Analysis - Individual, Organization, Groups, and Data Series; Conception, Construct, Attributes, Variables, and Hypotheses. **(10 Hours)**

**Unit II**

**Data Collection:** Primary and Secondary sources of Data; Qualitative Vs Quantitative data; Methods of primary data collection, Secondary such as NSO, Economic Survey etc.

**Research Methods-** Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies. **(8 Hours)**

**Unit III**

**Measurement:** Definition; Designing and writing items; Uni-dimensional and Multidimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurston, Likert and Semantic Differential scaling, Paired Comparison, Questionnaire Design, Development and Testing, Reliability and Validity.

**Sampling** -Steps, Types, Sample Size Decision

**Hypothesis Formulation and Testing:** Tests concerning means and proportions;Regression, T Test, Z Test, ANOVA, Chi-square test. **(14 Hours)**

**Unit IV**

**Report Preparation:** Meaning, types and layout of research report; Steps in report writing ; Literature review and its significance, Citations Styles, Bibliography and Annexure in report, Essentials of good research report, presentation of a report, Ethics in Research, Plagiarism Check. **(10 Hours)**

**Suggested Readings: (Latest Editions)**

1. Chawla , Deepak & Sondhi, Neena, Research Methodology-Concepts and Cases, Vikas Publishing House.
2. Cooper, Donald R. and Schindler, Pamela S., Business Research Methods, McGraw Hill Education Company.
3. Kumar, Ranjit, Methodology: A step by step Guide for Beginners, Pearson Education.
4. Kumar V., Marketing Research: A Global Outlook, Sage Publications.
5. Levin, Richard and Rubin, DS, Statistics for Management, Pearson Education.
6. Beri, G.C., Marketing Research, McGraw Hill Education Company.

**CO-PO MAPPING**

**BBA B&I 209 Business Research Methodology**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 3 | 3 | 1 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 2 |
| CO2 | 3 | 3 | 3 | 1 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 2 |
| CO3 | 3 | 3 | 3 | 1 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 3 | 1 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 2 |
| CO5 | 3 | 3 | 3 | 1 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 2 |
| AVG | 3 | 3 | 3 | 1 | 3 | 1 | 2.2 | 3 | 3 | 3 | 3 | 2 |

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI   
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

**BBA (B&I) 211: Business Research Methodology Lab**

**L-0, T/P-4 Credits-2**

**Objective:** To enable the students about the various aspects of data analysis and interpretation in promoting quality research.

The Lab would be based on the Course: Business Research Methodology. The lab will cover various aspects of research, identification and use of various statistical tests using software tools available to a researcher such as Excel / SPSS / R / Python / any other analytical software.

**Course Outcomes:**

CO1: Acquire skills to use software(Advance Excel/ SPSS).

CO2: Examine research tools for solving business.

CO3: Implement statistical tests for resolving an issue.

CO4: Demonstrate skills for decision making.

**CO-PO MAPPING**

**BBA B&I 211 Lab Business Research Methodology**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 3 | 3 | 1 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 2 |
| CO2 | 3 | 3 | 3 | 1 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 2 |
| CO3 | 3 | 3 | 3 | 1 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 3 | 1 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 2 |
| AVG | 3 | 3 | 3 | 1 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 2 |

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI   
BACHELOR OF BUSINESS ADMINISTRATION (BBA B&I)**

**BBA (B&I) 213: NSS/ NCC/NSO Skills/Others notified by the University (NUES)**

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

NCC/NSS are offered so as to unable 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.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI   
BACHELOR OF BUSINESS ADMINISTRATION (BBA B&I)**

**BBA (B&I) 215: Environmental Studies**

**L-4, T/P-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)**

**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; compositing, 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.