



SREE NARAYANA GURU COLLEGE OF COMMERCE

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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SREE NARAYANA GURU COLLEGE OF COMMERCE

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 Professional Ethics

Program Name	Course code	Course Name	Topics Covered
B.COM	UBCOMFSI.4	Business Communication - I	Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning and Boosting the Morale of employees. Business Etiquette. Concept And Interpretation, Importance Of Business Ethics, Personal Integrity At The Workplace, Business Ethics And Media, Computer Ethics, Corporate Social Responsibility
B.COM	UA_FFSI.4	Business Communication - I	
BMS	UBMSFSI.4	Business Communication - I	
B.COM	UBIFSI.4	Business Communication - I	
B.COM	UFMGSI.4	Business Communication - I	
B.COM	UA_FFSI.6	Business Environment	Information, Advice, Order And Instruction, Persuasion, Motivation, Education, Warning, And Boosting The Morale Of Employees. Business Etiquette
BMS	UBMSFSII.6	Business Environment	
B.COM	UFMGSI.6	Business Environment	
B.COM	UA_FFSII.5	Foundation Course - II	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
BMS	UBMSFSII.5.1	Foundation Course - II	
B.COM	UBIFSI.5	Foundation Course - II	
B.COM	UFMGSI.5.1	Foundation Course - II	
B.COM	UBIFSI.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. Meaning, Types, Sources Of Value Systems, Values Across Cultures, Values And Ethical Behaviour
B.COM	85705	Organisational Behaviour	
MCOM	SEM III	Organisational Behaviour	
B.COM	44301	Strategic Management	The Social Facet: Ethics, Social Responsibility Of Business, Triple Bottom Line, Impact Of Social Factors In Strategic Management
B.COM	45205	Business Ethics	Business Ethics: Meaning, Nature And Sources. , Unfair Business Practices: Features And Reasons.
MCOM	Sem -I	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	



Sree Narayana Guru College of Commerce
1.3.1 List of List of Courses covering Human rights

Program Name	Course code	Course Name	Topics Covered
B.COM	UBCOMFSI.4	Business Communication - I	Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour
B.COM	UA_FFSI.4	Business Communication - I	
BMS	UBMSFSI.4	Business Communication - I	
B.COM	UBIFSI.4	Business Communication - I	
B.COM	UFMGSI.4	Business Communication - I	
B.COM	UBCOMFSII.4	Business Communication - II	Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness.
B.COM	UA_FFSII.4	Business Communication - II	
BMS	UBMSFSII.4	Business Communication - II	
B.COM	UBIFSI.4	Business Communication - II	
B.COM	UFMGSI.4	Business Communication - II	
B.COM	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 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
B.COM	UA_FFSI.5	Foundation Course - I	
BMS	UBMSFSI.5.1	Foundation Course - I	
B.COM	UBIFSI.5.1	Foundation Course - I	
B.COM	UFMGSI.5.1	Foundation Course - I	
BMM	BAMMFC102	Foundation Course - I	
B.COM	UA_FFSII.5	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
BMS	UBMSFSII.5.1	Foundation Course - II	
B.COM	UBIFSI.5	Foundation Course - II	
B.COM	UFMGSI.5.1	Foundation Course - II	
B.COM	UA_FFSI.6	Business Environment	Consumerism and Consumer Protection: Consumerism in India, Consumer Protection Act 1986
BMS	UBMSFSII.6	Business Environment	
B.COM	UFMGSI.6	Business Environment	
BMS	46014	Industrial Relations	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 consumers; Consumer courts and consumer movements.
BMS	UBMSFSII.2	Industrial Law	



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1.3.1 List of List of Courses covering Gender Equity

Program Name	Course code	Course Name	Topics Covered
B.COM	UBCOMFSI.4	Business Communication - I	Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace Piracy, Insurance, Child Labour
B.COM	UA_FFSI.4	I	
BMS	UBMSFSI.4	I	
B.COM	UBIFSI.4	I	
B.COM	UFMGSi.4	I	
B.COM	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 diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
B.COM	UA_FFSI.5	Foundation Course - I	
BMS	UBMSFSI.5.1	Foundation Course - I	
B.COM	UBIFSI.5.1	Foundation Course - I	
B.COM	UFMGSi.5.1	Foundation Course - I	
BMM	BAMMFC102	Foundation Course - I	
B.COM	UBCOMFSIII.5.01	Advertising I	Advertising and Women Advertising and Children Advertising and old people Controversial Advertising Gender Bias
B.COM	UBCOMFSIV.5.01	Advertising II	
BMS	UBMSFSIII.1.07	Advertising	
BMM	Sem V	Advertising & Marketing Research	
BMM	Sem V	Copywriting	Writing copy for various audiences Children, Youth, Women, Senior citizen and Executives



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1.3.1 List of List of Courses covering Environment & Sustainability

Program Name	Course code	Course Name	Topics Covered
B.COM	UA_FFSI.6	Business Environment	Strategies for going Global: MNCs and TNCs, WTO b) Foreign Trade in India- Balance of Trade, FDI Investment Flows and its Implication for Indian Industries
BMS	UBMSFSII.6	Business Environment	
B.COM	UFMGSII.6	Business Environment	
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, need and relevance of environmental education
B.COM	UBCOMFSII.5	Environmental Studies II	
B.COM	UFMGSII.6	Environmental Science	
B.COM	UBIFSIV.3	Entrepreneurship Management	Environmental, economic, non economic, personal and entrepreneurial barriers.
B.COM	UFMGSIII.2	Entrepreneurial Development	
MCOM	SEM III	ENTREPRENEURIAL MANAGEMENT	




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1.3.1 List of List of Courses covering Human Values

Program Name	Course code	Course Name	Topics Covered
B.COM	UBCOMFSIII.6.1	Foundation Course	Concept of society- Development of Indian society - Features of Indian Society Division of labour and cast system in India
B.COM	UA_FF5I.5	Foundation Course - I	
BMS	UBMSFSI.5.1	Foundation Course - I	
B.COM	UBIFS.5.1	Foundation Course - I	
B.COM	UFMGSI.5.1	Foundation Course - I	
BMM	BAMMFC102	Foundation Course - I	
B.COM	UBCOMFSII.6.1	Foundation Course II	Different methods of responding to conflicts in society; Conflict resolution and efforts towards building peace and harmony in society
BMM	BAMMFC202	Foundation course –II	
BMM	Sem V	Copywriting	Emotional appeals: Humour, Fear, Sex appeal, Various advertising execution techniques
B.COM	UBIFSIII.8	Financial Markets	Fundamental Analysis- Economy




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**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
	<p>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</p> <p>Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine</p> <p>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)</p> <p>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</p>
2.	Obstacles to Communication in Business World
	<p>Problems in Communication /Barriers to Communication:</p> <p>Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers</p> <p>Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4</p> <p>Introduction to Business Ethics: Concept and Interpretation, Importance of Business</p>

	<p>Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility</p>	
	<p>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:</p> <p>Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste,</p>	
	<p>Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace</p> <p>Piracy, Insurance, Child Labour</p>	
<p>3.</p>	<p>Business Correspondence</p>	
	<p>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)]</p>	
<p>4.</p>	<p>Language and Writing Skills</p>	
	<p>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</p> <ul style="list-style-type: none"> • 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 	



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**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



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

IV	Marketing	Need for Social Marketing The difficulties of Social Marketing The various subjects for Social Marketing Effects of social marketing	
MODULE V	Advertising	The effect of Advertising on Society 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	10
MODULE VI	Types of Advertising	Political advertising B to B Consumer advertising Retail advertising Industrial advertising Financial advertising	6
MODULE VII	Internet	Digital Marketing	4
Reference Books and material			
<ol style="list-style-type: none"> 1. Advertising Amita Shankar 2. 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.

Module – I

- (a) Introduction to Consumer Behaviour.

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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 & Samuel 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.



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Integration of Cross-Cutting Issues

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2023-24

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

***Revised Syllabus of Courses of Bachelor 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