



TILAK MAHARASHTRA VIDYAPEETH

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ISO 21001 : 2018 Certified



B.B.A.LL.B.First Year Semester–I General English I

NAME OF THE PROGRAM: B.B.A.LL.B

PROGRAM CODE: 783

Year of Introduction: 2025-26

| | | |
|--------------------------|---|--|
| Syllabus Code No. | 783 | |
| YEAR | I | |
| SEMESTER | I | |
| NAME OF COURSE | General English I | |
| COURSE CODE | BBLW-25-1001 | |
| PAPER NO | 01 | |
| MARKING SCHEME | End-Semester (EXT): 60 marks Passing: 30 marks | Continuous evaluation (INT): 40 marks Passing: 20 marks |
| CREDITS–MARKS | Total: 04 credits Marks: 100 Passing: 50 | |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

COURSE OBJECTIVES:

- To scientifically relate the language and literature as the means and methods of effective communication useful for reading, drafting, pleading in the field of law.

COURSE OUTCOME:

The students will understand Language and Literature as the means and methods of effective communication useful for reading, drafting, pleading in the field of law

- Synthesize information from a variety of sources.
- Read to determine thesis, tone and purpose, and evaluate the accuracy/reliability of texts
- Initiate and sustain classroom discussions and debates on academic topics.
- Utilize analytical and critical thinking skills in aural/oral contexts.

COURSEDETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|---|---|--------|-----------|-----------------------------|---------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | Unit-1 Language and Grammar | 15 | Yes | NA | 12 | 30 |
| | Usage <ul style="list-style-type: none"> Defining Language Nature of Language Parts of Speech Simple sentence-Its Structure <ul style="list-style-type: none"> Tenses and Concord Noun Modifiers (determiners, prepositional phrases, clauses). Basic Transformations <ul style="list-style-type: none"> Passives Negative Questions Question Complex and Compound Sentences (use of connectives) Conditionals Reported Speech Question Tags and Short Responses Some Common Errors | | | | | |
| 2 | Unit – 2 Vocabulary (Communication Skills) <ul style="list-style-type: none"> Synonyms, Antonyms, Use of appropriate words Idioms and Phrases Use of a dictionary for words and idiomatic expressions. | 05 | Yes | NA | 06 | 20 |

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|---|--|----|-----|----|----|----|
| 3 | Unit – 3 Comprehension Skills <ul style="list-style-type: none"> • Comprehension of Short Passages • Reading comprehensions of suitable narrative, descriptive and discursive prose passages. • Listening comprehensions with speech reference to make lecture notes. • Comprehension exercises with emphasis on pinpointing the logical | 12 | Yes | NA | 12 | 20 |
| | argument, separating <ul style="list-style-type: none"> • Theoretical devices and logical fallacies. | | | | | |
| 4 | Unit – 4 Composition Skills <ul style="list-style-type: none"> • Paragraph Writing • Formal Correspondence • Summarizing • Translation from regional language into English or vice versa. • Précis writing. (The question on précis-writing shall always be available as an option to the question on Translation) Speaking Skills <ul style="list-style-type: none"> • Introducing Oneself • Conversations between two students on a given topic/ Role Play • Impromptu speech on a given topic | 14 | Yes | NA | 10 | 20 |

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|--------------------------------|--|----|-----|----|----|----|
| 5 | Unit – 5 Composition Skills <ul style="list-style-type: none"> • Writing(Correct grammar, spelling, punctuation and clarity) • Sentence-building exercises with special reference to word patterns and common Indian • Errors associated with them. •Composite sentence linking exercise with the help of cohesive devices as pronouns, adverbs, conjunction, articles, etc. with special emphasis on legal writing. • Resume Writing • Briefwritingand | 14 | Yes | NA | 10 | 10 |
| | drafting of reports. Essay writing on topics of legal interest. | | | | | |
| TotalHours 60 | | | | | | |

Reference Books:

- A Handbook of English Grammar by R. W. Zandvoort – The English Language Book Society and Longman Group Ltd.
- Grammar and composition, A senior course by C. A. Sheppard, David Reid – Thoms – Orient Longman.
- English through Reading – Volume – I by W. W. S. Bhaskar / N. S. Prabhu – The Macmillan Company of India Ltd.
- A Practical English Grammar by A. J. Thomson and A. V. Martinet – Oxford University Press
- English Language course for Colleges – Book – I by L. A. Hill and others (Oxford.)
- The New English Grammar – by R. A. Close – George Allen and Unwin.
- Black's Law Dictionary – St. Paul Minn – West Publishing Co.
- Ayley's Law Terms and Phrases – Law Book Co. Allahabad.
- Strengthen your English by Bhaskaran and Horsburgh – Delhi, Oxford University Press.
- Stroud's Judicial Dictionary.
- Cambridge Idioms Dictionary, Singapore, Cambridge University Press.
- Donald, Sydney G. and Pauline E Kneale. Study Skills for Language Students, New York.
- Green David. Contemporary English Grammar Structures and Composition. Chennai.
- Gupta Shweta. General English & Legal Language, Allahabad.
- Hansen, Randall S. and Katherine Hansen. The Complete Idiot's Guide to Study Skills. New Delhi.
- Sanjay Kumar & Pushp Lata Communication Skills, India.
- Thomson and Martinet. A Practical English Grammar. Mumbai
- Tripathi S. C. Legal Language, Legal Writing & General English, Allahabad.
- Whitmore, Tracey. How to write an impressive CV & Cover Letter. Yadugiri, MA and Geeta Bhaskar. English for Law, New Delhi.

Business Ethics

NAME OF THE PROGRAM:**B.B.A.LL.B**

PROGRAMCODE:783

YEAR of Introduction: A.Y.2025-26

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|--------------------------|---|--|
| Syllabus Code No. | 783 | |
| YEAR | A.Y.2025-26 | |
| SEMESTER | I | |
| NAME OF COURSE | Business Ethics | |
| COURSE CODE | BBLW-25-1002 | |
| PAPER NO | 02 | |
| MARKING SCHEME | End-Semester (EXT):60marks Passing:30marks | Continuous evaluation (INT): 40 marks Passing:20marks |
| CREDITS– MARKS | Total:04credits | Marks:100 Passing:50 |
| | Theory: 100 | Practical:NA |
| TEACHING HOURS | Theory:05(Hrs per wk) | Practical:NA |

COURSE OBJECTIVE:

- To recognize ethical issues in legal business
- To apply Ethical Principles
- To apply several important concepts and frameworks for moral reasoning to complex legal business issues
- To appreciate the role of ethics as central in legal & business decision making

COURSE OUTCOME:

- Recall fundamental ethical theories, principles, and key concepts in business ethics.
- Explain the relevance of ethical decision-making in business and law.
- Apply ethical theories and principles to real-world business and legal scenarios.
- Develop ethical policies and frameworks for businesses in compliance with legal and corporate governance standards.

COURSE DETAILS:

| Module No | Title of Module with detailed content | No. of teaching-learning hours per Module | Theory | Practical | Marks Weightage | |
|-----------|---|---|--------|-----------|-----------------------------|---------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | Module I <ul style="list-style-type: none"> • Ethics— Meaning, and Nature of Ethics • Genesis of Ethics • Background to Ethics • Meta-ethics, Political Ethics, Normative Ethics, Virtue Ethics, Rule-based Ethics, • Practical (or applied) Ethics • Types of Ethics, Importance of Ethics, Nature of Ethics. • History of Business Ethics • Relation between Corporate Responsibility & Business | 15 | YES | NA | 10 | 15 |
| 2 | Module II <ul style="list-style-type: none"> • Business Ethics in Global Economy: • Developing Ethics in Global Economy. • Relationship between Business, Business Ethics & Business Development, • Role of Business ethics in building a good society | 15 | YES | NA | 10 | 15 |
| 3 | Module III <ul style="list-style-type: none"> • Moral issues in Business: • Justice and Economic systems ethics relating to environment protection. • Ethics relating to Consumer Protection, Social responsibility & Business ethics, arguments for and against social responsibility | 15 | YES | NA | 10 | 15 |

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| 4 | Module IV <ul style="list-style-type: none"> • Areas of Business ethics: • Meaning of functional ethics, types of ethics according to functions of business • Marketing ethics foreign trade ethics and ethics relating to copyrights • Organizational Ethics: • Individual Ethics and Professional ethics • Corporate Ethics – Ethical behavior – Ten Command of ethical Behavior Control & audit of ethical behavior | 15 | YES | NA | 10 | 15 |
| Total Hours | | 60 | | | 40 | 60 |

Reference Books:

- Business Ethics-Gautam Pherwani
- Business Ethics-Ritu Pamraj
- Business Ethics-Prof. Agal Gatti
- Business Ethics—An Indian Perspective, by Ronald Francis and Mukti Mishra, TMGH
- Corporate Governance Values and Ethics by Dr. Neeru Vasishth & Dr. Namita Rajput, Taxman (2016)

Basics of Managerial Economics

NAME OF THE PROGRAM: **B.B.A.LL.B**

PROGRAM CODE: **783**

YEAR of Introduction: **A.Y.2025-26**

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|--------------------------|---|--|
| Syllabus Code No. | 783 | |
| YEAR | A.Y.2025-26 | |
| SEMESTER | I | |
| NAME OF COURSE | Managerial Economics | |
| COURSE CODE | BBLW-25-1003 | |
| PAPER NO | 03 | |
| MARKING SCHEME | End-Semester (EXT): 60 marks Passing: 30 marks | Continuous evaluation (INT): 40 marks Passing: 20 marks |
| CREDITS – MARKS | Total: 04 credits | Marks: 100 Passing: 50 |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

COURSE OBJECTIVES:

- Develop a comprehensive understanding of the fundamental concepts and theories in managerial economics, including the nature of firms, their objectives, and the role of managers in decision-making processes.
- Analyze and apply the principles of demand and supply, exploring market dynamics, equilibrium, and consumer behavior, and be able to forecast demand using various methods while understanding elasticity measures.
Production process understanding and its impact on the economic system and firm's productivity.
- Gain insights into different market structures such as perfect competition, monopoly, monopolistic competition, duopoly, and oligopoly, understanding the determination of prices, pricing strategies, and the employment of inputs under each market structure.
- Develop the ability to critically evaluate and apply economic concepts to real-world business scenarios, enabling effective decision-making by considering factors such as opportunity cost, risk, uncertainty, and the various degrees of price discrimination in markets.

COURSE OUTCOME:

- **Understanding Economic Principles:** Students will be able to define and explain fundamental managerial economics concepts, including the nature of the firm, opportunity cost, risk and uncertainty, and the role of managers in business decision-making. They will also be able to apply the theory of the firm to analyze business situations.
- **Analyzing Market Dynamics:** Students will be able to analyze market demand and supply, including elasticity measures, and understand how they interact to determine market equilibrium. They will also be able to forecast demand and understand consumer behavior using cardinal and ordinal utility approaches.
- **Evaluating Production and Cost:** Students will be able to explain short-run and long-run production functions, cost analysis, and cost forecasting. They will be able to apply these concepts to optimize resource allocation and production decisions within a firm.

- **Understanding Market Structures:** Students will be able to analyze different market structures(perfectcompetition,monopoly,monopolisticcompetition,duopoly,andoligopoly) and their impact on pricing and output decisions. They will also be able to understand price discrimination and its implications.

COURSEDETAILS:

| Unit No | Titleofunitwithdetailed content | No. of teaching-learning hoursper unit | Theory | Practical | MarksWeightage | |
|---------|---|--|--------|-----------|-----------------------------|---------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | Concept of Managerial Economics:Definition , Scope and Objectives , Theory of Firm- Nature of Firm , Objectives of Firm, OpportunityCost,Riskand Uncertainty , Role of Managers in business | 15 | Yes | NA | 10 | 15 |
| 2 | Demand & Supply Analysis: Law of Demand & Supply, Market demand and supply functions and curves.Market equilibrium. Consumer behavior and rationalchoice:cardinaland ordinal approaches of consumer utility-indifference curves and budget lines., Demand Forecasting,Elasticity Measures | 15 | Yes | NA | 10 | 15 |
| 3 | ProductionAnalysis-Short Run & Long Run productionfunctions,Law of variable proportions , Returns to scale . Cost Analysis , Types of cost: Short Run and Long Run , Cost Forecasting | 15 | Yes | NA | 10 | 15 |
| 4 | Study of Market - Determination Under DifferentMarkets-Market | 15 | Yes | NA | 10 | 15 |

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|--------------------|---|--|--|--|----|----|
| | Structure – Perfect Competition – Monopoly – Monopolistic Competition – Duopoly - Oligopoly - Pricing and Employment of Inputs Under Different Market Structures – Price Discrimination-Degrees of Price Discrimination | | | | | |
| Total Hours | 60 | | | | 40 | 60 |

Reference Books:

- Craig H. Peterson, W. Cris Lewis & Sudhir K. Jain, Managerial Economics, 2008, 4th Ed., Pearson Education
- D. N. Dwivedi, "Managerial Economics", 2009, 7th Ed. Vikas Publishing House Pvt. Ltd
- Dominik Salvatore, "Managerial Economics", 2008, 6th Ed. Oxford University Press.
- Geethika, Piyoli Ghosh, P. R. Chaudhary "Managerial Economics", 2008, Tata McGraw Hills, New Delhi

Marketing Management

NAME OF THE PROGRAM: B.B.A.LL.B

PROGRAM CODE: 783

YEAR of Introduction: A.Y.2025-26

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|--------------------------|--|--|
| Syllabus Code No. | 783 | |
| YEAR | A.Y.2025-26 | |
| SEMESTER | I | |
| NAME OF COURSE | MARKETING MANAGEMENT | |
| COURSE CODE | BBLW-25-1004 | |
| PAPER NO | 04 | |
| MARKING SCHEME | End-Semester (EXT): 60 marks Passing: 30 marks | Continuous evaluation (INT): 40 marks Passing: 20 marks |
| CREDITS – MARKS | Total: 04 credits Marks: 100 Passing: 50 | |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

YEAR of Introduction: 2025 COURSE

OBJECTIVES:

Students will have knowledge of the marketing mix framework for marketing decision-making. To acquaint students with various marketing organization structures & to make students understand the process of marketing and apply it for objectives. Understanding of Marketing Management will help the student to develop on critical thinking, analytical skills.

Upon successful completion of this course, the learner will be able to:

- To analyze the role of marketing within the firm and society.

- To expose you to the two parts of a marketing strategy: the target market and the marketing mix.
- To study the four basic variables in the marketing mix: product, promotion, price, and distribution.

COURSE OUTCOME:

1. **CO1:** Describe the scope of marketing and explain core marketing concepts, including company orientation toward the marketplace.
2. **CO2:** Examine various components of a marketing information system and analyze the impact of demographic, economic, socio-cultural, natural, technological, and political-legal environments on marketing strategies. 3
3. **CO3:** Assess the significance of customer perceived value, total customer satisfaction, and loyalty in marketing and apply customer relationship management (CRM) strategies for business growth.
4. **CO4:** Demonstrate the use of digital marketing tools, including mobile e-commerce, SEO, online branding, email marketing, and social media marketing, and examine trends in modern marketing practices, interactive marketing, direct marketing, and socially responsible marketing. (Applying - Level 3, Analyzing - Level 4)

COURSE DETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|-------------------------------------|---|--------|-----------|-----------------------------|--------------------|
| | | | | | INT (continuous evaluation) | EXT (end-semester) |
| 1 | | | | | | |

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|---|--|----|-----|-----|----|----|
| 1 | UnitNo:1-DefiningMarketingfor the 21st Century I. The Scope of Marketing II. Core Marketing Concept III. CompanyOrientation toward the Marketplace | 12 | Yes | N/A | 10 | 15 |
| 2 | Unit No: 2- Scanning the Marketing Environment, ForecastingDemand,andConducting Marketing Research I. Components of a Modern Marketing Information System II. InternalRecords III. MarketingIntelligence IV. Identifying the Major Forces i. The Demographic Environment ii. TheEconomic Environment iii. The Socio-Cultural Environment iv. The Natural | 18 | | | 10 | 15 |

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|---|--|----|--|--|----|----|
| | <p>Environment</p> <p>v. The Technological Environment</p> <p>vi. The Political-Legal Environment</p> <p>V. The Marketing Research System</p> <p>VI. The Marketing Research Process</p> | | | | | |
| 3 | <p>Unit No: 3- Title of Unit: Creating Customer Value and Customer Relationships</p> <p>I. Building Customer Value, Satisfaction, and Loyalty</p> <p>II. Customer Perceived Value</p> <p>III. Total Customer Satisfaction</p> <p>IV. Customer Relationship Management</p> | 15 | | | 10 | 15 |
| 4 | <p>Unit No: 4 - Digital Marketing & its Tools, Social Media Marketing</p> <p>I. Managing Personal Communications &</p> | 15 | | | 10 | 15 |

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| | Managing a Holistic Marketing Organization II. Understanding the Concepts of Digital Marketing III. Mobile E-commerce IV. Email Marketing, SEO, Online Branding V. Understanding Existing Social Media Paradigms VI. Direct Marketing VII. Interactive Marketing VIII. Word of Mouth IX. Trends in Marketing Practices X. Internal Marketing XI. Socially Responsible Marketing | | | | | |
| Total | | 60 Hours | | | | |

LIST OF PRACTICAL TOPICS PER UNIT:

Reference Books:

Textbooks:

1. Marketing Management by Kotler, Keller, Koshy & Jha; Pearson Publication.
2. Marketing Management by V.S. Ramaswamy & S. Namakumari; Macmillan Publication.
3. Basic Marketing by William D. Perreault & E. Jerome McCarthy; Tata McGraw-Hill

General Principles of Sociology

NAME OF THE PROGRAM: **B.B.A.LL.B**

PROGRAM CODE: **783**

YEAR of Introduction: **A.Y.2025-26**

| | | |
|--------------------------|---|---|
| Syllabus Code No. | 783 | |
| YEAR | A.Y.2025-26 | |
| SEMESTER | I | |
| NAME OF COURSE | General Principles of Sociology | |
| COURSE CODE | BBLW-25-1005 | |
| PAPER NO | 05 | |
| MARKING SCHEME | End-Semester (EXT):60 marks Passing:30 marks | Continuous evaluation (INT): 40 marks Passing:20 marks |
| CREDITS – MARKS | Total: 04 credits | Marks : 100 Passing :50 |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

COURSE OBJECTIVES:

- Identify and explain the emergence, nature, and scope of sociology and its relationship with common sense.
- Examine and interpret the characteristics of society, including social groups, values, norms, and the relationship between individuals and society.
- Critically assess fundamental sociological concepts such as social control, socialisation, status, role, and cultural influences on communities.
- Develop and propose sociological perspectives on social stratification, inequality (caste and class), and the role of institutions like marriage, family, and religion in shaping societies.

COURSE OUTCOME:

- **Understanding the Fundamentals of Sociology**
Demonstrate an understanding of the emergence, nature, and scope of sociology, and its relationship with common sense.
- **Analysing Social Structures and Interactions**
Differentiate and examine key social concepts such as social groups, values, norms, and the dynamics of individual-society relationships.
- **Evaluate Social Processes and Changes**
Critically assess social control mechanisms, the process of socialisation, status and role, and their impact on social order and change.
- **Interpret Social Stratification and Institutions**
Assess and compare different forms of social stratification (caste and class) and analyze the role of institutions like marriage, family, and religion in shaping societies.

COURSE DETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|---|--|--------|-----------|--------------------------------|------------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1. | Introduction to Sociology 1.Emergence of sociology 2.Sociology - nature and scope 3.Relationship of Sociology with common sense | 15 | YES | NA | 10 | 15 |
| 2 | Characteristics of society 1.Social groups 2.Accommodation , assimilation , cooperation , unity , values , norms 3.Relationship of individual with society | 15 | YES | NA | 10 | 15 |
| 3 | Basic concepts of sociology 1.Structure and Function 2.Social Control and Change 3.Socialisation Status and Role 4.Social Groups and Community Culture and Society | 15 | YES | NA | 10 | 15 |
| 4 | Social Stratification and Social institutions 1.Definition concept of Inequality,Caste and Class 2.Social Institutions : Marriage Characteristics, types, functions. 3.Family-Characteristics and Types. 4.Religion - Unity , Sacred and Profane | 15 | YES | NA | 10 | 15 |

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|--------------------|-----------|--|--|--|--|
| Total Hours | 60 | | | | |
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LIST OF PRACTICAL TOPICS PER UNIT:

Reference Books:

Harlambos, M. Sociology: Themes and Perspectives; Oxford University Press, 1980.

Bottomore, T.B. Sociology: A Guide to Problems and Literature; Blackie and Sons India Ltd; 1971.

Horton. P.B. and C.L. Hunt Sociology; McGraw Hill book Company, Singapore,1984.

Giddens, A. Sociology; Polity Press, UK; 1993(With effect from the Academic Session (2008-2009).

Davis, K. Human Society; Surjeet Publications, India; 2000.

Desai, N. and M. Krishnaraj Women and Society in India; Ajanta Publications; 1987.

De Mellow, R.C. Identity and Social Life: Psychological Issues; International University Press, 1978.

Mac Iver and Page Society: An Introductory Analysis ; Mac Millan India Ltd., New Delhi.

General English II

NAME OF THE PROGRAM: B.B.A.LL.B

PROGRAM CODE: 783

YEAR of Introduction: A.Y.2025-26

| | | |
|--------------------------|---|--|
| Syllabus Code No. | 783 | |
| YEAR | I | |
| SEMESTER | II | |
| NAME OF COURSE | General English II | |
| COURSE CODE | BBLW-25-2001 | |
| PAPER NO | 01 | |
| MARKING SCHEME | End-Semester (EXT): 60 marks Passing: 30 marks | Continuous evaluation (INT): 40 marks Passing: 20 marks |
| CREDITS – MARKS | Total: 4 credits | Marks: 100 Passing: 50 |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

COURSE OBJECTIVES:

1. To improve vocabulary, and speech training and composition skills of the students.
2. To enhance the composition skills of the students.

COURSE OUTCOME:

On completion of this course the students will be able to

1. Contribute a multi-cultural and global perspective to academic issues with special reference to law.
2. Cultivate independent learning habits and practice strategies for academic success.
3. Summarize and respond to oral presentations, academic lectures, and written texts of a variety of rhetorical patterns.

COURSE DETAILS

| | | | | | |
|--|--|--|--|--|------------------------|
| | | | | | Marks Weightage |
|--|--|--|--|--|------------------------|

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | INT (continuous evaluation) | EXT (end-sem) |
|---------|---|---|--------|-----------|-----------------------------|---------------|
| 1 | Phonology and Morphology <ul style="list-style-type: none"> • Use of English and its Significance for Communication in Indian | 10 | Yes | NA | 12 | 20 |
| | Legal Context (in the Supreme Court, High Courts and various tribunals) <ul style="list-style-type: none"> • Correct Pronunciation - Speech Sounds, Word Stress and Intonation. • Structure of Words • Processes of Word Formation (examples from law) | | | | | |
| 2 | Semantics and Role of Meaning in Law <ul style="list-style-type: none"> • Concept of Meaning • Types of Meaning (Denotative, Connotative, Social, Emotive, Reflected, Collocative and Thematic) Components and Contrasts of Meaning- Synonyms, Antonyms and Hyponym and their Significance in Legal Language (focus on examples) • Lexical Relations- Homographs, Homophones and Polysemy and their Significance in Legal Language (focus on examples) Vocabulary <ul style="list-style-type: none"> • Major categories of word formation in English with special reference to expressions of Latin and French origin. • The use of word finder or thesaurus for locating synonyms, near synonyms and antonyms. • Words often confused. • One word substitution. • Certain set exercises and phrases in common use. | 15 | Yes | NA | 06 | 20 |

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| 3 | Speech Training <ul style="list-style-type: none"> Consulting use of dictionary for ascertaining correct pronunciations. Reading aloud with proper accentuation and pauses. Practice in guided oral presentation and pauses. Practice in spontaneous oral presentation and group discussion. | 15 | Yes | NA | 12 | 20 |
| 4 | Understanding the Law <ul style="list-style-type: none"> Defining Law Meaning of Act, Bill, Custom, Law, Laws, Morality, Ordinance, Precedent, Rule, Statute Etymology, Significance, Meaning and Usage of Legal Terms in Procedural laws, List of Civil and Criminal Laws-Legal Terms (75 words) Abduction, Deponent, Parole, Abetment, Detention Partition, Abscond Discharge, Perjury Accomplice, Encumbrance Petition, Accused, Eviction Plaintiff, Acquittal, Evidence, Pleadings, Adoption, Extortion, Precedent, Admission, Fraud, Prosecute, Affidavit, Heir, Probation, Alibi, Homicide, Proviso, Alimony, Intellectual Property, Rebuttal, Amendment, Intestate, Restitution, Appeal, Investigation, Remand, Approver, Judgment, Respondent, Bail, Jurisdiction, Self defence, Bankrupt, Justice, Succession, Charge sheet, Juvenile, Summons, Claimant, Legacy, Testator, Confession, Liability, Testimony, Conviction, Misappropriation, Trial, Damages, Mortgage, Trespass, Decree, Negligence, Verdict, Deed, Oath, Voluntarily, Defamation, Overrule, Warrant, Defendant, Ownership, Will. | 10 | Yes | NA | 10 | 20 |

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|--|--|----|-----|----|----|----|
| | <p>Foreign Terminology in Law</p> <p>I. Use of Foreign Terms in Legal English- the Origin of Law and Reasons for their Use Foreign Words</p> <p>Ab initio - From the beginning. Ad hoc - Established for a particular purpose.</p> <p>Ad valorem - According to value Amicus curiae - An impartial Advisor.</p> <p>Bona vacantia - Ownerless property.</p> <p>Compos mentis - of sound mind.</p> <p>De facto - In actual fact. De jure - In law, By Legal right. Ex parte - One side only. Fauxpas - Blunder. In limine - At the outset. In memorium - In memory of. In personam - Personally. Inter alia - Among other things.</p> <p>Inter se - Among themselves. Lis pendens - During the pendency in any court. Locus standi - Right to speak or intervene in a matter.</p> <p>Mala fide - In bad faith. Mens rea - Criminal intention or guilty mind. Modus operandi - Mode or Method of working. Nudum pactum - A bare promise.</p> <p>Onus probandi - The burden of Proof. Par excellence - Without comparison. Prima facie - At first sight. Ratio decidendi - The reasons for decisions. Sine die - To a date not at the moment fixed. Subjudice - Underjudicial consideration. Suo moto - By itself. Ultra vires - Beyond powers. Vox populi - The voice of people.</p> <p>2. Legal Maxims (15) List of Legal Maxims</p> <p>Actus curiae neminem gravabit - An act of the court shall prejudice no one.</p> <p>Actus non facit reum, nisi</p> | 10 | Yes | NA | 10 | 20 |
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|--|---|--|--|--|--|--|
| | <p><i>mens sit rea</i> - An act does not make a person guilty unless the mind is guilty.</p> <p><i>Audi alteram partem</i> - Let the other side be heard as well.</p> <p><i>Delegatus non potest delegare</i> - A delegate cannot delegate.</p> <p><i>Ex nudo pacto non oritur actio</i> - No action arises from a contract without consideration.</p> <p><i>Expressio unius est exclusio alterius</i> - Express mention of one thing excludes all others.</p> <p><i>Ignorantia facti excusat, ignorantia juris non excusat</i> - Ignorance of facts excuses but ignorance of law excuses no one.</p> <p><i>Nemo dat quod non habet</i> - No one gives what he does not have.</p> <p><i>Noscitur a sociis</i> - The meaning of a doubtful word can be derived from its association with other words.</p> <p><i>Qui facit per alium facit per se</i> - He who acts through another does the act himself</p> <p><i>Respondeat superior</i> - Let the master answer.</p> <p><i>Res ipsa loquitur</i> - The thing speaks for itself.</p> <p><i>Ubi jus ibi remedium</i> - Where there is a right there is a remedy.</p> <p><i>Vigilantibus non dormientibus jura subveniunt</i> - The law assists those that are vigilant with their rights and not those that sleep thereupon.</p> <p><i>Volenti non fit injuria</i> - To a willing person, injury is not done</p> | | | | | |
| | Total Hours 60 | | | | | |

LIST OF PRACTICAL TOPICS PER UNIT:

NA

List of Reference Books:

- Bansal, R. K. and J. B. Harrison. Spoken English for India: A Manual of Speech and Phonetics. Hyderabad: Orient Longman, 1983
- Butt, Peter and Caste Richard, Modern Legal Drafting. New Delhi: Cambridge University Press, 2011.

- Gandhi, B.M. Legal Language, Legal Writing and General English. Lucknow: Eastern Book Com., 2009.
- Garner, Bryan A. ed. Black's Law Dictionary. 10th Edition.
- Law Commission of India. Non-feasibility of Introduction of Hindi as Compulsory Language in the Supreme Court of India. Report No 216, December 2008.
- Leech, Geoffrey. Semantics - The Study of Meaning. Great Britain: Penguin Books, 1981.
- Lexpedia, The Law Students' Companion Guide (Legal Words, Phrases and Maxims) Gurgaon, Lexis Nexis, 2014.
- Mohan, Krishna and Meenakshi Raman. Advanced Communicative English. New Delhi: Tata McGraw Hill, 2010.
- Narayanswami, V.R. Strengthen Your Writing. Hyderabad: Orient Longman, 2000.
- P. Ramanatha Aiyer's Law Lexicon. Lexis Nexis, 2012.
- Wright, Chrissie, ed. Handbook of Practical Communication Skills. Mumbai: Jaico Publishing, 2005.
- Yadugiri, M. A. and Geeta Bhaskar. English for Law. New Delhi: Foundation Books, 2005.

Principle and Practice of Management & Organizational Behaviour

NAME OF THE PROGRAM: **B.B.A.LL.B**

PROGRAM CODE: **783**

YEAR of Introduction: **A.Y.2025-26**

| | | |
|--------------------------|--|--|
| Syllabus Code No. | 783 | |
| YEAR | I | |
| SEMESTER | II | |
| NAME OF COURSE | Principle and Practice of Management & Organizational Behaviour | |
| COURSE CODE | BBLW-25-2002 | |
| PAPER NO | 02 | |
| MARKING SCHEME | End-Semester (EXT): 60 marks Passing: 30 marks | Continuous evaluation (INT): 40 marks Passing: 20 marks |
| CREDITS – MARKS | Total: 04 credits | Marks: 100 Passing: 50 |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

COURSE OBJECTIVES:

- To provide understanding of the concepts & help to explore the practice of management.
- To discuss and communicate the management evolution and its impact on future.
- To understand the complexity of managing an organization in a changing business environment.
- To equip the students to understand the impact that individual, group & structures have on their behavior within the organizations.
- To help them enhance and apply the knowledge they have received for the betterment of the organization

COURSE OUTCOME:

- Students will be able to describe fundamental management principles and organizational behaviour theories, explaining their significance in business contexts.
- Students will be able to assess different management styles and organizational structures, analyzing their impact on decision-making, leadership effectiveness, and employee motivation.

- Students will be able to apply management theories and behavioral concepts to real-world business scenarios, developing strategies for effective leadership, teamwork, and conflict resolution.
- Students will be able to design organizational policies and leadership frameworks that enhance productivity, foster a positive work culture, and promote sustainable business practices.

COURSE DETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|--|---|--------|-----------|--------------------------------|----------------------|
| | | | | | INT (continuous evaluation) | EXT (end- sem) |
| 1 | Unit I <i>Introduction of Management & Evolution of management Thoughts</i> <ul style="list-style-type: none"> • Meaning, Definition, Levels & Functions of Management • Principles of Management • Concept of Management- Administration- Organization. • Introduction: Evolution of the concept: Management. • Various Schools of Management & their Contribution • Classical Approach • Behavioural Approach • Quantitative Approach • | 15 | YES | NA | 10 | 15 |
| 2 | UNIT II <i>Functions of Management</i> <ul style="list-style-type: none"> • Planning – Meaning, Need, | 15 | YES | NA | 10 | 15 |

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|---|---|----|-----|----|----|----|
| | <p>Levels&Importance</p> <ul style="list-style-type: none"> • Decision making–Types & Processofrationaldecision making. • Delegationofauthority–Need, difficulties in delegation, Centralization &Decentralization. • Staffing– Concept&Importanc e • Direction-Nature&Principles Motivation-Importance &Theories, • Leadership–Meaning, Styles, qualities&functionsofleaders • ChangingRoleofLeadership • Controlling–Need,Importance & Process • Co-ordination- Meaning&Importance • Role of Management in the worldofArtificialIntelligence | | | | | |
| 3 | <p>UNITIII</p> <p><i>IntroductionofOrganizationalBusiness& Foundations of Individual Behaviour</i></p> <ul style="list-style-type: none"> • OrganizationalBehavior– Definition and concept • KeyelementsofOB. • NatureandScopeofOB. • FieldscontributingtoOB. • OBProcess. • Introductiontoindividual behavior. • TheIndividualandIndividual Difference. • ImportanceOfEmotional Intelligence • ConceptofJohari Window | 15 | YES | NA | 10 | 15 |

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|--------------------|---|-----------|-----|----|----|----|
| 4 | UNITIV Group Behaviour & Jobsatisfaction & Job Stress <ul style="list-style-type: none"> • Introduction to group behavior. • Meaning & concept of group and group dynamics. • Types of groups. • Stages of Group Development • Concept of Group Norms, Group Cohesiveness, Group Role & Inter-Group Conflicts • Conflict Resolution Techniques • Group decision making • Concept of team, types of teams, building and managing effective teams. • Concept of Job Satisfaction • Determinants of Job Satisfaction • Measuring Job Satisfaction • Change Management – Change as a process • Theories of Change | 15 | YES | NA | 10 | 15 |
| | | | | | | |
| Total Hours | | 60 | | | | |

Reference Books:

- Organizational Behaviour Kavita Singh, Vikas Publication (Edition 2015)
- Organizational Behaviour Dr. S.S. Khanka S Chand Publications (Edition 2014)
- Management Theory & Practice – J.N. Chandan
- Principles & Practice of management – Dr. L.M. Prasad, Sultan Chand & Sons – New Delhi
- Management Theory & Practices – Dr. P.C. Pardeshi

Entrepreneurship Development

NAME OF THE PROGRAM: B.B.A.LL.B

PROGRAM CODE: 783

YEAR of Introduction: A.Y.2025-26

| | | |
|--------------------------|---|--|
| Syllabus Code No. | 783 | |
| YEAR | I | |
| SEMESTER | II | |
| NAME OF COURSE | Entrepreneurship Development | |
| COURSE CODE | BBLW-25-2003 | |
| PAPER NO | 3 | |
| MARKING SCHEME | End-Semester (EXT): 60 marks Passing: 30 marks | Continuous evaluation (INT): 40 marks Passing: 20 marks |
| CREDITS – MARKS | Total: 04 credits | Marks: 100 |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

COURSE OBJECTIVES:

1. **Understand** the fundamental concepts of entrepreneurship, including entrepreneurial functions, classifications, and theories.
2. **Develop** creative and analytical skills to generate, evaluate, and implement business ideas through business planning and feasibility analysis.
3. **Analyze** corporate entrepreneurship, its significance, transformation strategies, and its role in industry innovation.
4. **Evaluate** the financial and institutional support mechanisms for entrepreneurs, including venture capital and government policies, with a focus on international entrepreneurship opportunities.

COURSE OUTCOME:

1. **Explain** the key concepts of entrepreneurship, including entrepreneurial types, functions, and theories.
2. **Apply** creativity techniques such as brainstorming and value analysis to develop and assess entrepreneurial ideas and business plans.
3. **Critically analyze** corporate entrepreneurship models and their role in fostering organizational transformation and competitive advantage.
4. **Assess** various sources of project finance, including venture capital, and evaluate international entrepreneurship opportunities with respect to institutional support.

COURSE DETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|---|---|--------|-----------|--------------------------------|------------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | Entrepreneurship: <ul style="list-style-type: none"> - Definition and concept of Entrepreneur - Internal and External Factors - Functions of an Entrepreneur - Classification of Entrepreneurship, - Theory of Entrepreneurship. | 06 | Yes | NA | 05 | 10 |
| 2 | Creativity and Entrepreneurial Plan: <ul style="list-style-type: none"> - The business plan as an entrepreneurial tool - Contents of a business plan, Idea Generation - Screening and Project Identification - Creative Performance - Financial and Technical - Project Planning: Evaluation - Monitoring and Control - segmentation - Brainstorming, Synectics - Value Analysis, Innovation. Project Feasibility and Project Appraisal. | 12 | Yes | NA | 10 | 10 |

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|---|--|----|-----|----|----|----|
| 3 | Corporate Entrepreneurship: <ul style="list-style-type: none"> - Introduction - Flavors of Corporate Entrepreneurship - Corporate Venturing - Organizational Transformation - Industry Rule Bending - Need for Corporate Entrepreneurship - Domain of Corporate Entrepreneurship - Conditions Favorable for Corporate Entrepreneurship, - Benefits and Issues related to Corporate Entrepreneurship. | 12 | Yes | NA | 10 | 10 |
| 4 | Family and Non Family Entrepreneur & Women entrepreneurs: <ul style="list-style-type: none"> - Role of Professionals, - Role of Woman entrepreneur, - Factors influencing women entrepreneur, - Challenges for women entrepreneurs, - Growth and development of women entrepreneurs in India | 10 | Yes | NA | 05 | 10 |
| 5 | Project Finance: Need for finance <ul style="list-style-type: none"> - Sources of Finance - Venture Capital and its Process - Nature and | 10 | Yes | NA | 05 | 10 |

| | | | | | | |
|--------------------|--|-----------|-----|----|----|----|
| | Overview - Locating Venture Capitalists. | | | | | |
| 6 | International Entrepreneurship Opportunities: <ul style="list-style-type: none"> - The Nature of International Entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship - Stages of Economic development - Institutional support for new ventures: Supporting Organizations; Incentives and facilities - Financial Institutions and Small scale Industries - Govt. Policies for SSIs. Case studies on Indian Start ups | 10 | Yes | NA | 05 | 10 |
| Total Hours | | 60 | | | | |

LIST OF PRACTICAL TOPICS PER UNIT: NA

Reference Books:

1. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publication house
2. David Holt Entrepreneurship, New Venture Creation, Prentice Hall India.
3. S.S. Khanka, Entrepreneurial Development S. Chand & Company Ltd. New Delhi
4. Peter F. Drucker, Innovation and Entrepreneurship

Introduction to CSR and Corporate Governance

NAME OF THE PROGRAM: B.B.A.LL.B

PROGRAM CODE: 783

YEAR of Introduction: 2025-26

| | | |
|--------------------------|---|--|
| Syllabus Code No. | 783 | |
| YEAR | I | |
| SEMESTER | II | |
| NAME OF COURSE | Introduction to CSR and Corporate Governance | |
| COURSE CODE | BBLW-25-2004 | |
| PAPER NO | 4 | |
| MARKING SCHEME | End-Semester (EXT): 60 marks Passing: 30 marks | Continuous evaluation (INT): 40 marks Passing: 20 marks |
| CREDITS – MARKS | Total: 04 credits | Marks: 100 Passing: 50 |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

COURSE OBJECTIVES (COs) :

- 1 To understand the fundamentals of Corporate Social Responsibility (CSR) and Corporate Governance by exploring their historical evolution, significance, and factors influencing their growth.
- 2 To analyze the nature and types of CSR activities and their impact on stakeholders, along with an in-depth study of CSR legislation in India and globally, including Section 135 of the Companies Act, 2013.
- 3 To evaluate corporate governance frameworks by examining their origin, importance, SEBI regulations, and global governance challenges.
- 4 To explore current trends and opportunities in CSR and assess its role as a strategic tool for sustainable development, supported by case studies of successful corporate initiatives.

COURSE OUTCOME (COs):

1. Explain the fundamental concepts, evolution, and significance of Corporate Social Responsibility (CSR) and Corporate Governance, along with the factors influencing their development.

2. Analyze the legal provisions related to CSR, including Section 135 of the Companies Act, 2013, and evaluate CSR initiatives in India and globally.
3. Compare and contrast corporate responsibilities towards different stakeholders, assess corporate governance frameworks, and examine the impact of governance on ethical business practices.
4. Critically assess current trends, challenges, and opportunities in CSR, and propose strategies for organizations to integrate CSR as a tool for sustainable development.

COURSE DETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|---|---|--------|-----------|-----------------------------|---------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | Introduction <ul style="list-style-type: none"> Meaning and Definition of CSR, History and Evolution of CSR Factors affecting the growth of CSR Reasons for Social Responsibility | 15 | YES | NA | 10 | 15 |
| 2 | <ul style="list-style-type: none"> CSR activities– Nature, types, impact on development programme Corporate responsibility towards various group of stakeholders Chronological evolution of CSR in India | 15 | YES | NA | 10 | 15 |

| | | | | | | |
|---|--|----|-----|----|----|----|
| | <ul style="list-style-type: none"> Arguments in favour and Against of Corporate Social Responsibility CSR-Legislation in India and the world Provision for Corporate Social Responsibility in Companies Act-2013 –Section 135 Scope for CSR Activities under Schedule VII | | | | | |
| 3 | Corporate Governance <ul style="list-style-type: none"> Introduction Historical Background Factors behind the origin of Corporate Governance Important issues and Need of Corporate Governance SEBI Code of Corporate Governance Corporate Governance in India Global issues in corporate Governance | 15 | YES | NA | 10 | 15 |
| 4 | <ul style="list-style-type: none"> Current Trends and Opportunities in CSR Review Current Trends and Opportunities in CSR | 15 | YES | NA | 10 | 15 |

| | | | | | | |
|--------------------|--|-----------|--|--|--|--|
| | <ul style="list-style-type: none"> • CSR as Strategic business tool for sustainable development • Review of successful corporate initiatives and challenges of CSR | | | | | |
| Total Hours | | 60 | | | | |

REFERENCE BOOKS:

1. Nayan Mitra, René Schmidpeter, "Corporate Social Responsibility in India: Cases and Developments after the Legal Mandate"
2. V.K. Bansal, Corporate Social Responsibility and Governance
3. A.C. Fernando, "Corporate Governance: Principles, Policies, and Practices"
4. S.B.P. Sinha, "Corporate Governance and Social Responsibility: Emerging Markets Focus" 5
- U.C. Mathur, "Corporate Governance and Business Ethics"
6. S.K. Bhatia, "Corporate Governance and Social Responsibility: The Indian Context"
7. C.V. Baxi, Ajit Prasad, "Corporate Social Responsibility: Concepts and Cases – The Indian Experience"
8. C.S.V. Murthy, "Corporate Governance: Values, Ethics and Business"
9. S.K. Mandal, "Business Ethics and Corporate Governance"
10. Dr. Mukund Choudhary, "Corporate Social Responsibility: A Study of Legal and Ethical Aspects in India"

Business Communication

NAME OF THE PROGRAM: B.BA.LL.B

PROGRAM CODE: 783

YEAR of Introduction: 2025

| | | |
|--------------------------|---|---|
| Syllabus Code No. | 783 | |
| YEAR | I | |
| SEMESTER | II | |
| NAME OF COURSE | Business Communication | |
| COURSE CODE | BBLW-25-2005 | |
| PAPER NO | 05 | |
| MARKING SCHEME | End-Semester (EXT):60 marks Passing:30 marks | Continuous evaluation (INT): 40 marks Passing:20 marks |
| CREDITS – MARKS | Total: 04 credits | Marks : 100 Passing :50 |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

COURSE OBJECTIVES:

- To *Define and explain* the fundamental concepts of business communication, including its meaning, importance, objectives, principles, and forms.
- To *Identify and analyze* barriers to effective communication and apply techniques such as body language, verbal and nonverbal communication, and listening skills in professional settings.
- To *Critically assess* different forms of written business communication, such as technical reports, project proposals, brochures, newsletters, and business correspondence, to ensure clarity and professionalism.
- To *Develop and deliver* effective oral presentations using presentation aids, graphics, and social media strategies while demonstrating proficiency in business report writing.

COURSE OUTCOME:

- To *Demonstrate an understanding* of the principles, forms, and importance of business communication while identifying barriers and techniques for effective communication.
- To *Utilize verbal and nonverbal communication strategies* such as body language, listening, and observation skills in interviews, meetings, and professional interactions.
- To *Write and evaluate* various business documents, including technical reports, project proposals, brochures, newsletters, and official correspondence, ensuring clarity, coherence, and professionalism.
- To *Prepare and present* oral presentations using presentation aids, graphics, and digital tools while effectively utilizing social media and internet-based communication strategies.

COURSE DETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|---|---|--------|-----------|--------------------------------|------------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | Introduction to Business communication <ul style="list-style-type: none"> • Meaning, Importance & Objectives • Principles of Communication, • Forms of communication • Barriers of effective communication • Techniques of effective communication • Body Language | 15 | YES | NA | 10 | 15 |
| 2 | Verbal and Non verbal Spoken Communications <ul style="list-style-type: none"> • Planning & Preparation • Perfect interview • Listening and Observation skills • Writing of Technical reports, • Project Proposals • Brochures | 15 | YES | NA | 10 | 15 |
| 3 | Business Correspondence <ul style="list-style-type: none"> • Newsletters, • Technical Articles, • Technical Manuals Official Correspondence <ul style="list-style-type: none"> • Business Letters • Oral Presentation skills | 15 | YES | NA | 10 | 15 |
| 4 | | 15 | YES | NA | 10 | 15 |

| | | | | | | |
|--------------------|---|-----------|--|--|--|--|
| | <ul style="list-style-type: none"> • Use of presentation graphics • Use of presentation aids • Importance of internet communication • Communication strategies on social media • Types of Business Reports and Format. | | | | | |
| Total Hours | | 60 | | | | |

LIST OF PRACTICAL TOPICS PER UNIT:

Reference Books:

- 1.Lesikar, R. V.& Flatley,M.E.(2005).Basic Business Communication Skills for Empowering the Internet
- 2.Ludlow, R. & Panton, F.(1998). The Essence of Effective Communications Prentice Hall of India Pvt. Ltd
- 3.Thill, J. V. & Bovee, G.L.(1993).Excellence in Business Communication .McGraw Hill, New York.

B.B.A.LL.B. Second Year

Semester III

NAME OF THE PROGRAM: B.B.A.LL.B.

PROGRAM CODE: 783

YEAR of Introduction: 2025-26

| | | |
|--------------------------|--|---|
| Syllabus Code No. | 783 | |
| YEAR | II | |
| SEMESTER | III | |
| NAME OF COURSE | Development Economics | |
| COURSE CODE | BBLW-25-3001 | |
| PAPER NO | 01 | |
| MARKING SCHEME | End-Semester (EXT): 60 marks Passing: 30 marks | Continuous evaluation (INT): 40 marks Passing: 20 marks |
| CREDITS – MARKS | Total: 04 credits :50 | Marks: 100 Passing |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

4 COURSE OBJECTIVES:

1. Comprehend the distinction between economic development and growth,

understanding the evolution from traditional to modern growth approaches and their impact on national economies.

2. Analyse the key factors influencing economic growth and identify obstacles that impede economic development, including social, political, and economic challenges.
3. Understand and apply various measures of economic development, such as the Human Development Index (HDI) and Gross National Income (GNI), in evaluating a nation's progress.
4. Explore the significance of national income accounting, including measures like GDP, GNP, NNP, and NDP, and critically assess the difficulties and limitations associated with accurate national income calculations.
5. Examine the complex interplay between agricultural and industrial development in India, evaluating policies affecting agriculture, labor markets, pricing, as well as industrial policies, including the Industrial Reform of 1991.

COURSE OUTCOME:

- Students will be able to describe key concepts, theories, and models of development economics, explaining their relevance to economic growth and poverty alleviation.
- Students will be able to assess the impact of various economic policies on developing nations, evaluating their effectiveness in addressing income inequality, unemployment, and sustainable development.
- Students will be able to apply development economics theories to real-world scenarios, formulating policy recommendations for economic stability, social welfare, and inclusive growth.
- Students will be able to develop innovative economic strategies and models to address global development challenges, integrating interdisciplinary approaches for long-term economic progress.

COURSE DETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|--|---|--------|-----------|--------------------------------|------------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | Module 1 <ul style="list-style-type: none"> • Concept of Development & Growth • Difference between development and growth , • traditional to modern growth approach , • Factors of Economic Growth, • Obstacles to Economic Development . • Measures of Economic Development. | 15 | YES | NA | 10 | 15 |
| 2 | Module 2 <ul style="list-style-type: none"> • National Income Accounting : Meaning, Measures : GDP, GNP, NNP & NDP . • Types of calculation of National income . • Difficulties on National Income Accounting, • Development and Economic Inequality | 15 | YES | NA | 10 | 15 |

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|---|---|----|-----|----|----|----|
| 3 | Module3 <ul style="list-style-type: none"> • Agriculture: policies and performance; production and productivity; credit • Labourmarketsandpricing • Land reforms; regional variations India • Industrial Development and Industrial Policies in India , Industrial Reform of 1991 | 15 | YES | NA | 10 | 15 |
| 4 | Module4 <ul style="list-style-type: none"> • Development Issues in India – Poverty , unemployment , Malnourishment . • Fiscal Policies regarding social and economic development. • Constitutional Provisions for development of Indian Society . • PoliticalStructureandDevelopment inIndia | 15 | YES | NA | 10 | 15 |
| | TotalHours 60 | | | | | |

ReferenceBooks:

- Todaro,M.Economic DevelopmentintheThirdWorld
- Myint,H.TheEconomics ofDevelopingCountries
- EconomicSurvey-Latest Issue
- Jhingan,M.L.Development Economics
- Dhingra,I.C.IndianEconomy
- Mishra,S.K.andV.K. PuriIndianEconomy;HimalayaPublishingHouse

Consumer Behaviour

NAME OF THE PROGRAM: B.B.A. LL.B.

PROGRAM CODE: 783

YEAR of Introduction: 2025-26

| | | |
|--------------------------|---|--|
| Syllabus Code No. | 783 | |
| YEAR | II | |
| SEMESTER | III | |
| NAME OF COURSE | Consumer Behaviour | |
| COURSE CODE | BBLW-25-3002 | |
| PAPER NO | 02 | |
| MARKING SCHEME | End-Semester (EXT): 60 marks Passing: 30 marks | Continuous evaluation (INT): 40 marks Passing: 20 marks |
| CREDITS – MARKS | Total: 04 credits :50 | Marks: 100 Passing |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

COURSE OBJECTIVES:

- To present a comprehensive coverage of the subject with examples from the Indian Scenario.
- To understand the complexities of consumer needs and perceptions and translate them into effective Marketing Strategies.
- The course will be focusing on real life case-studies from Indian environment.

COURSE OUTCOME:

- Apply analytical skills to examine consumer behavior, including cultural, social, and personal influences and segment consumers based on market characteristics.
- Assess the psychological determinants of consumer behavior, such as motivation, perception, learning, and attitude, and evaluate consumer decision-making processes in individual and organizational settings.
- Design effective Integrated Marketing Communication (IMC) strategies by understanding communication processes, promotional tools, and digital marketing trends.
- Construct advertising campaigns by applying STP (Segmentation, Targeting, and positioning) strategies, media planning, budgeting, and ethical considerations in advertising management.

COURSE DETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|--|---|--------|-----------|--------------------------------|------------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | Introduction: <ul style="list-style-type: none"> Defining consumer Behaviour Reasons for Studying Consumer Behaviour Understanding Consumer and Market Segments Environmental Influences on Consumer Behaviour: <ul style="list-style-type: none"> Culture Subcultures Social Class Reference Group and Family Influences Personal Influences and Diffusions of Innovations. | 14 | Yes | NA | 10 | 15 |
| 2 | Individual determinants of Consumer Behaviour <ul style="list-style-type: none"> Motivation Personality Self Concept Consumer Perception Consumer Learning Consumer Attitude Formation and Change. Consumer Decision | 16 | Yes | NA | 10 | 15 |

| | | | | | | |
|---|---|----|-----|----|----|----|
| | Process: <ul style="list-style-type: none"> • Problem Recognition • Search and Evaluation • Purchasing Processes • Post-Purchase Behaviour • Consumer Behaviour Models • Consumerism • Organization • Buying Behaviour | | | | | |
| 3 | Communication <ul style="list-style-type: none"> • Process of Communication Marketing Communication <ul style="list-style-type: none"> • Objectives of Marketing Communication Integrated Marketing Communication (IMC) <ul style="list-style-type: none"> • Factors contributing to IMC • Participants in IMC • IMC Promotion Mix • IMC Management & Planning Model • Challenges in IMC Promotion Mix Sponsorship POP Supportive Communication Role of E-Commerce in Marketing Communication. | 17 | Yes | NA | 10 | 15 |
| 4 | Advertising Management, Overview: | | | | | |

| | | | | | | |
|--------------------|---|-----------|-----|----|----|----|
| | <ul style="list-style-type: none"> • Meaning, Nature and Scope of Advertising • Advertising and Other Promotional Tools • Role of Advertising in Promotion Mix • Process of Advertising • Customer and Competitor Analysis • STP Strategies for Advertising. <p>Campaign Planning:</p> <ul style="list-style-type: none"> • Message Creation <p>Copywriting</p> <ul style="list-style-type: none"> • Role of Creativity in Copywriting Media Planning • Testing of Advertising Effectiveness • Preparation and Choice of Methods of Advertising Budget <p>Ethical and Social Issues in Advertising Management of Advertising Agencies</p> <p>Role of Advertising in Natural Development</p> | 13 | Yes | NA | 10 | 15 |
| Total Hours | | 60 | | | | |

LIST OF PRACTICAL TOPICS PER UNIT: NA

Text Books

1. Batra Myers and Aker-Advertising Management (Pearson/Prentice Hall, 5th Ed.)

2. Loudon D.L. and Bitta Della- Consumer Behaviour (Tata McGraw Hill, 4th Ed.)

Reference Books:

- 4 1. Schiffman Leon G. and Kanuk Leslie Lazar-Consumer Behaviour (Pearson/Prentice Hall, 9th Ed.)

2. BelchMAandBelchGE-AdvertisingandPromotion-AnIntegratedMarketing Communication Perspective (Tata Mc Graw Hill, 6th Ed.)
3. ClowandBaack-IntegratedAdvertising,PromotionandMarketingCommunication. (Pearson Education)
4. SemenikRichardJ-Promotion&IntegratedMarketingCommunications(Thomson, 2004)

Logic and Scientific Method

NAME OF THE PROGRAM: **B.B.A. LL.B.**

PROGRAM CODE: **783**

YEAR of Introduction: **2025**

| | | |
|--------------------------|---|--|
| Syllabus Code No. | 783 | |
| YEAR | II | |
| SEMESTER | III | |
| NAME OF COURSE | Logic and Scientific Method | |
| COURSE CODE | BBLW-25-3003 | |
| PAPER NO | 03 | |
| MARKING SCHEME | End-Semester (EXT): 60 marks Passing: 30 marks | Continuous evaluation (INT): 40 marks Passing: 20 marks |
| CREDITS – MARKS | Total: 04 credits :50 | Marks: 100 Passing |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

COURSE OBJECTIVES:

- The course is designed with an objective that to learn the basic outlines of logic.
- Another objective is to understand the concept of Logical Analysis
- Other objectives are to study the detailed concept of logical analysis which includes dilemma & fallacy.

COURSE OUTCOME:

- Students will be able to analyse the different method of logic and its use in the field of Law.
- Students will be able to evaluate the empirical method and its use in the field of Law.
- It will enable the students to apply Empirical Inquiry method by interpreting the law in a statute.

COURSEDETAILS:

| | | | | | MarksWeightage | |
|----------------|---|---|---------------|------------------|--|--------------------------|
| Unit No | Titleofunitwithdetailed content | No. of teaching-learning hoursper unit | Theory | Practical | INT (continuous evaluation) | EXT (end-sem) |
| 1 | Unit–1 1. Natureandscopeof logic: Useoflogic,Logicand language, symbolism, function of language. 2. Termsand Propositions: What is Proposition, Proposition and sentence, propositionandJudgment, Traditional classification of proposition, Modern Classification of proposition. | 15 | Yes | NA | 10 | 15 |
| 2 | Unit–2 1. MethodofLogic: Deductive,Inductive, Inference 2. Mediate and Immediate : Opposition,Eduction 3. Syllogism: RulesofSyllogism,Rules of quantity and quality General Theorems of Syllogism | 15 | Yes | NA | 10 | 15 |
| 3 | Unit–3 1. Laws of Thought: The law of Identity, the lawofcontradiction,The law of Excluded Middle. 2. Logical Analysis Dilemma, fallacy, Paradoxes(Zero'sand Russell's) | 15 | Yes | NA | 10 | 15 |

| | | | | | | |
|---|---|----|-----|----|----|----|
| 4 | Unit-4 1. Scientific Method: Method and Techniques, Nature of Science, Science and certainty, Development of Scientific method. 2. Analysis of scientific method: Problem, Hypothesis, Experimentation, Analysis and Reasoning, Statistical method. Computer method , Synthesis. | 15 | Yes | NA | 10 | 15 |
| | Total Hours 60 | | | | | |

LIST OF PRACTICAL TO PICSPERUNIT:

Reference Books:

2. Logic and Scientific Method, Chapters I to V and VII to X, Dr. S.P. Gupta, Ajanta Publications (India) Delhi
3. Logic Deductive and Inductive (Annotated Indian Edition) Part-I and Part-II, Carveth Read Progressive Publishers, 37, College Street, Calcutta

Basics of Finance

NAME OF THE PROGRAM:BBALLB

PROGRAMCODE:783

YEAR of Introduction:2025-26

| | | |
|------------------------|---|---|
| SyllabusCodeNo. | 783 | |
| YEAR | II | |
| SEMESTER | III | |
| NAMEOFCOURSE | Basics of Finance | |
| COURSECODE | BBLW-25-3004 | |
| PAPERNO | 04 | |
| MARKINGSCHEME | End-Semester (EXT):60marks Passing:30marks | Continuousevaluation (INT): 40 marks Passing:20marks |
| CREDITS– MARKS | Total:04 credits :50 | Marks:100 Passing |
| | Theory: 100 | Practical:NA |
| TEACHINGHOURS | Theory:05(Hrsper wk) | Practical:NA |

COURSEOBJECTIVES:

1. Gainacomprehensiveunderstandingoffinancialphenomenology, includingfinancial activity, transactions, and the financial system, providing a foundational knowledge of the key elements shaping the financial landscape.
2. Explorethefinancialsector,distinguishing betweendepositoryand non-depository financial institutions, and delve into financial markets and instruments, with a focus on capital management strategies employed by financial entities.
3. Examinethethreelegalformsfororganizingfirms—soleproprietorship,partnership, and corporation—along with the hybrid form, understanding the goals of financial management, corporate governance, and addressing the agency problem inherent in organizational structures.
4. Acquire proficiency in interpreting financial statements and understanding cash flow dynamics,coveringtopicssuchasthe introductionandsignificanceofbalancesheets, income statements, and statements of cash flow, enabling effective financial analysis.

5. Develop a holistic understanding of financial management principles, encompassing the legal structures of firms, the intricacies of financial statements, and the management of capital. Gain insights into corporate governance and the agency problem, essential for making informed financial decisions within an organizational context.

COURSE OUTCOME:

1. Explain the fundamental concepts of finance, including financial transactions, financial systems, and financial activities.
2. Compare and contrast different financial institutions, markets, and instruments to assess their role in capital management.
3. Examine various legal structures of business organizations (sole proprietorship, partnership, corporation, hybrid) and assess their financial implications, governance, and agency issues.
4. Interpret financial statements, including balance sheets, income statements, and cash flow statements, to assess a firm's financial health and decision-making.

COURSE DETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|--|---|--------|-----------|-----------------------------|---------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | Introduction: Financial phenomenology – financial activity, financial transactions and the financial system | 15 | Yes | NA | 10 | 15 |
| 2 | Financial Sector: Financial institutions-depository and non-depository financial institutions. Financial Markets and Instruments, Capital Management | 15 | Yes | NA | 10 | 15 |

| | | | | | | |
|-------------------|--|-----------|-----|----|----|----|
| 3 | Introduction of the Three Legal Forms to Organize Firms•0 minutes. The Sole Proprietorship ,The Partnership, The Corporation, The Hybrid Form,TheGoalofFinancial Management ,TheCorporate Governance, The Agency Problem | 15 | Yes | NA | 10 | 15 |
| 4 | Financial Statement and Cash Flow :Financials BalanceSheet:Introduction , BalanceSheet:FiscalYear BalanceSheet:OtherTopics Income Statement ,StatementofCashFlow | 15 | Yes | NA | 10 | 15 |
| TotalHours | | 60 | | | | |

ReferenceBooks:

2. Rostogi,Fundamentals of Financial Management, Taxmann Publications
3. Fundamentals of Financial Management, Sharma, Gupta, Kalyani Publishers, New Delhi.
4. Fundamentals of Financial Management, Vandana Dangi, V.K. Global Pvt. Ltd., New Delhi
5. .Parasuraman—Financial Management: A Step by Step Approach, Cengage Learning
6. Pandey, I.M. Financial Management. Vikas Publications.
7. Horne, J.C. Vanand Wackowich. Fundamentals of Financial Management. 9tged. New Delhi Prentice Hall of India.

Human Resource Management

NAME OF THE PROGRAM:B.B.A.LL.B.

PROGRAMCODE:783

YEAR of Introduction:2025-26

| | | |
|------------------------|---|---|
| SyllabusCodeNo. | 783 | |
| YEAR | II | |
| SEMESTER | III | |
| NAMEOFCOURSE | HumanResourceManagement | |
| COURSECODE | BBLW-25-3005 | |
| PAPERNO | 05 | |
| MARKINGSCHEME | End-Semester (EXT):60marks Passing:30marks | Continuousevaluation (INT): 40 marks Passing:20marks |
| CREDITS– MARKS | Total:04credits :50 | Marks:100 Passing |
| | Theory: 100 | Practical:NA |
| TEACHINGHOURS | Theory:05(Hrsper wk) | Practical:NA |

COURSEOBJECTIVES:

- Understandtheshadesofhumanresourceinordertomaximizethe utility of resource and gains to stakeholders of the organization.
- Familiarizestudentswiththebasicprinciplesandtechniquesof human resource management.
- UnderstandHRpolicies andpracticesinthe organization
- Know the elements of the HR function e.g.– recruitment,selection,traininganddevelopme nt
- Applytheprinciplesandtechniquesofhumanresource management gained through this course

COURSEOUTCOME:

- Students will be able to examine the fundamental concepts of HRM, human resource planning,andrecruitmentstrategiesfordifferentorganizationaltypes,integratingcasestudies to assess HR's role in startups.
- Students will be able to compare and assess different training methods, traditional and modernperformanceappraisaltechniques,andcareerplanningstrategiestodeterminetheir impact on employee development and organizational success.

- Students will be able to design and formulate appropriate compensation strategies, employee incentives, and organizational development interventions to enhance business performance and manage change effectively.
- Students will be able to construct employee retention programs, CSR initiatives, and branding strategies to enhance employee commitment and position employees as brand ambassadors within the organization.

COURSE DETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|--|---|--------|-----------|-----------------------------|---------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | Unit I <ul style="list-style-type: none"> • Introduction: HRM Definition and concepts, objectives • Human Resource Planning—Need, definition, objectives. • Recruitment and selection: Methods of recruitment. Selection-Process of Selection. • HR role in safeguarding assets of the organisation <ol style="list-style-type: none"> 1) Case study 1—HR role in startups 2) Case Study 2—Recruitment strategies for different types of organizations | 15 | Yes | NA | 10 | 15 |
| 2 | Unit II Training and Development <ul style="list-style-type: none"> • Difference between Training and Development • Training Methods—On the Job Training and Off the Job Training. • Performance Appraisal: Introduction, Traditional | 15 | Yes | NA | 10 | 15 |

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|---|---|----|-----|----|----|----|
| | <p>Methods,</p> <ul style="list-style-type: none"> • Modern methods of performance appraisal- Career Planning and Succession: Planning. <p>Cases Study:</p> <ol style="list-style-type: none"> 1. Case study 1–How trainings give organisations an advantage 2. Case Study 2-HR role in employee career planning | | | | | |
| 3 | <p>Unit III</p> <p><i>Compensation management</i></p> <ul style="list-style-type: none"> • Various types of compensation. • Employee incentives and benefits • Change Management–HR role in handling change in organizations • Organizational Development– Interventions by HR to help organizations in desired output. • Employee Branding–Internal branding <p>Case Studies</p> <ol style="list-style-type: none"> 1) Case study 1–Compensation strategy for modern organisations (IT sector) 2) Case Study 2-HR helps in change management and expansion of business 3) HR role in Employee branding | 15 | Yes | NA | 10 | 15 |
| 4 | <p>Unit IV</p> <p><i>Employee engagement programs</i></p> <ul style="list-style-type: none"> • Retention strategies • Family involvement in organization events • CSR activities and employee | 15 | Yes | NA | 10 | 15 |

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|--------------------|--|--|--|--|--|--|
| | <p>involvement</p> <ul style="list-style-type: none"> Employee as a Brand ambassador <p>Case Studies:</p> <ol style="list-style-type: none"> Case study 1 – Retention plans and HR role Case Study 2 – Employee is best brand ambassador – HR role in this process | | | | | |
| Total Hours | 60 | | | | | |

LIST OF PRACTICAL TOPICS PER UNIT:

Reference Books:

- K. Aswathappa. By. David Lepak. By. Pravin Durai.
- Human Resource Management – Gary Dessler. Mamoria by C. V. Gankar
- P. Subba Rao. By. Ashok Kurana, Parveen Khurana, Hira Lal Sharma. By. Saiyadin
- R. Wayne Mondy. By. Gary Dessler. Biju Varkkey. By. H. John Bernardin.

Basic of International Economics

NAME OF THE PROGRAM:BBALLB

PROGRAMCODE:783

YEARofIntroduction:2025-26

| | | |
|------------------------|---|---|
| SyllabusCodeNo. | 783 | |
| YEAR | II | |
| SEMESTER | IV | |
| NAMEOF COURSE | InternationalEconomics | |
| COURSECODE | BBLW-25-4001 | |
| PAPERNO | 05 | |
| MARKINGSCHEME | End-Semester (EXT):60marks Passing:30marks | Continuousevaluation (INT): 40 marks Passing:20marks |
| CREDITS–MARKS | Total:04credits | Marks:100 Passing :50 |
| | Theory: 100 | Practical: NA |
| TEACHINGHOURS | Theory:05(Hrsper wk) | Practical: NA |

COURSEOBJECTIVES:

1. Develop a clear understanding of the distinctions between internal and international trade, recognizingtheimportanceofinternationaltradeintheglobalcontext,andcomprehendingtheroleit plays in shaping national economies through different types of trade.
2. Exploreandcriticallyyevaluatethekeytheoriesofinternationaltrade,includingAdamSmith's AbsoluteCostAdvantageTheory,Ricardo'sComparativeCostTheory,andtheHecksher-Ohlin Theory, while analyzing empirical evidence supporting these theories.
3. Examine the concept of terms of trade, investigating the transition from barter systems to income termsoftrade,andidentifyingfactorsinfluencingtermsoftrade,includingtheroleofMultinational Corporations(MNCs), Foreign Direct Investment (FDI), Foreign Institutional Investment (FII), and the impact on the balance of payments.
4. Understand the functioning of international economic institutions, specifically the World Trade Organization(WTO),InternationalMonetaryFund(IMF),andWorldBank,exploringtherevolution, objectives, and functions in the global economic system.

5. Evaluate the advantages and disadvantages of free trade and protectionist policies, including tariff barriers and non-tariff barriers. Analyze the impact of commercial policies and preferential trade agreements on international trade. Understand the dynamics of exchange rates in the short run and long run, and assess their influence on global trade.

COURSE OUTCOME:

- **Understanding International Trade Fundamentals:** Students will be able to differentiate between internal and international trade, explain the importance of international trade in the global context, and describe the various types of trade. They will also understand the role of international trade in national economies.
- **Applying International Trade Theories:** Students will be able to explain and apply classic and modern theories of international trade, including Absolute Cost Advantage, Comparative

Cost, and Heckscher-Ohlin theories. They will also be able to analyze empirical evidence related to these trade theories.

- **Analyzing International Trade Policies and Organizations:** Students will be able to define and explain key concepts like terms of trade, balance of payments, foreign direct investment (FDI), foreign institutional investment (FII), and welfare comparisons in international trade. They will also be able to describe the evolution, objectives, and functions of major international organizations like the WTO, IMF, and World Bank.
- **Evaluating Trade Policies and Exchange Rates:** Students will be able to critically evaluate free trade and protectionist policies, including arguments for and against each.

COURSE DETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|--|---|--------|-----------|-----------------------------|---------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | Difference between Internal and International Trade – Importance of International Trade in the Global context, Role of International Trade in Economy and Types of Trade | 15 | Yes | NA | 10 | 15 |

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|---|--|----|-----|----|----|----|
| 2 | Theories of International Trade - Adam Smith – Absolute Cost Advantage Theory , Ricardo – Comparative Cost Theory, Hecksher– Ohlin Theory, Empirical Evidence of Trade Theory | 15 | Yes | NA | 10 | 15 |
| 3 | Concept of Terms of Trade – Barter System ,Terms of trade & Income Terms of Trade. Factors influencing Terms of Trade – MNC's and FDI.(FII).Balance Of Payments ,Welfare comparisons at International and Domestic level. World Trade Organization (WTO) – Evolution and Functions ,International Monetary Fund–Concept, Objectives and Functions. World Bank – Objectives and Functions | 15 | Yes | NA | 10 | 15 |
| 4 | Free Trade Policy – Meaning, arguments for and against. Protection Policy – Meaning, Arguments for and against. Tariff Barriers and Non-Tariff Barriers – Commercial Policy and Preferential Trade Agreements , Exchange Rate in the Short run and Long run and its impact | 15 | Yes | NA | 10 | 15 |
| | Total Hours | | 40 | 60 | | |

Reference Books:

1. Appleyard Dennis and Alfred J Field, Jr, International Economics, 2001, 4th Edition, Tata McGraw-Hill Education Private Limited.
2. Cherunilam Francis, International Economics, 2009, 5th Edition, Tata McGraw-Hill Education Private Limited, New Delhi.
3. Krugman R Paul, Maurice Obstfeld, International Economics Theory and Policy, 2009, 8th Edition, Pearson.
4. Melitz M. and Trefler D., Gains from Trade When Firms Matter, Journal of Economic Perspectives, Spring 2012.

5. Salvatore, Dominick, International Economics, 2008, 8th Edition, Wiley India.

6. Sodersten, Bo and Geoffery Reed, International Economics, 2006, 3rd Edition

Environmental Studies

NAME OF THE PROGRAM: B.B.A.LL.B

PROGRAM CODE: 783

YEAR of Introduction: A.Y. 2025-26

| | | |
|--------------------------|---|--|
| Syllabus Code No. | 783 | |
| YEAR | II | |
| SEMESTER | IV | |
| NAME OF COURSE | Environmental Studies | |
| COURSE CODE | BBLW-25-4002 | |
| PAPER NO | 02 | |
| MARKING SCHEME | End-Semester (EXT): 60 marks Passing: 30 marks | Continuous evaluation (INT): 40 marks Passing: 20 marks |
| CREDITS – MARKS | Total: 04 credits :50 | Marks: 100 Passing |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

COURSE OBJECTIVE:

- To introduce environmental studies to the students.
- To brief the students about the natural resources, biodiversity and environmental conservation.
- To create awareness among the students about various forms of pollution degrading the environment.
- The students will be sensitized to all environmental problems and suggest preventive measures for the same.

COURSE OUTCOME:

- Explain the interrelationship between the environment, economy, and law.
- Apply environmental laws and legal principles to real-world environmental issues.
- Differentiate between various environmental regulations and their impact on business and society.
- Develop sustainable legal strategies and policies for environmental protection in business practices.

COURSEDETAILS:

| Module No | Title of Module with detailed content | No. of teaching-learning hours per Module | Theory | Practical | Marks Weightage | |
|-----------|---|---|--------|-----------|--------------------------------|------------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | Module I Conceptual Framework <ul style="list-style-type: none"> • Natural resources, ecology, ecosystems & components of modern environment. • Definition, scope and importance. • Need for public awareness. | 10 | YES | NA | 05 | 10 |
| 2 | Module II Environment Studies and Ecosystem <ul style="list-style-type: none"> • Definition, Scope & importance of Ecology and environment, need for public awareness • Concept of structure and function of ecosystem; Producers, Consumers & decomposers. Energy flow in ecosystem. • Food chain, food web & ecological pyramids • Types of Ecosystem:- Aquatic Ecosystem, Desert Ecosystem, Grassland Ecosystem, Forest Ecosystem | 15 | YES | NA | 10 | 15 |

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|---|---|----|-----|----|----|----|
| 3 | Module III Environmental Pollution Definition, causes, effects and control measures of : <ul style="list-style-type: none"> ➤ Radioactive pollution ➤ Noise pollution ➤ Soil pollution ➤ Water pollution ➤ Air pollution Solid waste management, causes, effects & control measures of urban & industrial waste | 10 | YES | NA | 10 | 10 |
| 4 | Module IV Population, Environment and Natural Resources <ul style="list-style-type: none"> ● Conceptual framework of population growth (concept, causes). ● Impact of population on environment. ● Remedial measures to control population growth. ● Land Resources & Land use change, land degradation, soil erosion & desertification. ● Deforestation Causes & impact due to mining, dam building on environment, forest & biodiversity. ● Energy Resources: Renewable and Non-Renewable energy | 15 | YES | NA | 10 | 15 |

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|--------------------|--|-----------|-----|----|----|----|
| 5 | Environmental Policies and Practices <ul style="list-style-type: none"> • Sustainability and sustainable development. • Climate change, Global warming, Ozone layer depletion, Acid Rain & impact on Human Communities & Agriculture. | 10 | YES | NA | 5 | 10 |
| Total Hours | | 60 | | NA | 40 | 60 |

Reference Books:

- Perspectives in Environmental Studies—Prof. Anubha Kaushik, Prof. C.P. Kaushik.
- Environmental Science— Dr. Y.K. Singh
- Environmental Studies—Dr. G. Rajah
- Fundamental Concepts in Environmental Studies—Dr. D.D. Mishra
- Environmental Studies—Ritu Bir
- Introduction to Environmental Studies—Kalita (Asian Books)

Financial Accounting & Management

NAME OF THE PROGRAM:B.B.A. LL.B.

PROGRAM CODE: 783

YEAR of Introduction:2025-26

| | | |
|--------------------------|---|--|
| Syllabus Code No. | 783 | |
| YEAR | II | |
| SEMESTER | IV | |
| NAME OF COURSE | Financial Accounting & Management | |
| COURSE CODE | BBLW-25-4003 | |
| PAPER NO | 03 | |
| MARKING SCHEME | End-Semester (EXT):60marks Passing:30marks | Continuous evaluation (INT): 40 marks Passing:20marks |
| CREDITS – MARKS | Total:04 credits | Marks:100 Passing:50 |
| | Theory: 100 | Practical:NA |
| TEACHING HOURS | Theory:05(Hrs per wk) | Practical:NA |

COURSE OBJECTIVES:

- To enable students to understand the differences between accounting and finance, basic financial terminologies, and the classification of financial elements such as assets, liabilities, income, and expenditures.
- To provide knowledge of fundamental accounting assumptions, concepts, and principles, along with the application of Golden Rules of Accounting in recording business transactions through journals, ledgers, and trial balances.
- To explain the nature, scope, and objectives of financial management, including profit maximization vs. shareholder wealth maximization, time value of money, and financial statement analysis.
- To introduce capital budgeting techniques, financing decisions, capital structure concepts, leverage, dividend policies, and working capital management to support strategic financial planning and decision-making.

COURSE OUTCOME:

- Explain the differences between accounting and finance, key accounting terminologies, and the classification of financial elements such as assets, liabilities, income, and expenditures.
- Demonstrate the application of accounting principles, fundamental assumptions, and the Golden Rules of Accounting in recording business transactions using journals, ledgers, and trial balances.

- Examine the objectives of financial management, financial statement analysis, and key financial decision-making aspects, including time value of money and shareholder wealth maximization.
- Assess capital budgeting techniques, capital structure, cost of capital, leverage, dividend policies, and working capital management to support effective financial decision-making.

COURSE DETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|--|---|--------|-----------|--------------------------------|------------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | <ul style="list-style-type: none"> • Difference between Accounting and Finance • How is finance different from Accounting? Basic finance terminologies. • Introduction to Accounting System, key concepts and terms • Need and importance of Accounting • Meaning of Accounting, Asset, Liability, Income, Expenditure, Capital, Drawings, transaction etc. • Classification of Income and Expenditure into Revenue and Capital. | 10 | Yes | NA | 10 | 15 |
| 2 | <ul style="list-style-type: none"> • Fundamental accounting | 22 | Yes | NA | 10 | 15 |

| | | | | | | |
|---|--|----|-----|----|----|----|
| | <p>assumptions, important accounting concepts, principles, conventions, different users of accounting information (Stakeholders).</p> <ul style="list-style-type: none"> • Golden Rules of Accounting-Rules of debit and credit for transactions. • Flow of business transactions—Source documents, classification and recording, Meaning of Journal, Ledger, Trial Balance. | | | | | |
| 3 | <ul style="list-style-type: none"> • Overview of Financial Management • Introduction, Nature and scope of Financial Management • Role of finance function • Objectives of the firm- Profit maximization v/s shareholders wealth maximization • Concept of time value of money • Analysis of Financial Statements | 12 | Yes | NA | 10 | 15 |
| 4 | <ul style="list-style-type: none"> • Capital Budgeting Decisions- Meaning and objectives • Investment | | | | | |

| | | | | | | |
|--------------------|--|-----------|-----|----|----|----|
| | <ul style="list-style-type: none"> • Evaluation Criteria: NPV, IRR, Profitability Index, Payback Period, Accounting Rate of Return • Financing decisions- Meaning of capital Structure, Concept of cost of capital • Leverages: Meaning, Types, Significance • Dividend Policy: Definition and Types of Dividends, Determinants of Dividend • Working Capital Management- Significance of Working Capital Management, Operating cycle and its components | 16 | Yes | NA | 10 | 15 |
| Total Hours | | 60 | | | | |

LIST OF PRACTICAL TOPICS PER UNIT: NA

Text Books:

1. Financial Accounting (A Managerial Perspective) - R Narayanswamy, 5th edition 2014 PHI learning
2. Financial Accounting - by M. Hanif (Author), A. Mukherjee, edition (2018), Tata McGraw Hill
3. Khan, M.Y. and Jain P.K., Financial Management, edition (2018), Tata McGraw Hill

Suggested References:

1. Prasanna Chandra, (Edition 2017), Financial Management: Theory and Practice, Tata McGraw Hill
2. Pandey I.M., (Edition 2016), Financial Management, Vikas Publishing House

Legal and Constitutional History

NAME OF THE PROGRAM: BBALLB

PROGRAM CODE: 783

YEAR of Introduction: 2025

| | | |
|--------------------------|---|---|
| Syllabus Code No. | 783 | |
| YEAR | II | |
| SEMESTER | IV | |
| NAME OF COURSE | Legal and Constitutional History | |
| COURSE CODE | BBLW-25-4004 | |
| PAPER NO | 04 | |
| MARKING SCHEME | End-Semester (EXT):60 marks Passing:30 marks | Continuous evaluation (INT): 40 marks Passing:20 marks |
| CREDITS – MARKS | Total: 04 credits | Marks : 100 Passing :50 |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

COURSE OBJECTIVES:

1. Understand and Explain the Historical Evolution of the Indian Judicial System.
2. Analyze the Impact of Colonial Legislation on Indian Society and Judiciary.
 - Students will critically examine the role of British laws such as the Regulating Act of 1773, the Charter Act of 1833, and judicial reforms under Lord Cornwallis in shaping India's legal system.
3. Evaluate the Role of Federal and Privy Courts in Colonial India.
 - Students will assess the jurisdiction, authority, and influence of the Federal Court of India and the Privy Council, identifying their contributions and limitations within the colonial judicial framework.
4. Apply Legal Precedents and Judicial Decisions to Modern Contexts.

COURSE OUTCOME:

1. Analyze the evolution of the Indian judicial system by examining the early administration of justice in Bombay, Madras, and Calcutta, as well as key legal reforms such as the Charter of 1726, Warren Hastings' Judicial Plan, and the Regulating Act of 1773.
2. Evaluate the role of the Federal Court of India in shaping the Indian legal system, including its jurisdiction, authority, and eventual abolition, to understand its impact on judicial governance.
3. Examine the impact of codification and colonial legislation on Indian law by studying key legal enactments, such as the Charter Act of 1833, land laws, and social reforms like the Sati Regulation Act, and assess their long-term influence on Indian society.
4. Assess the constitutional developments in India from the Indian Councils Act of 1909 to the Government of India Act of 1935, critically analyzing the legal and political implications of key reforms and movements.

COURSE DETAILS:

| Unit No | Title of unit with detailed content | No. of teaching-learning hours per unit | Theory | Practical | Marks Weightage | |
|---------|---|---|--------|-----------|--------------------------------|------------------|
| | | | | | INT (continuous evaluation) | EXT (end-sem) |
| 1 | History of Courts <ul style="list-style-type: none"> • Early administration of justice in Bombay, Madras and Calcutta up to 1726. Charter of 1726- Mayor's Courts. • Warren Hastings Judicial Plan of 1772 relating to Adalat system, its reforms in 1774 and reorganization in 1780. • The Regulating Act of 1773 and its provisions-establishment of Supreme Court at Calcutta- Conflict between Supreme Court and Governor General in council- Act of Settlement of 1781. • The Judicial measures of Lord Cornwallis of 1787, 1790 and 1793. • The Indian High Courts Act, 1861- Conflicts arising out of the dual judicial system- Unification of two judicial systems. | 15 | YES | NA | 10 | 15 |
| 7 | <ul style="list-style-type: none"> • Privy Council- its | | | | | |

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|---|---|----|-----|----|----|----|
| | association with Indian Judicial System, Various Kinds of appeals, special features of its decisions and abolition of its jurisdiction over Indian decisions. | | | | | |
| 2 | Federal Court of India Foundation of the Federal Court <ul style="list-style-type: none"> • Jurisdiction of the Federal Court • Authority of law laid down by Federal Court • Abolition of Federal Court | 15 | YES | NA | 10 | 15 |
| 3 | Evolution of Law through Legislation and Judicial Decisions in Colonial Period <ul style="list-style-type: none"> • Process of Codification in India <ul style="list-style-type: none"> The Charter Act of 1833 - The First Law Commission - The Second Law Commission - The Third Law Commission. - The Fourth Law Commission • Land Laws <ul style="list-style-type: none"> - The Land Revenue Settlement, 1793 - The Bengal Rent Act (Act X of 1859) • Legislation and Hindu Society <ul style="list-style-type: none"> - The Sati Regulation Act, 1829 | 15 | YES | NA | 10 | 15 |
| 7 | | | | | | |

| | | | | | | |
|---|---|--|--|--|--|--|
| 7 | <p>- The Caste Disabilities Removal Act, 1850</p> <p>✓ (Case – 1 <i>Charlotte Abraham v. Francis Abraham (1861-1864) 9 MIA 199 (PC)</i></p> <ul style="list-style-type: none"> • The Hindu Widows Remarriage Act, 1856 <p>✓ (Case 1- <i>Bhagwandeem Doobey v. Myna Bae, (1866-1867) 11 MIA 487)</i></p> <p>✓ (Case 2- <i>Debi Mangal Prasad Singh v. Mahadeo Prasad Singh (1911-1912) 11IA 551)</i></p> <ul style="list-style-type: none"> • Restitution of Conjugal Rights: <p>✓ Muslim Law and Restitution of Conjugal Rights</p> <p>(Case: <i>Mooshee Buzloor Ruheem v. Shumsoonnissa Begum, (1866-1867) 11 IA 551)</i></p> <p>✓ Hindu Law and Restitution of Conjugal Rights</p> <p>(Case: <i>Dadajii Bhikaji Vs. Rukmabai, ILA (1885-1886) 10 BOM301)</i></p> <p>✓ Parsi Law and Restitution of Conjugal Rights</p> <p>(Case: <i>Ardaseer Cursetjee V. Perozeboye, 1854-1857, 6 MIA 348</i></p> <p>Justice Equity and Good Conscience</p> <p>✓ Case: <i>Manzur Hasan v. Muhammad Zaman, (1924-</i></p> | | | | | |
|---|---|--|--|--|--|--|

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|--------------------|---|-----------|-----|----|----|----|
| | 1925) ✓ Case: Nawab Khwaja Muhammad Khan v. Nawab Husaini Begam ✓ Case: Gopeekrist Gosain v. Gungapersaud Gosain, (1854-1857), 6 MIA, 53 | | | | | |
| 4 | Constitutional History <ul style="list-style-type: none"> Indian Councils Act, 1909 (Morley- Minto Reforms of 1909): Salient features- legislative system. Montagu-Chelmsford Report and the Government of India Act, 1919 The Simon Commission Report The Nehru Report, 1928 Communal Award and Poona Pact The Civil Disobedience Movement The Government of India Act, 1935 | 15 | Yes | NA | 10 | 15 |
| Total Hours | | 60 | | | 40 | 60 |

LIST OF PRACTICAL TOPICS PER UNIT:

Reference Books:

1. M.P. Jain, Outline of Indian Legal and Constitutional History, LexisNexis (2014).
2. Sumeet Malik, V.D. Kulshreshtha's Landmarks in Indian Legal and Constitutional History, Eastern Book Company (2012).
3. Nilakshi Jatar and Laxmi Paranjape, Legal History- Evolution of the Indian Legal System, Eastern Book Company, (2012).
4. Rama Jois, Legal and Constitutional History of India, Universal Law Publishing, (2016)

5. S.B. Shiva Rao, The Framing of the Indian Constitution, Vols. I and V, the Indian Institute of Public Administration, New Delhi (1966).
6. Rai Kailash: History of Courts, Legislature and Legal Profession in India.

NAME OF THE PROGRAM: B.B.ALL.B.

PROGRAM CODE: 783

YEAR of Introduction: 2025

| | | |
|--------------------------|---|--|
| Syllabus Code No. | 783 | |
| YEAR | II | |
| SEMESTER | IV | |
| NAME OF COURSE | Marketing Research Method | |
| COURSE CODE | BBLW-25-4005 | |
| PAPER NO | 05 | |
| MARKING SCHEME | End-Semester (EXT): 60 marks Passing: 30 marks | Continuous evaluation (INT): 40 marks Passing: 20 marks |
| CREDITS– MARKS | Total: 04 credits :50 | Marks: 100 Passing |
| | Theory: 100 | Practical: NA |
| TEACHING HOURS | Theory: 05 (Hrs per wk) | Practical: NA |

COURSE OBJECTIVES:

1. Introduce fundamental concepts, objectives, advantages, and limitations of marketing research
2. Describe and differentiate between various types of marketing research, including consumer, product, sales, and advertising research.
3. Apply appropriate research methodologies, sampling techniques, and data collection methods in marketing research.
4. Analyze research problems, ethical considerations, and data handling techniques in marketing research.
5. Evaluate statistical techniques, hypothesis testing, and data analysis methods for effective decision-making.
6. Design and develop a comprehensive marketing research report, incorporating relevant data and analysis.

COURSEOUTCOME:

Upon successful completion of this course ,students will be able to:

CO1. Define marketing research, its objectives, advantages, limitations, and key methodologies.

CO 2. Explain different types of marketing research, including consumer research, product research, sales research, and advertising research, and analyze ethical issues and applications in various markets.

CO 3. Demonstrate proficiency in research design, problem formulation, sampling techniques, survey methods, and questionnaire design.

CO 4. Interpret surveydata using statisticaltools (mean score, standard deviation, hypothesis testing) and develop structured research reports based on findings.

COURSEDETAILS:

| Unit No | Titleofunitwithdetailedcontent | No. of teaching-learning hoursper unit | Theory | Practical | Marks Weightage | |
|---------|--|--|--------|-----------|---|----------------------|
| | | | | | INT (cont inuo us eval uation) | EXT (end- sem) |
| 1 | ModuleI <ol style="list-style-type: none"> 1. Definition, Concept and Objectives ofMarketing research. 2. Advantages and limitations of Marketing Research 3. Problems and precautions in marketing research. 4. Analyzing Competition and Consumer Markets 5. Market ResearchMethodology. | 12 | Yes | N/A | 10 | 15 |

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|---|--|----|--|--|----|----|
| 2 | UNIT-2 1. Types of Marketing Research: Consumer Research, product research, sales research, and advertising research 2. Ad hoc study and tracking study. 3. Various issues involved and ethics in marketing research. 4. Rural Marketing Research, Institutional Management & Research, Attitude measurement technique. | 12 | | | 5 | 10 |
| 3 | UNIT-3 1. Problem formulation and statement of research 2. Research process, research design - exploratory research, descriptive research and experimental research designs. | 10 | | | 5 | 10 |
| 4 | UNIT-4 1. Methods of data collection - observational and survey methods 2. types of samples-SRSWR, SRSWOR, Systematic sampling, stratified sampling 3. Questionnaire, Design, types of questions- pre coded open ended 4. Quota decision, types of data collected and data handling | 12 | | | 10 | 10 |
| 5 | UNIT-5 1. Administration of surveys 2. Selecting an appropriate statistical technique. 3. Tabulation, mean score, standard deviation, cross tabulation and analysis of data, scaling techniques. Hypothesis, Concept, | 14 | | | 10 | 15 |

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|--------------------|--|-----------|--|--|--|--|
| | Need, Objectives of the hypotheses, Types of Hypotheses and its uses. 4.Reportwriting | | | | | |
| Total Hours | | 60 | | | | |

Reference Books:

1. Marketing Research: An Applied Orientation by Naresh K. Malhotra
2. Business Research Methods by William G. Zikmund and Barry J. Babin
3. Market Research in Practice: A Guide to the Basics" by Paul Hague
