

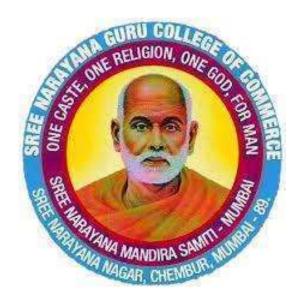
## 1.3.1 Integration of Cross-Cutting Issues

ACADEMIC YEAR 2023-2024

This document contains documents related to cross-cutting issues.

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## 1.3.1 Integration of Cross-Cutting Issues

**ACADEMIC YEAR** 

2023-24

This document contains list of Courses covering Professional Ethics, Human Rights, Gender Equity, Environment Sustainability and Human Values

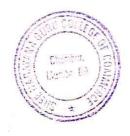
	Sree Narayana Guru College of Commerce				
		1.3.1 List of Courses covering F			
Program Name	Course code	Course Name	Topics Covered		
			Information, Advice, Order and Instruction, Persuation, Motivation, Education, Warning and Boosting the Morale of employees. Business		
в.сом	UBCOMFSI.4	Business Communication - I	Etiquette.		
B.COM	UA_FFSI.4	Business Communication - I	Concept And Interpretation, Importance Of		
BMS	UBMSFSI.4	Business Communication - I	Business Ethics, Personal Integrity At The		
B.COM	UBIFSI.4	Business Communication - I	Workplace, Business Ethics And Media, Computer		
B.COM	UFMGSI.4	Business Communication - I	Ethics, Corporate Social Responsibility		
B.COM	UA_FFSI.6	Business Environment	Information, Advice, Order And Instruction,		
BMS	UBMSFSII.6	Business Environment	Persuasion, Motivation, Education, Warning, And		
в.сом	UFMGS1.6	Business Environment	Boosting The Morale Of Employees. Business Etiquette		
в.сом	UA_FFSII.5	Foundation Course - II	Significance Of Values, Ethics And Prejudices In		
BMS	UBMSFSII.5.1	Foundation Course - II	Developing The Individual; Stereotyping And		
B.COM	UBIFSII.5	Foundation Course - II	Prejudice As Significant Factors In Causing Conflicts		
B.COM	UFMGSII.5.1	Foundation Course - II	In Society. Aggression And Violence As The Public Expression Of Conflict		
в.сом	UBIFSII.6	Organisational Behaviour	Workplace Emotions, Values And Ethics: Meaning Of Emotions, Cognitive Dissonance, Emotional Dissonance, Managing Emotions At Work (Emotional Labour) - The Six Universal Emotions.		
B.COM	85705	Organisational Behaviour	Meaning, Types, Sources Of Value Systems, Values		
мсом	SEM III	Organisational Behaviour	Across Cultures, Values And Ethical Behaviour		
			The Social Facet: Ethics, Social Responsibility Of Business, Triple Bottom Line, Impact Of Social		
B.COM	44301	Strategic Management	Factors In Strategic Management		
B.COM	45205	Business Ethics			
мсом	Sem -I	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	Business Ethics: Meaning, Nature And Sources., Unfair Business Practices: Features And Reasons.		



W <sub>2-3</sub>	Sees Norwana Curu College of Commerce					
	Sree Narayana Guru College of Commerce  1.3.1 List of List of Courses covering Human rights					
Program Name	Program Name   Course code   Course Name   Topics Covered					
B.COM	UBCOMFSI.4	Business Communication - I				
B.COM	UA FFSI.4	Business Communication - I	Human Rights Violations and Discrimination on the basis of gender,			
BMS	UBMSFSI.4	Business Communication - I	race, caste, religion, appearance and			
B.COM	UBIFSI.4	Business Communication - I	sexual orientation at the workplace Piracy,			
B.COM	UFMGSI.4	Business Communication - I	Insurance, Child Labour			
B.COM	UBCOMFSII.4	Business Communication - II				
B.COM	UA FFSII.4	Business Communication - II	Letters under Right to Information (RTI)			
BMS	UBMSFSII.4	Business Communication - II	Act [Teachers must provide the students			
в.сом	UBIFSII.4	Business Communication - II	with theoretical constructs wherever			
в.сом	UFMGSII.4	Business Communication - II	necessary in order to create awareness.			
в.сом	UBCOMFSIII.6.1	Foundation Course	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and			
в.сом	UA FFSI.5	Foundation Course - I	Schedules; Fundamental Duties of the			
BMS	UBMSFSI.5.1	Foundation Course - I	Indian Citizen; tolerance, peace and			
B.COM	UBIFSI.5.1	Foundation Course - I	communal harmony as crucial values in			
в.сом	UFMGSI.5.1	Foundation Course - I	strengthening the social fabric of Indian			
вмм	BAMMFC102	Foundation Course - I	society; Basic features of the Constitution			
B.COM BMS B.COM B.COM	UA_FFSII.5 UBMSFSII.5.1 UBIFSII.5 UFMGSII.5.1	Foundation Course - II Foundation Course - II Foundation Course - II Foundation Course - II	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution			
B.COM	UA_FFSI.6	Business Environment	Consumerism and Consumer Protection:			
BMS	UBMSFSII.6	Business Environment	Consumerism in India, Consumer			
B.COM	UFMGSI.6	Business Environment	Protection Act 1986			
			Personnel Function, Important Labor Laws: Industrial Disputes Act, Factories Act, Provident Fund Act, Employee State Insurance Act, Payment of Wages Act, Minimum Wages Act, Payment of Gratuity Act, other related Acts and Role of HRD in new ventures. important laws to protect			
BMS	46014	Industrial Relations	consumers; Consumer courts and			
BMS	UBMSFSII.2	Industrial Law	consumer movements.			



	Sree Narayana Guru College of Commerce					
1.3.1 List of List of Courses covering Gender Equity						
Program Name   Course code   Course Name   Topics Covered						
B.COM B.COM BMS B.COM	UBCOMFSI.4 UA_FFSI.4 UBMSFSI.4 UBIFSI.4	Business Communication - I I I	Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance			
B.COM	UFMGSI.4	1	Child Labour			
в.сом	UBCOMFSIII.6.1	Foundation Course	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic			
B.COM	UA FFSI.5	Foundation Course - I	diversity in relation to the Indian			
BMS	UBMSFSI.5.1	Foundation Course - I	situation; Understand regional			
B.COM	UBIFSI.5.1	Foundation Course - I	variations according to rural, urban and tribal characteristics;			
в.сом	UFMGSI.5.1	Foundation Course - I	Understanding the concept of			
вмм	BAMMFC102	Foundation Course - I	diversity as difference			
B.COM	UBCOMFSIII.5.01	Advertising I				
B.COM	UBCOMFSIV.5.01	Advertising II	Advertising and Women Advertising			
BMS	UBMSFSIII.1.07	Advertising	and Children Advertising and old			
вмм	Sem V	Advertising & Marketing Research	people Controversial Advertising Gender Bias Writing copy for various audiences Children, Youth, Women, Senior			
вмм	Sem V	Copywriting	citizen and Executives			



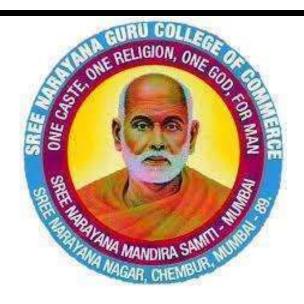
		Sree Narayana Guru College of Comm	erce		
1.3.1 List of List of Courses covering Environment & Sustainability					
Program Name	Course code	Course Name	Topics Covered		
в.сом	UA_FFSI.6	Business Environment	Strategies for going Global: MNCs and TNCs, WTO b) Foreign Trade in India-		
BMS	UBMSFSII.6	Business Environment	Balance of Trade, FDI Investment Flows		
B.COM	UFMGSI.6	Business Environment	and its Implication for Indian Industries		
BMS	UBMSFSIII.3.01	Foundation Course ( Environment Management ) - III	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life;Sustainable development-concept and components; poverty and environment		
B.COM	UBCOMFSI.5	Environmental Studies I	Environment management- Concept,		
B.COM	UBCOMFSII.5	Environmental Studies II	need and relevance of environmental		
B.COM	UFMGSII.6	Environmental Science	education		
B.COM	UBIFSIV.3	Entrepreneurship Management	Environmental, economic, non		
B.COM	UFMGSIII.2	Entrepreneurial Development	economic, personal and entrepreneurial		
мсом	SEM III	ENTREPRENEURIAL MANAGEMENT	barriers.		



		<ul> <li>Narayana Guru College of 0</li> <li>t of List of Courses covering</li> </ul>	
Program Name	Course code	Course Name	Topics Covered
B.COM	UBCOMFSIII.6.1	Foundation Course	
B.COM	UA_FFSI.5	Foundation Course - I	
BMS	UBMSFSI.5.1	Foundation Course - I	Concept of society- Development of
B.COM	UBIFSI.5.1	Foundation Course - I	Indian society - Features of Indian
B.COM	UFMGSI.5.1	Foundation Course - I	Society Division of labour and cast
вмм	BAMMFC102	Foundation Course - I	system in India
в.сом	UBCOMFSII.6.1	Foundation Course II	Different methods of responding to conflicts in society; Conflict resolution and efforts towards building peace
вмм	BAMMFC202	Foundation course -II	and harmony in society
,			Emotional appeals: Humour, Fear, Sex appeal, Various advertising execution
ВММ	Sem V	Copywriting	techniques
B.COM	UBIFSIII.8	Financial Markets	Fundamental Analysis- Economy



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### 1.3.1 Integration of Cross-Cutting Issues

### **ACADEMIC YEAR**

2023-24

This document contains Syllabus of Business Communications – I for FYBMS (Topics covering professional ethics are highlighted.

I

#### **Revised Syllabus of Courses of FYBMS**

# Semester I Ability Enhancement Courses (AEC) Business Communication- I Modules at a Glance

Sr. No.	Modules / Units			
1.	Theory of Communication			
	Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication			
	Channels and Objectives of Communications Channels-			
	Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine			
	Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given)			
	Methods and Modes of Communication:			
	Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette			
	Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax]			
	Computers and E- communication Video and Satellite Conferencing			
2.	Obstacles to Communication in Business World			
	Problems in Communication /Barriers to Communication:			
	Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers			
	Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4			
	Introduction to Business Ethics:			
	Concept and Interpretation, Importance of Business			

Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility

Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:

Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste,

Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace

Piracy, Insurance, Child Labour

#### 3. Business Correspondence

Theory of Business Letter Writing:

Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,

Personnel Correspondence:

Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation

[Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]

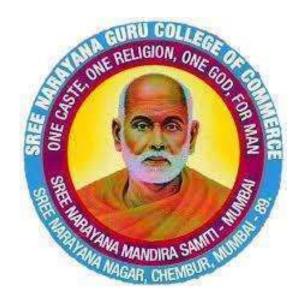
#### 4. Language and Writing Skills

Commercial Terms used in Business Communication Paragraph Writing:

Developing an idea, using appropriate linking devices, etc.

Cohesion and Coherence, self-editing, etc [Interpretation of technical data, Composition on a given situation, a short informal report etc.]
Activities

- Listening Comprehension
- Remedial Teaching
- Speaking Skills: Presenting a News Item, Dialogue and Speeches
- Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling.
- Reading Comprehension: Analysis of texts from the fields of Commerce and Management



## 1.3.1 Integration of Cross-Cutting Issues

**ACADEMIC YEAR** 

2023-24

This document contains Syllabus of Foundation Course – II for FYBBI (Topics covering Human Rights are highlighted.

### Revised Syllabus of Courses of B.Com. (Banking & Insurance) Programme at Semester II with Effect from the Academic Year 2016-2017

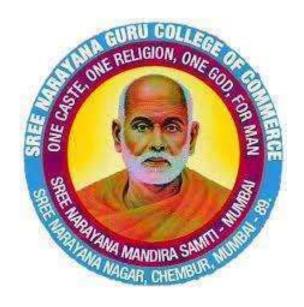
### Skill Enhancement Courses (SEC)

#### 5. Foundation Course - II

#### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
	Total	45

Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society



## 1.3.1 Integration of Cross-Cutting Issues

**ACADEMIC YEAR** 

2023-24

This document contains Syllabus of Advertising in Contemporary Society for TYBMM (Topics covering Gender Equity are highlighted.

#### Guidelines for Internals:

- a. Every student must submit a brand augmentation for a well known brand with detailed such as core identity, extended identity, brand positioning, personality, user imagery to be given by the faculty.
- b. Every student must make brand guidelines for the same brand such as stationary guidelines, web guidelines, style guidelines, color etc and submit to the faculty

#### Reference Books and material

- 1. David, A Aker, Building strong brands, the free press, 1996
- **2.** Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
- 3. Brand management the Indian context Y L R Moorthi
- 4. Brand positioning Strategies for competitive advantage Subroto Sengupta
- **5.** Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) Damian Ryan Gives an overview
- **6.** .Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) Eric Qualman (this is purely on social media)

#### Sem.-V

## ADVERTISING IN CONTEMPORARY SOCIETY Max. Marks: 100 (Theory:75, Internals: 25)

#### Objectives:

- To understand the environment in Contemporary Society
- To understand Liberalisation and its impact on the economy
- To study contemporary advertising and society

MODULE	Topic	Details	Number
			of
			Lectures
<b>MODULE I</b>	Change in	Policy post independence	4
	Environment	Policy 1990 onwards	
MODULE	Study of	Effects of Liberalisation on	8
II	Environment	Economy	
	post	Business	
	independence	Employment	
	and post 1991	Advertising	
	Liberation	Life Style	
	Policy		
MODULE	International &	The environmental analysis of all foreign	8
III	Global	countries	
	Advertising &	The use of this analysis in marketing and	
	Marketing	Advertising.	
MODULE	Social	Definition	8

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IV	Marketing	Need for Social Marketing	
		The difficulties of Social Marketing	
		The various subjects for Social Marketing	
		Effects of social marketing	
MODULE	Advertising	The effect of Advertising on Society	10
$ \mathbf{V} $		Criticism of Advertising	
		Advertising and Women	
		Advertising and Children	
		Advertising and old people	
		Controversial Advertising	
		Gender Bias	
		Advertising and popular culture	
		Social implication of advertising	
		The role of advertising on the economy	
MODULE	Types of	Political advertising	6
VI	Advertising	B to B	
	_	Consumer advertising	
		Retail advertising	
		Industrial advertising	
		Financial advertising	
MODULE	Internet	Digital Marketing	4
VII			

#### Reference Books and material

Advertising Amita Shankar
 Advertising London & Britta

3. Advertising Ramaswamy & Namakeeman

### Sem. V

#### CONSUMER BEHAVIOUR.

Max. Marks: 100 (Theory:75, Internals: 25)

#### **OBJECTIVES.**

- To understand role of marketing in influencing consumer behaviour.
- To analyze the role of marketer& the consumer in advertising.
- To sensitize the students to the changing trends in consumer behaviour.

#### <u>Module − I</u> 12

(a) Introduction to Consumer Behaviour.



## 1.3.1 Integration of Cross-Cutting Issues

**ACADEMIC YEAR** 

2023-24

This document contains Syllabus of Solid and Hazardous Waste Management for M. Com (Topics covering Environment Sustainability are highlighted.

#### Solid & Hazardous waste management Sem VI

#### **UNIT I SOLID WASTE:**

Definition of solid wastes – types of solid wastes – Sources - Industrial, mining, agricultural and domestic – Characteristics. Solid waste Problems - impact on environmental health – Concepts of waste reduction, recycling and reuse.

## UNIT II COLLECTION, SEGREGATION AND TRANSPORT OF MUNICIPAL SOLID WASTES:

Handling and segregation of wastes at source. Collection and storage of municipal solid wastes;

analysis of Collection systems. Transfer stations – labeling and handling of hazardous wastes.

#### **UNIT III MUNICIPAL SOLID WASTE MANAGEMENT:**

Solid waste processing technologies. Mechanical and thermal volume reduction. Biological and

chemical techniques for energy and other resource recovery: composting, vermicomposting, termigradation, fermentation. Incineration of solid wastes. Disposal in landfills: site selection, design, and operation of sanitary landfills; Leachate and landfill gas management; landfill closure and post-closure environmental monitoring; landfill remediation. Regulatory aspects of

municipal solid waste management.

#### **UNIT IV HAZARDOUS WASTES:**

Hazardous waste definition. Physical and biological routes of transport of hazardous substances – sources and characterization categories and control. Sampling and analysis of hazardous wastes – analytical approach for hazardous waste characterization – proximate analysis – survey analysis – directed analysis – analytical methods.

#### UNIT V HAZARDOUS WASTES MANAGEMENT:

Sources and characteristics: handling, collection, storage and transport, TSDF concept. Hazardous waste treatment technologies - Physical, chemical and thermal treatment of hazardous waste: solidification, chemical fixation, encapsulation, pyrolysis and incineration. Hazardous waste land fills - Site selections, design and operation. HW reduction, recycling and

reuse, Regulatory aspects of HWM.

#### UNIT VI BIOMEDICAL WASTE MANAGEMENT:

Biomedical waste: Definition, sources, classification, collection, segregation Treatment and disposal.

#### **UNIT VII RADIOACTIVE WASTE MANAGEMENT:**

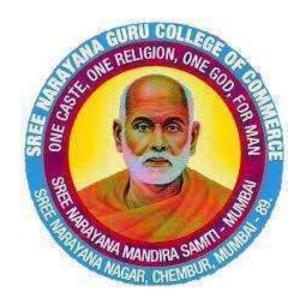
Radioactive waste: Definition, Sources, Low level and high level radioactive wastes and their management, Radiation standard by ICRP and AERB

#### **UNIT VIII E-WASTE MANAGEMENT:**

Waste characteristics, generation, collection, transport and disposal.

#### **Book Recommended**

- 1. Hazardous waste management Charles A. Wentz. Second edition 1995. McGraw Hill International.
- 2. Integrated solid waste management George Tchobanoglous, Hilary Theisen & Sammuel A. Vigil.
- 3. Criteria for hazardous waste landfills CPCB guidelines 2000.
- 4. Hazardous waste management by Prof. Anjaneyulu.
- 5. Environmental Sciences by Daniel B. Botkin and Edward A. Keller, Wiley student, 6th edition- 2009.
- 6. Standard handbook of Hazardous waste treatment and disposal by Harry M. Freeman, McGraw Hill 1997.
- 7. Management of Solid waste in developing countries by FrankFlintoff, WHO regional publications 1976.



## **Integration of Cross-Cutting Issues**

**ACADEMIC YEAR** 

2023-24

This document contains Syllabus of Foundation Course – I for FYBMS (Topics covering Human Values are highlighted.

### Revised Syllabus of Courses ofBachelor of Management Studies (BMS)Programme at Semester I with Effect from the Academic Year 2016-2017

Skill Enhancement Courses (SEC)

### 5. Foundation Course -I

#### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
	Total	45

Sr. No.	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics