

Value Based Courses	Title of the paper	Total Credit 2/3	Department
	Business Ethics	3	Management
	India's Diversity & Business	3	Management
	Intellectual Property Rights	2	Management

BBA VAC1 – Business Ethics

Credit: 3

Max Marks: 50

Course Objective/Course Description:

The objective of this paper is to make the students aware about the importance of ethics and role of CSR in the business to encourage moral practices and sensitivity towards the ethical dimension of managerial problems.

Course Outcome:

CO1: Understand the importance of ethics and CSR in the day-to-day working of organizations

CO2: Learn the issues involved in maintaining ethics and how to deal with such situations

CO3: Learn scope of business ethics in Compliance, finance, Human resources, marketing, and production.

Course Content:

Unit 1: Business Ethics

Business ethics: Meaning of ethics, why ethical problems occur in business. Theories of ethics: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring, Scope & Advantages of Business Ethics.

Unit 2 : Ethics and other branches

An alternative to moral principles: virtue ethics, teleological theories, egoism theory, relativism theory, Moral issues in business: Worker's and employee's rights and responsibilities. Ethics in Compliance, Ethics in Finance, Ethics in Human Resources, Ethics in Marketing, Ethics in Production

Unit 3: Ethical Principles

Ethical Principles In Business: introduction, Organization Structure And Ethics, Role of Board of Directors, Ethics Programme, Best Practices in Ethics Programme Features of Good Ethics Programme Code of Ethics, Code of Conduct, Model Code of Business Conduct & Ethics Credo, Ethics Training and Communication,

Unit 4: Ethics Committee

Ethics Committee: Meaning, Definition. Functions of Ethics Committee, Integrity Pact, Whistle Blower Policy and Whistle Mechanism Social and Ethical Accounting, Principles of social and ethical accounting Ethics Audit, Ethical Dilemma

Unit 5: Corporate Social Responsibility

Meaning and definitions of CSR, CSR is not philanthropy, CSR is a contract with society, why CSR is required ? , Factors influencing CSR, Triple bottom line approach of CSR, CSR under the Companies Act, 2013

Suggested Readings:

1. Velasquez Manuel G: Business ethics- concepts and cases. (Chapter 1, 2, 6, 7)
2. Fernando A.C.: Business Ethics – An Indian Perspective. (Chapter 1, 2, 3, 4, 14, 15)
3. Crane Andrew & Matten Dirk: Business Ethics, Oxford. (Chapter 1, 7, 8)
4. Ghosh B N: Business Ethics & Corporate Governance, McGraw Hill (Chapter 9, 11)
5. DeGeorge Richard T.: Business Ethics, Pearson. (Chapter 13)
6. Fernando A.C.: Business Ethics – An Indian Perspective. (Chapter 6) Ghosh B N: Business Ethics & Corporate Governance, McGraw Hill (Chapter 10, 12, 13, 15)

BBA VAC2: Retail Management

Credit: 3

Max Marks: 50

Course Objective: The course aims at introducing retailing as an emerging area of study and its importance in the context of marketing management. Through this course, students will be able to prepare for positions in the retail sector industry or venture out into retailing entrepreneurial activities.

Course Outcomes:

CO 1: To gain clarity on the basic concepts and related terms in retailing, its types and theories.

CO 2: To understand the business operations of retail marketing, finance, human resources, organization and merchandise management.

CO 3: To comprehend and formulate the retail strategies to conduct retailing businesses.

CO 4: To identify and analyze the present as well as future trends in retailing.

Course Content

Unit I: Introduction to retailing

Concept of retailing- Meaning of retail, retailer & retailing, retailing characteristics, the changing retailing environment; Socio and economic significance of retailing, Career opportunities in retailing; Types of retail formats- Store based and Non-Store based retailing, Theories of retailing evolution, Current scenario of retail sector in India.

Unit II: Marketing, Finance and HR aspects of retail

Buying Behaviour and process in retailing, Strategic retail planning process, Sustainable Competitive Advantages in retail; Measurement of financial performance, performance and productivity Measures; Selection and optimization of WorkForce in retail; HR Challenges in Retailing.

UNIT III: Retailing Strategies

Retail life cycle; Marketing mix of a retailing business, Retail Promotion Mix and its objectives, Customer Service and satisfaction, Customer Relationship Management;

Retail Pricing strategies and price adjustments; Retail Distribution -In store and online stores; Branding strategies in retail.

Unit IV: Retail Organization and Merchandise management

Factors influencing retail location, Types of location; Product Assortment and Display in retail; Retail store layouts, design and planning; Merchandise planning, merchandise decisions, Forecasting-merchandise types, Retail inventory method, Ethical and legal issues in purchasing merchandise.

UNIT V: Current, future trends of retailing and Other aspects

E-Tailing, Critical Analysis of E-tailing Strategies- Omni Channel Marketing ,Shopping Campaigns, Social Media Promotions, Email Campaign ,Guerrilla Marketing; Retail Information system, Responsibilities of store Managers; Ethical issues in Retailing.

Suggested Readings:

1. Levy & Weitz, Retailing Management , Tata McGraw hill
2. Swapna Pradan , Retailing Management, Tata Mcgraw Hill
3. Gibson G Vedamani , Retailing Management, Jaico books
4. David Gilbert, Retail marketing management, Pearson Education
5. Andrew J. Newman & Peter Cullen, Retailing Environment & Operations, Thomson Learner
6. Berman B and Evans J R., Retail Management (Pearson Edition)
7. Cox Roger and Brittain Paul- Retailing : An Introduction (Pearson Edition)
8. Sinha Uniyal- Managing Retailing, Oxford University press, Delhi

BBA VAC3: India's Diversity & Business

Credit: 3

Max Marks: 50

Course Objective/Course Description:

The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at understanding the diversity and its implications for the business.

Course Outcome:

CO1 – Develop the understanding of India’s diversity and to apply it to its advantages in businesses.

CO2 – Learn and appreciate the regional variations in the country and thus lead to respecting diversity.

Course Content:**Unit I: Recognizing, Accommodating and Valuing Diversity**

Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension—immigration, competition for limited resources; • Regional bases of India’s diversity: regional approach to understanding diversity in terms of India’s topography, drainage, soil, climate, natural vegetation, rural and urban settlements •

Unit 2: Social Diversity

Social diversity in India: Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions

Unit 3: People, Livelihood & Occupational Diversity

Traditional livelihoods and their nature - agriculture, crafts, industry and services; • Region, occupation and employment

Unit 4: Linkages between Diversity and India’s Socio-economic challenges

Regional variations in terms of geographic and socio-economic factors- trends and emerging options; • Food insecurity, economic inequalities and poverty, environmental degradation and sustainable development;

Unit 5: Diversity and Business

Indian Consumers and marketing; Rural and Urban context · Diversity, manufacturing, industry and services; · Diversity and Innovation; · Workforce diversity and management

Suggested Readings:

1. Bose NK (1969) Unity in Indian Diversity in Desai AR (1969) Rural Sociology in India, reprinted 2009, Popular Prakashan
2. Thomas Kochan, KaterinaBezrukova, Robin Ely, et el, The EFFECTS OF DIVERSITY ON BUSINESS PERFORMANCE: REPORT OF THE DIVERSITY RESEARCH NETWORK, Human Resource Management, Spring 2003, Vol 42, No.1. pp3-21
3. Bhatt, B. L(1980)-“ India and Indian Regions: A Critical Overview” in David E. Sopher ‘An Exploration of India- Geographical Perspectives on Society and Culture’. Cornell. Pages- 35-61 for Socio cultural regions.
4. Gail Robinson and Kathleen Dechant, Building a business case for diversity, Academy of Management Executive 1997, Vol 11, No. 3
5. Kaul, Vijay Kumar, ‘Innovation Revolution: Harnessing India’s Diversity’ Yojana, November 2014, also available at SSRN , <http://ssrn.com/abstract=2517855>

BBA VAC4: Intellectual Property Rights

Credits: 2

Max Marks: 50

Course Objectives/Course Description:

Students will learn various aspects of Intellectual Property Rights in terms of concepts, types, relevance, applications, opportunities and challenges.

- To enable students to identify various concepts of IPR.
- To enable students to apply relevant theories and concepts to various aspects of Intellectual Property Rights.
- To help the students be comfortable in application of IPR in various Entrepreneurial initiatives.
- To give insights on the Trademark registration process.
- To give an understanding on the role of GIs in economic growth.

Course Outcome:

CO1: Identify the role and importance of IPRs.

CO2: Demonstrate the meaning and provisions of Product, Process Patents and the nature of copyrights.

CO3: Examine the importance of Trademarks Registration for an Entrepreneurial Initiative.

CO4: Explore the evolution of Industrial Designs for Innovation Management of MNEs.

CO5: Identify the role of GIs in understanding inclusive economic growth.

Course Content:

Unit 1: Overview of Intellectual Property

Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, IPR in India: Genesis and development.

Unit 2: Patents

Patents - Elements of Patentability: Novelty , Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and licence , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - Patent office and Appellate Board.

Unit 3: Copyrights

Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment and licence of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights.

Unit 4: Trademarks

Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board

Unit 5: Geographical Indication (GI)

Geographical indication: Meaning, difference between GI and trademarks - Procedure for registration, effect of registration and term of protection

Suggested Readings:

1. Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.
2. Cornish, William Intellectual Property: Patents, Copyright, Trademarks and allied rights, (2010) 7th ed.,
3. Neeraj, P., &Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.