

# **Jharkhand Raksha Shakti University**

**RANCHI**



## **SYLLABUS**

### **B.B.A. in Security Management**

**[Duration: Three year]**

**Preamble: -**

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of country. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching-learning process, examination and evaluation systems, besides governance and other matters.

The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the curriculum, syllabi and teaching-learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students graduating from different universities and colleges based on grades.

The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students. To bring in the desired uniformity, in grading system and method for computing the cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines.

## COURSE STRUCTURE FOR UNDERGRADUATE 'HONOURS' PROGRAMME

**Table AI-1: Distribution of 140 Credits**

[\*wherever there is a practical there will be no tutorial and vice –versa.]

Course	Papers	Credits Theory + Practical	Credits Theory + Practical
<b>I. Core Course</b>	<b>(CC 1 to 14)</b>		
Theory	14 Papers	14X4=56	14X5=70
Practical/Tutorial*	14 Papers	14X2=28	14X1=14
<b>II. Elective Course (EC)</b>			
A. Discipline Specific Elective	<b>(DSE 1 to 4)</b>		
Theory	4 Papers	4X4=16	4X5=20
Practical/ Tutorial*	4 Papers	4X2=8	4X1=4
B. Generic Elective/ Interdisciplinary	<b>(GE 1 to 4)</b>		
Theory	4 Papers	4X4=16	4X5=20
Practical/ Tutorial*	4 papers	4X2=8	4X1=4
<b>III. Ability Enhancement Compulsory Courses (AECC)</b>			
1. English/ Hindi Communication	1 Paper	1X2=2	1X2 =2
2. Environmental Science	1 Paper	1x2=2	1X2 =2
3. Skill Enhancement Course (SEC 1 & 2)			
Of the Core Course opted	2 Papers	2X2=4	2 X 2=4
<b>Total Credit</b>		<b>140</b>	<b>140</b>

Credit Distribution:-

Semester	Core Course	General Elective	Discipline Specific Elective	Skill Enhancement Course	Ability Enhancement	Total Credits
I	12	6	0	0	2	20
II	12	6	0	0	2	20
III	18	6	0	2	0	26
IV	18	6	0	2	0	26
V	12	0	12	0	0	24
VI	12	0	12	0	0	24
Total Credits	84	24	24	4	4	140

### Course Structure

Year	Semester	Paper Code	Paper Name	Credit	Marks
First	I	BSM -101	Principles and Practices of Management	6	100
		BSM -102	Introduction to Security Management	6	100
		BSM GE 1	Legal Aspects of Business	6	100
		AECC-101	English and Business Communication Skills	2	100
	II	BSM - 201	Organizational Behaviour	6	100
		BSM -202	Accounting for Managers	6	100
		BSM GE 2	Entrepreneurship Development	6	100
		AECC-102	Environmental Studies	2	100
Second	III	BSM -301	Business Ethics and Corporate Governance	6	100
		BSM -302	Micro Economics	6	100
		BSM -303	Physical Security Management	6	100
		BSM GE 3	Research Methodology	6	100
		SEC-1	Industrial Psychology	2	100
	IV	BSM -401	Human Resource Management	6	100
		BSM -402	Principles of Marketing	6	100
		BSM - 403	Institutional Security Management	6	100
		BSM GE 4	Fundamental of Computers	6	100
		SEC-2	International Security Management	2	100
Third	V	BSM -501	Retail Security Management	6	100
		BSM -502	Informational Security Management	6	100
		DSE- 1:	Legal Aspects of Security Management	6	100
		DSE-2	Disaster Management	6	100
	VI	BSM -601	Financial Security Management	6	100
		BSM -602	Security Management in investigation	6	100
		DSE-3	Forensic Analysis and Fraud Investigation	6	100
		DSE -4	Dissertation / Project	6	100
Total				140	2600

## OVERVIEW OF CURRICULUM

### I. CORE COURSE

Year	Semester	Paper Code	Paper Name
First	I	BSM -101	Principles and Practices of Management
		BSM -102	Introduction to Security Management
	II	BSM – 201	Organizational Behaviour
		BSM -202	Accounting for Managers
Second	III	BSM -301	Business Ethics and Corporate Governance
		BSM -302	Micro Economics
		BSM -303	Physical Security Management
	IV	BSM -401	Human Resource Management
		BSM -402	Principles of Marketing
		BSM – 403	Institutional Security Management
Third	V	BSM -501	Retail Security Management
		BSM -502	Informational Security Management
	VI	BSM -601	Financial Security Management
		BSM -602	Security Management in investigation

### II. ELECTIVE COURSES

A. Discipline Specific	B. Generic Elective/ Interdisciplinary
Two each in Semester V and VI. To be chosen from the following :- <b>Semester V</b> DSE-1: Legal Aspects of Security Management DSE-2: Disaster Management <b>Semester VI</b> DSE-3: Forensic Analysis and Fraud Investigation DSE -4: Fire and Safety Management	One each in Semester I,II,III and IV to be chosen from the following :- <b>Semester I</b> BSM GE -1: Legal Aspects of Business <b>Semester II</b> BSM GE - 2: Entrepreneurship Development <b>Semester III</b> BSM GE - 3 : Research Methodology <b>Semester IV</b> BSM GE - 4: Fundamentals of Computers

### ABILITY ENHANCEMENTCOURSE

1. Ability Enhancement Compulsory	2. Skill Enhancement Course
<b>Semester I</b> AECC-101: English and Business Communication Skills <b>Semester II</b> AECC-102: Environmental Studies	One each in Semester III and IV. To be chosen from the following:- <b>Semester III</b> SEC-1: Industrial Psychology <b>Semester IV</b> SEC-2: International Security Management

**PRINCIPLES AND PRACTICES OF MANAGEMENT**

**Course Objectives**

This course presents a thorough and systematic coverage of management theory and practice and focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

**Course Contents**

**Unit-1**

**(20 Lectures)**

Management- An Overview: Definition – Managerial Roles - The Functions of Managers-Planning, Organizing, Staffing; Leading and Controlling. The Levels of Management - Management skills and organizational hierarchy

**Evolution of Management Thought:**

Early approaches to Management, Classical approach: Scientific Management, Administrative Theory, Bureaucratic management - Behavioural approach, Quantitative approach, Modern Approaches to Management: Systems Theory, Contingency Theory, Emerging approaches in management thoughts.

**Unit-2**

**(20 Lectures)**

Fundamentals of Planning: Definitions, – Nature and Significance of Planning – Types of Plans, Planning Process, Pre-requisites for Effective Planning – Limitations of Planning.

Objectives Strategies and Policies: Nature of Objectives, MBO, MBO Process – Benefits and limitations of MBO – making MBO Effective –Nature and Purpose of Strategies and Policies – Strategic Planning, Characteristics and limitations of Strategic Planning

Fundamentals of Organizing: Definition, Benefits of Organizing; Closed system Vs Open system view of Organization – Formal Vs Informal Organization - Span of management – Prerequisites for Effective Organizing.

Strategic Organization Design: Designing Organizational Structures - Major Structural Alternatives: Functional, Divisional, Hybrid and Matrix – Bases for Departmentation – Choosing the Pattern of Departmentation. Line & Staff Authority and Decentralization:

**Unit-3**

**(20 Lectures)**

The Human Factor:

Human Resource Management: An Overview: Human Resource planning: Staffing; Training and Development; Performance Appraisal; Compensation – The Nature of People: McGregor's Theory X and Theory Y – Harmonizing Objectives: The Key to Leading. Hawthorne Theory and Timestone Studies. Motivation – Meaning, Herzberg's , V Room's expectancy , Porters & Lawler model of Motivation.

The Control Function: Planning and Controlling, Importance of Controlling, Levels of controlling: Strategic control; Tactical control; Operational control, The Basic Control Process, Requirements for Effective Controls.

**Text and Reference Books**

- ☐ Essentials of Management: An International Perspective Harold Koontz, Heinz Weihrich; Tata McGraw-Hill
- ☐ Management", James A F Stoner, R Edward Freeman and Daniel R Gilbert; Prentice Hall of India
- ☐ Management: Tasks Responsibilities Practices; Peter F Drucker; Allied
- ☐ The Practice of management; Peter F Drucker; Butterworth-Heinemann
- ☐ Management challenges for the 21st century Peter F Drucker Harper Collins

**INTRODUCTION TO SECURITY MANAGEMENT**

Course Objectives: To introduce learners to security management, International historical perspective of security and security management principles.

Course Contents:

**Unit 1: Security and Management** (15 Lectures)

1. Conceptual Definitions
2. Philosophical and Legal basis of Security
3. Principles of Security

**Unit 2: Basic Types of Security** (15 Lectures)

1. Personnel
2. Physical
3. Information
4. Document Security
5. Important Assets and Threats to them

**Unit 3: Historical perspective of Security** (15 Lectures)

1. UK
2. USA
3. INDIA

**Unit 4: Security Management Principles** (15 Lectures)

1. Developing Security Policy
2. Organizing Security Resources
3. Implementing Security Plans / Programmes

**Suggested Reading**

- 1.Hill D.A & Rockley I.E, 1981, Security: Its management and control, Business Books.
- 2.Haldar, Dipak, 1986, Industrial Security in India, Ashish Publishing House.
- 3.Sabharwal, O.P., 2006, Security Management, Alpha Publications, New Delhi.
- 4.Rockley, L.E. and Hill D.A. 1981. Security-Its Managementand Control Business books Ltd.
- 5.Sennewald, C., & Baillie, C. (2011). Effective Security Management. Elsevier Publication.
- 6.Fay, J. (2011). Contemporary Security Management. Elsevier Publication



## PAPER CODE – BSM 201

Semester II

Lectures - 60

### ORGANIZATIONAL BEHAVIOUR

#### Course Objectives:-

This course is designed to acquaint students with the theories of behaviour of people in social organizations. Specifically it aims to analyze behaviour patterns in work places and how to make use of this to improve organizational performance, gain understanding of factors that influence an employee's relationships to superiors, co-workers and subordinates, acquire insight into the functioning of teams and understand why the norms and values of teams, contribute to overall organizational goals

#### Course Contents:-

##### Unit – I

(20 Lectures)

Understanding Organization Behaviour (OB), Goals of OB, Scientific foundation of OB and Features of OB, Psychological contract and Organizational citizenship.  
Personality meaning of personality, development of personality, attributes of personality, Theories of personality, Emotional Quotient, Spiritual Quotient, Personality & job fit.  
Work motivation, need pattern in India, Factors affecting work motivation within work organizations in India.

##### Unit – II

(20 Lectures)

Thresholds of interpersonal behaviour: The behaviour and skills approach to Interpersonal Relationships, Interpersonal Relationships and Management of Boundaries, Role of Threat and Trust Formation in Interpersonal Relationships, Interpersonal Styles – Firo B2, Transactional styles in Interpersonal Relationships, Johari Window  
Understanding Groups and Teams: What are Groups and how are they formed, Synergies of Group Working – Group Process gains and Losses and their contributors, Roles in Groups – member dispositional and functional roles, Factors affecting Group effectiveness; Teams, its types and how to make teams effective; Leadership Theories and types of leadership

##### Unit – III

(20 Lectures)

Managing Conflicts and Negotiations: Understanding Conflict, Meaning and Causes, Sources of Conflict at various levels, Styles of handling Interpersonal Conflict;  
Negotiation: meaning, elements and factors affecting it, Integrating Conflict and negotiations from the Gandhian perspective.  
Understanding Power and Organizational Politics: Meaning and Definition of power & politics, Nature of Power, Bases of Power, Using Power and Politics.

#### Text and Reference Books

- ☐ Robbins, S P Sanghi, S. Organizational Behaviour(latest edition). Delhi: Pearson Education.
- ☐ Luthans,F.(2001). Organizational Behaviour,( latest edition), New Delhi: McGraw Hill Irwin
- ☐ K. Ashwathapa, Organizational Behaviour, Himalaya Publishing
- ☐ Management of Organisation Behaviour- Hershey & Blanchard
- ☐ Keith Davis, Human Behaviour at Work- McGraw Hill Publication
- ☐ Newstrom ,Organizational Behaviour- McGraw Hill Publication

**ACCOUNTING FOR MANAGERS****Course Objectives:-**

The objective of this course is to introduce students to the study of accounting which is also known as the language of business. Crystal clear understanding of the basic concepts of financial, management and cost accounting will help the prospective managers in taking judicious and informed decisions while working.

**Course Contents:-****Unit – I****(20 Lectures)**

Introduction to Financial accountancy: - Concepts, Conventions, Accounting Principles, Double Entry System. Recording System: - Journals, Ledgers, Trail balance, Trading and Profit and Loss Account, Balance Sheet. Depreciation:- Accounting and Methods

**Unit – II****(20 Lectures)**

Financial Statements:- Financial Statements, Financial Reporting, Reporting Practices; Statement of Cash flows and Fund flows:- Purpose and Importance, Classification, Preparing Statement of Cash Flows and Fund Flows , Ratio Analysis :- Classification, Computation and Interpretation of Ratios.

**Unit - III****(20 Lectures)**

Introduction: Cost Concept And Cost Object, Types of Costs, Cost And Expense, Classification of Costs, Cost Management, Methods of Costing, Techniques of Costing, Materials and Labour costing , Issue of Materials, Methods of Remuneration, Overheads:- Definition , Classification, Meaning And Importance.

**Text and Reference Books**

- Dr. S.N. Maheshwari, S.K.Maheshwari, Financial Accounting for MBA ,Vikas Publishing,New Delhi
- P.C. Tulsian (2009), Financial Accounting, Pearson Education, New Delhi.
- Financial Accounting for Business Managers, Ashish K Bhattacharya (2008), PHI P . Ltd, New Delhi
- Anthony, R. N., Hawkins, F. D., & Merchant, K. A. (2006). Accounting: text and cases (12th ed.). New Delhi: Tata McGraw Hill.
- Albrecht, W. S., Stice, D. J., Stice, E. K., Monte, R., & Swain, R .M. (2010). Accounting: concepts and applications (11th ed.). U.S.A: South Western.
- Belverd, E., Needles, Jr., & Powers, M. (2005). Principles of financial accounting (9th ed.). New York: Houghton Mifflin.
- Garrison, R. H., Noreen. E. W. (2007). Managerial accounting (12th ed.). New Delhi: Tata McGraw Hill.
- Hilton, R. W. (2008). Managerial accounting (3rd ed.). New Delhi: Tata McGraw Hill.
- Larson, D. K., &Chiappetta, B. (2004). Fundamental accounting principles (17th ed.). New Delhi: McGraw Hill.

**BUSINESS ETHICS AND CORPORATE GOVERNANCE****Course Objectives:-**

The objective of this course is to enable students to understand the nuances of corporate governance. The course shall also cover the need for corporate social responsibility factors and ethical dimensions of business.

**Course Contents:-****Unit-1****(20 Lectures)**

**Business ethics:** Meaning, concept & types of business ethic issues, ethical problems & Dilemmas in business, Ethical principles, Ethical decision making- personal and professional;

**Computer ethics:** Computer crime, Computers and corporate responsibility, Ethical implication of technology. Ethical Issues & Dilemmas in the work place, Employee rights & duties, Organizational misconduct & Discrimination & prejudicial practices

**Unit-2****(20 Lectures)**

**Moral issues in business:** Importance and Principles of moral issues and reasoning.

Implications of moral issues in different functional areas of business like finance, HR and marketing.,

Quality of work life, **Whistle blowing:** Kinds of whistle blowing, blowing as morally prohibited, whistle blowing as morally permitted in Marketing and Advertising. **Manipulation and coercion:**

Moral responsibility in advertising Trade secrets, corporate disclosure, insider trading, moral development and moral reasoning..

**Unit-3****(20 Lectures)**

Corporate Governance: Introduction and definition of corporate governance , need of corporate governance, evidence of corporate governance from Arthashastra,, theories of corporate governance, evolution of corporate governance, issues in corporate governance, relevance of corporate governance, importance of corporate governance, benefits of good corporate governance, elements of good corporate governance, market model and control model of corporate governance, concept of CSR, CSR and business ethics, CSR and Corporate Governance, corporate strategy and CSR, the triple bottom line approach.

**Text and Reference Books**

Valesquez, M.G (2016) Business Ethics: Pearson New International Edition: Concepts and Cases, New Delhi: Pearson

Fernando, A.C. (2013), Business Ethics: An Indian Perspective, New Delhi: Pearson

Fernando, A.C. (2012), Business Ethics and Corporate Governance, New Delhi: Pearson

Tricker, B. (2015) Corporate Governance: Principles, Policies, And Practices, New Delhi: Oxford

**MICRO ECONOMICS**

**Course Objectives:-**

The goal of this subject is to introduce the students of business management about the fundamental theories and principles of microeconomics and their applications in business and industry.

**Course Contents:-**

**Unit-1: (20 Lectures)**

Introduction to Microeconomics – Meaning and Scope of Microeconomics, Demand Theory and Analysis – The Law of Demand, Elasticity of Demand, Demand Estimation and Forecasting; Theory of Supply – The Law of Supply, and Elasticity of Supply.

**Unit-2: (20 Lectures)**

Economics of Decision Making – Consumption Decisions – Cardinal and Ordinal Approaches (Law of Equi-marginal Utility and Indifference Curve Approach); Production Decisions – Production with one and Two Variable Inputs (Law of Variable Proportions, Returns to Scale and Optimal Input Combinations); Economics of Cost of Production and Break-Even Analysis.

**Unit-3: (20 Lectures)**

Theory of the Firm – Objectives of Firms – Profit Maximization, Sales Maximization, Staff Maximization, Growth Maximization, Satisfying Behaviour, Long-Run Survival and Market Share Goals.

Market Structure – Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly;

Factor Market Pricing – Marginal Productivity Theory, and fundamentals of the determination of factor prices.

**Text and Reference Books**

- ☐ Microeconomics, J. M. Perloff, Pearson Education, India
- ☐ Microeconomics, B. D. Bernheim and M. D. Whinston, TMH, India
- ☐ Modern Microeconomics, A. Koutsoyiannis, MacMillan Publishing Ltd.
- ☐ Economic Analysis – Theory and Applications, S. C. Maurice and O. R. Phillips, UBS Publishing, New Delhi
- ☐ Managerial Economics, D. N. Dwivedi, Vikash Publishing House, India

**PAPER CODE – BSM 303**  
**PHYSICAL SECURITY MANAGEMENT**

Lectures - 60

**Unit 1: Security - Basic Practices and Principles** (12 Lectures)

Definitions, Concepts, Inter-relations

1. Security & Safety
2. Physical Security, Information Security, IT Security, Broad Overlapping Areas
3. Incident, Emergency, Crisis, Disaster
4. Asset (& Liability), Risk, Threat, Vulnerability
5. Asset Protection, Loss Prevention
6. Gaps & Countermeasure
7. Loss/Risk Event, Criticality (Impact) and Probability (Frequency), Occurrence Possibility, Loss Potentia
8. Other security related terms and concepts

**Unit II: Basic Security Management Principles & Approach** (12 Lectures)

1. Defensive
2. Covert & Unobtrusive
3. Overt and Loud
4. Reactive
5. Pro-active

**Unit III: Reputed Industrial & Physical Security Institutions, Bodies** (15 Lectures)

1. India
2. International

**Unit IV: Security Management: Components & Concepts** (12 Lectures)

1. Assessment and Planning
2. Security Survey & Audit
3. Resource Planning and Management
4. Man Management - Manpower Planning, Deployment, Utilisation
5. Perimeter Protection / fortification Asset handling / protection
6. Access Control & Surveillance & Monitoring- Methods and approaches
7. Alarms and Response Mechanism - SOPs, Drills, Rehearsals & tests
8. Layered Defence, Multi-Level Protection, Illumination and Security Lighting
9. Security Hardware (Gadgets and Tangible Aids) & Security Software (SOPs, Procedures, Practices etc.) Maintenance and upkeep of systems and gadgets
10. Risk Management & Budgeting, ROI, Allocation of Resources
11. MIS - Reports, Returns, Records for information, analyses, planning, change etc.

**Unit V: Risk Assessment: Components & Concepts** (Lecture 12)

1. Asset Profiling
2. Threat Analysis
3. Vulnerability Assessment
4. Possible I Potential Loss Event Profiling
5. Criticality and Probability - for profiled potential/possible loss events
6. Risk Matrix and priority & classification
7. Gap Determination
8. Gap Closure - Countermeasure
  - i. Determination of Options

- ii. Selection on the basis of requirements/resources
- iii. Procurement & Deployment
- iv. Commissioning & Maintenance
- v. Principle of Leverage

9. The concept of risk Types

10. Sources of risk

11. Risk and the economic environment

12. Corporate governance and organisational structure

13. A risk management framework

**HUMAN RESOURCE MANAGEMENT**

**Objective:-**

This course on Human Resource Management (HRM) shall enable students to learn about the policies, practices, and decisions to make effective and efficient use of the employees of an organization to achieve the organization's objectives.

**Course Contents:-**

**Unit-1**

**(20 Lectures)**

Human Resource Management: -Introduction & Importance, - Evolution of Human Resource Management, - Difference between Personnel Management & Human Resource Management, - HRM functions and objectives, - Organization of the HR Department  
Human Resource Planning: Concept & Definition , Nature, Importance, Factors affecting HRP, The Process of Human Resource Planning , Requisites of Successful HRP, Barriers to HRP

**Unit-2**

**(20 Lectures)**

Job Analysis: Job Description, Job Evaluation, Brief idea about Job enlargement, Job enrichment and Job Rotation  
Recruitment and selection process: Purpose and importance of recruitment, Recruitment process, - Selection process  
Selection, placement and Induction: meaning, definition of selection, Essentials of selection procedure, significance of selection process and Organizational relationship, selection procedure, - Barriers to effective recruitment and selection

**Unit-3**

**(20 Lectures)**

Performance Appraisal Performance management: Introduction, meaning, need, purpose, - Objectives, Different methods of appraisal, Uses of performance appraisal, limitations and problems of Performance Appraisal.  
Human Resource Development: Introduction, Definition, Concepts, Activities, Training and Development: meaning of T & D, Importance of Training, Benefits of Training, Assessment of Training Needs, Training Methods, On-the job and Off-the-job training.  
Employee Mobility: Internal mobility: Introduction, Meaning, Different types; Promotion, Transfer and Demotion. External mobility  
Career planning and Development: Brief concept, meaning and need, Career Development.

**Text and Reference Books**

- Dessler Gary (2010), Human Resource Management, Prentice Hall, New Delhi
- Aswathapa K (2005), Human resource Management , Tata McGraw Hill, New Delhi
- Arun Monapa, Managing Human Resource –
- Anjali Ghnekar, Human Resource Management –
- Cynthia D. Fisher, Lyle F. Schoenfeldt, and James B. Shaw, *Human Resource Management*, 6th Edition, Boston: Houghton Mifflin, 2006

**PRINCIPLES OF MARKETING**

**Objective:-**

This course introduces the students to the basic concept of marketing, evolution of marketing thought and the conceptual base for understanding the customer, market and interaction between company and customer.

**Course Contents:-**

**Unit I**

**(20 Lectures)**

Understanding Marketing, Evolution of Marketing, Scope and Importance of Marketing; Core Marketing Concepts: Needs, Wants and Demands, Value and satisfaction; Marketing vs. Sales, Exchange and Transactions, Relationships and Networks, Competition: Types of Competition; Company Orientation Towards the Marketplace: Production Concept, Product Concept, Selling Concept, Marketing Concept, Holistic Marketing Concept; Introduction to Marketing Environment; Challenges to marketing – Major Societal forces, New company capabilities; Introduction to traditional Marketing Mix (4Ps); Definition and basic overview of Product, Price, Promotion and Place, Scanning the Marketing Environment: Macro and Micro Environment – Economic, Political, Legal, technological, natural, social, cultural environments;

**Unit II**

**(20 Lectures)**

Marketing Information system: Internal Records, Marketing Intelligence, Forecasting Demand: Market demand, current demand, future demand, measures of market demand; Conducting Marketing Research: Marketing Research Process, Measuring Marketing Productivity  
Customer Value, Loyalty and Satisfaction; Understanding Consumer markets and buying behaviour; Understanding Organizational Markets and buying behaviour; Market segmentation and target markets: Bases of Segmentation: Demographic, Psychographic, Behavioural and Geographic, Identifying Target markets, choosing target markets

**Unit III**

**(20 Lectures)**

Product Life Cycle Marketing Strategies; Marketing in a economic downturn; Developing and establishing a brand positioning; Differentiation strategies: Product and Service Differentiation; Creating, Measuring and Managing Brand Equity, Devising a Branding strategy

**Text and Reference Books**

- ☐ Kotler, P. Marketing Management, 14 e. Prentice Hall of India, New Delhi.
- ☐ Ramaswamy, V.S. and Namakumari, S., Marketing Management, Planning and Control. Macmillan India Ltd., New Delhi
- ☐ David Loudon, Robert Stevens, Bruce Wrenn, Marketing Management: Text and Cases, New York



**Unit 1: Security Hardware: Security Gadgets and their utility as control measures**

(10 Lectures)

Types and ratings, inter gadget integration of microprocessor based gadgets, false alarm ratio, analogy of very high accuracy gadgets versus high/medium accuracy gadgets, available options based on mathematical probability etc.

- (a) X-Ray Baggage Scanning Systems
- (b) Door Frame Metal Detectors
- (c) Hand Held Metal Detectors
- (d) Under Vehicle Scanning Systems
- (e) Under Carriage Inspection Mirrors
- (f) Security Emergency (Burglar) Alarms (Analogue and Digital)
- (g) Fire Safety gadgets, equipment and systems

**Unit II: Security Gadgets:**

(10 Lectures)

1. Fire Extinguishers - All types and uses
2. Water Storage Reservoirs (Underground/Overhead)
3. Fire Pump Systems & Hydrant Systems
4. Internal/External Hydrants (Hose Reel and Hose Pipe)
5. Fire Sprinkler System
6. Wet Riser System
7. Fire and Smoke Detection and Alarm System

**Unit III: Fire Safety - Prevention, Fire fighting, Response & Management(Lecture 20)**

1. Basic Concepts of Fire Prevention
2. Methodology of Fire fighting
3. Types and classification
4. Methods to break the fire triangle
5. Equipment for fire fighting
6. Types of Fire Extinguishers and their operating procedures
7. Response Plan to fire situations, SOPs, Guidelines

**Guidelines and Prevention**

1. Preventive Measures
2. Guidelines for Fire Fighting / Response Preparations to be in place
3. Statutory, IS and NBC Standards & Guidelines

#### 4. DOs and DONTs

### **Unit IV: Security Software**

(10 Lectures)

1. Policy Documents, Manuals & Handbooks, SOPs
2. Incident, Emergency, Crisis, Disaster Management & Response - Guidelines and Practices
3. Known and Practised Drills & Rehearsals, On the job training
4. Ingenious methods / techniques of security operations in case of failure of specific gadgets or unavailability of resources or absence of any specified guidelines
5. Absorbed training put to operation / practised by trained manpower
6. Security Conscious Work Culture adopted by Sensitized Workforce
7. Workforce knowledge to manage/respond to security situations

### **Unit V: Training: Management**

(Lecture 20)

#### **1. Basic Training Principles :**

Supervision, monitoring, gadget / system operation, Basic First Responder, SOPs, Detailed Guidelines up to key role players and concerned individuals, Established Practices, Security oriented sensitization, incident / crisis / emergency / disaster response & management

#### **2. Man Power Training**

- (i) Own Security Staff & Own General staff
- (ii) Outsourced Security Staff & Outsourced miscellaneous staff

#### **3. Emergency & Disaster Management Techniques**

- (i) Incident / Emergency / Crisis Response Teams
- (ii) Disaster Management / Response Teams

**PAPER CODE – BSM 501**  
**RETAIL SECURITY MANAGEMENT**

Lectures - 60

**Unit I: CCTV - Basic General & Operational Knowledge**

(20 Lectures)

1. Analogue and digital systems
2. IP based systems
3. Types of cameras
4. Types of storage mechanisms
5. Monitoring & surveillance,
6. Recording and retrieval of footage
7. Back-up and mirroring of data
8. Onsite & off-site storage
9. Placement of cameras
10. Optimal coverage
11. Records to be maintained
12. Legal Aspects
13. Video Analytics and its utility
14. Futuristic trends
15. Related IT / IS guidelines on the subject

**Unit II: Manpower Management**

(30 Lectures)

1. Selection and recruitment
2. Background screening / antecedent verification for own staff as well as outsourced staff
3. Fidelity Agreements / Bonds / Undertakings / Guarantees with or from outsourced manpower/service suppliers
4. Planning and deployment
5. Deployment, rotation, leave and leave reserves
6. On the job training
7. Specific Training
8. Records to be maintained
9. Handing/taking over
10. Command and control aspects
11. Legal Aspects
12. Man Management - General Administration / Discipline / Motivation / Leadership / Efficiency/Supervision / Command, Control & Guidance
13. Related Statutory/General Guidelines on the subject
14. Basic concepts regarding the usefulness of dogs
15. Utility and deployment
16. Breed of dogs
17. Upkeep of Dogs
18. Legal Aspects
19. Training and Certification

**Unit III: Disaster Management**

(Lecture 10)

1. National Policy related to Disaster Management
2. Disaster Management authority and basic organisation for the state/city
3. Local Disaster Management Planning and response/management plan
4. Integration of own plans with plans of the state/national authorities
5. Local Mutual Aid Agreements
6. Training of staff, sensitization about Disaster Management Planning and its extreme importance
7. DOs and DONTs

**Information Security**

(Lecture 20)

**Basic Concepts and Principles**

1. Understanding and sharing the importance of Information Security,
2. Preventive Measures,
3. Precautions and cross check methods,
4. Physical Security vis a vis Information Security,
5. Overlapping Areas and demarcation of roles,
6. Knowledge of methods / gadgets in use, countermeasures for discovery & neutralization,
7. Concept of Espionage, Infiltration, Opponent's Recon and observation, Social Engineering,
8. Concepts & methods of denying information, both verbal and non-verbal.
9. DOs & DON'Ts

**Unit II: Legal Aspects of Information Security Management**

(Lecture 20)

1. Information Technology Act 2000 and its amendments.
2. Data protection laws in India under Constitution of India

**Unit III: IT Security**

(Lecture 20)

1. IT Security - Basic Idea of general set-up with emphasis on physical security aspects
2. Clarity of physical security's role towards assisting with overall IT Security
3. Authorised Physical Access Control Measures
4. Demarcation of roles and responsibilities

**PRACTICALS**

Demonstration related to:

1. Cloud Security
2. Firewall Security
3. Software Security
4. PC Security
5. Network Security
6. Database Security

**Unit I Economic Crimes**

(Lecture 15)

1. Nature, Meaning and Forms
2. Tax-Evasion
3. Import/Export Vehicles
4. Insurance Frauds
5. Bank Frauds
6. Misbranding and Adulteration
7. Corporate Crimes

**Unit II Organized Crime**

(Lecture 15)

1. Meaning, definition, nature and forms of Organized Crime
2. Organized crime Syndicates.
3. Investigation prosecution and punishment of organized crime offenders
4. Relevant Legislations
5. Victimless crime
  - i. Alcoholism and drug addiction
  - ii. Beggary
  - iii. Commercial sex
6. Prevention strategies and legal measures.

**Unit III Terrorism**

(Lecture 15)

1. Concept, Nature and Forms of Terrorism
2. Causes of Terrorism
3. Investigation, prosecution and punishment under Anti-Terrorism laws.
4. National and International linkages of Terrorism
5. Prevention strategies

**Unit IV Cyber Crimes**

(Lecture 15)

1. Concept, Nature and Types of Cyber Crimes
2. Software Piracy
3. Cyber Attack, Identity Theft, Internet Fraud, Hacking, Spam, Cyber Terrorism: Technical and Legal aspects.
4. Prevention Strategies: Cyber Security, Awareness Generation, Detection, Reporting
5. Legal Measures: Prosecution and Sentencing

**SECURITY MANAGEMENT IN INVESTIGATION**

**UNIT-1**

(Lecture 20)

1. Investigation Protocol: Bomb scene investigation, arson investigation, rape, murder, accident, asphyxia death etc. Locard's Principle.
2. Crime scene investigation: Role of crime scene investigators, documentation of crime scene, crime scene photography & sketching, collecting the evidences, Do's and don'ts while dealing with digital evidences, reconstruction of crime scene, crime scene tools kits and equipments.
3. Evidence protocol: Types of evidences, Chain of custody and forwarding of different types of evidence to laboratory, techniques for handling evidences.

**UNIT-2**

(Lecture 20)

1. Forensic psychology in legal system, personality assessment, identification and evaluation of criminal suspect, legal consideration, criminal profiling, polygraph testing, narco analysis brain fingerprinting, The right of victim and accused.
2. Medico legal aspect of death investigation, post mortem artefacts, Medico legal aspect of injuries, firearm injuries, infanticide, Introduction and laws relating to poisons , toxicological evidences, NDPS act in investigation, Criminal responsibility of mental illness, Mac Naughen Rules.

**UNIT-3**

(Lecture 20)

Initiation of investigation, Statement of accused, FIR, Registration of FIR Statement of witness, Section -161, Charge sheet, submission of charge sheet, additional charge sheet, section 45 of Indian evidence act , handwriting expert , opinion of expert, evidentiary value of the opinion of expert, Section 293 of CrPC Article 20 (2) of constitution of India.

## **DISCIPLINE SPECIFIC ELECTIVE (DSE)**

### **PAPER CODE - DSE 1**

#### **LEGAL ASPECTS OF SECURITY MANAGEMENT**

Lectures - 60

##### **Unit I: Introduction to Indian Penal Code**

(Lecture 12)

Stages of Crime  
Extension of Code to extra-territorial offences.  
Public Servant,  
Fraudulently,  
Common intension and common object punishment.

##### **Unit II : Offences against body**

(Lecture 15)

General exception,  
Abatement,  
Conspiracy,  
Sedition  
Unlawful Assembly,  
Rioting,  
Affray  
Rash driving or riding on a public way  
Culpable Homicide and Murder,  
Dowry Death  
Attempt to Murder,  
Hurt and grievous hurt  
Wrongful restraint and wrongful confinement  
Force, Criminal Force and Assault  
Kidnapping and Abduction,  
Rape and Unnatural offences

##### **Unit III: Offences against Property**

(Lecture 15)

Theft,  
Extortion,  
Robbery and Dacoity,  
Dacoity with murder  
Making preparation to commit dacoity  
Dishonest misappropriation of property  
Criminal breach of trust, Stolen property  
Dishonestly receiving stolen property  
Cheating and Cheating by impersonation,  
Criminal Trespass

##### **Unit IV: Indian Constitutional Law**

(Lecture 12)

Indian Constitutional Law  
Historical Background, Nature of Constitutional Law.  
Salient features of the Indian Constitution.  
Preamble of the Indian Constitution,  
Fundamental Rights,  
Directive Principles of state policy and

Fundamental Duties,  
Structures of the Union Government;  
President – Vice President; Prime Minister – Cabinet – Parliament.  
State Government – Structure and Functions –  
Governor – Chief Minister, Cabinet – State Legislature  
Supreme Court and High Courts,  
Elections,

**Unit V: Human Rights**

(Lecture 06)

Introduction to Human Rights  
Human Rights in India  
International Perspective of Human Rights



**PAPER CODE DSE -2:**

**DISASTER MANAGMENT**

Lectures - 60

**Unit I : Understanding Disasters**

(Lecture 12)

Understanding the Concepts and definitions of Disaster, Hazard, Vulnerability, Risk, Capacity – Disaster and Development, and Types of disasters

**Unit II: Disaster Management in India**

(Lecture 12)

Disaster Profile of India – Mega Disasters of India and Lessons Learnt  
Disaster Management Act 2005 – Institutional and Financial Mechanism  
National Policy on Disaster Management, National Guidelines and Plans on Disaster Management; Role of Government (local, state and national), Non-Government and Inter-Governmental Agencies

**Unit III: Risk and Vulnerability Analysis**

(Lecture 12)

Risk : Its concept and analysis, Risk Reduction, Vulnerability : Its concept and analysis, Strategic Development for Vulnerability Reduction

**Unit IV: Disaster Preparedness**

(Lecture 12)

Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies, Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management.

**Unit V: Disaster Response**

(Lecture 12)

Introduction, Disaster Response Plan, Communication, Participation, and Activation of Emergency Preparedness Plan, Search, Rescue, Evacuation and Logistic Management, Role of Government, International and NGO Bodies, Psychological Response and Management (Trauma, Stress, Rumor and Panic), Relief and Recovery, Medical Health Response to Different Disasters

**PAPER CODE DSE -3:**

**FORENSIC ANALYSIS AND FRAUD INVESTIGATION Lectures - 60**

Unit I: (Lecture 15)

Introduction to fraud: Nature of fraud, why commit fraud, fighting frauds-An overview.

Unit II: (Lecture 15)

Types of Fraud: Frauds against organization, consumer frauds, bankruptcy, divorce and tax fraud, fraud in e-commerce, security fraud, bank fraud, financial statement fraud, revenue and inventory related fraud, liability, assets and corporate disclosure frauds.

Unit III: (Lecture 15)

Fraud Investigation: Investigating theft acts, investigating concealments, conversion investigation methods, inquiry method, business intelligence and fraud reports.

Unit IV: (Lecture 15)

Fraud detection: Recognizing the symptoms of fraud; Data driven fraud detection using predictive analytics and forensic analytics (Nigrini approach).

**Unit I: Fire and Electrical Safety Management(Lecture 30)**

Introduction to Electrical Safety Management Conduction and Insulator, Voltage, Current Resistance, OHM'S Law, AC/DC Current, Effect of Electrical Shock, Indian electricity rule, Electrical hazards, Use of PPE in electrical work, Controls and prevention, Working at height, Work permit System, Earthing and current leakage, Working at High Voltage, use of Electrical Tools. Case study and Exercise.

**Unit II: Fire Appreciation & First Aid (Lecture 30)**

Fire Chemistry, Fire Extinguishers, Fire Precautions, Fire Certificate, Fire prevention and fire safety policy, Case study and Exercise. First Aid on overview – General, First Aid in Electrical industry, First Aid in Chemical/hazardous Industry, First Aid Education, Certification of First Aid Trainees, Case study and Exercise

## GENERIC ELECTIVE / INTERDISCIPLINARY

1 each in semester I, II, III, IV

PAPER CODE BSM GE-1:

Semester I

Lectures - 60

### LEGAL ASPECTS OF BUSINESS

#### Course Objectives:-

The objective of this course is to describe the students the nature, meaning and fundamental tenets of law and various acts and laws applicable to managing business.

#### Course Content:-

##### Unit-1

(20 Lectures)

Meaning of Law and its Significance; Relevance of Law to Civil Society, Sources of Business Legislation

**Indian Contract Act, 1872;** Meaning nature and scope, kinds of contract based on validity,, formation & performance. Offer and Acceptance, Consideration, Capacity of the Parties to Contract, Free Consent- Coercion , Undue Influence , Misrepresentation , Fraud and Mistake, Legality of Object and Consideration(Basic Rules), Performance of Contract (Basic Rules), Breach of Contract- Remedies, Damages, Concepts of Contingent Contract, Agency, Bailment and Pledge, Indemnity and Guarantee

**Sale of Goods Act, 1930;** Meaning, nature and scope, Sale and agreement to sell, Formation of Contracts of Sale- Goods and their Classification- Conditions and Warranties – Caveat Emptor- Transfer of Property in Goods- Performance of the Contract of Sales- Unpaid seller and his rights- Remedies for breach of contract of Sale of Goods.

##### Unit-2

(20 Lectures)

**The Companies Act, 2013:** Meaning, characteristics and definition of company; essential features of company; types of company, Memorandum of Association and Articles of Association; Doctrine of Ultra vires.

Promotion and Incorporation of Company; Steps involved in Formation Procedure for Registration and Incorporation; Certificate of Incorporation; Commencement of Business; *Capital*- Shares and Debentures; Equity Preference shares, Rights and Bonus shares; Shares Certificates; Share Warrant; Reserve Capital; Debenture-Classification

##### Unit-3

(20 Lectures)

**Consumer Protection Act, 1986 :** Scope , objectives and its applicability, Rights of consumers, Nature and scope of remedies available to the consumers

**Right to Information Act, 2005 :** Scope, features and coverage of the act , definition of the terms information, right, record, public authority, obligations of public authorities, requesting information and functions of PIO.

**Negotiable Instruments Act 1881V:** Meaning of Negotiable Instruments, types of negotiable instruments, , promissory note, Bills of exchange, cheques,

**Intellectual Property Rights:** Meaning, objectives and Acts

#### Text Books

- N.D.Kapoor – Commercial Law Sultan Chand & Sons, New Delhi.
- N.D. Kapoor – Company Law Sultan Chand & Sons, New Delhi.
- M.C. Shukla and S.S.Ghulsan – Principles of Company Law

**ENTREPRENEURSHIP DEVELOPMENT**

**Objectives: -**

The objective of this course is to enable students to acquire knowledge to become a successful entrepreneur and avoid common pitfalls by exploring own entrepreneurial strengths and weaknesses build own business. It will also help to prepare to define and refine the idea, develop the opportunity, and plan and deliver the business venture planning.

**Course Contents:-**

**Unit-1**

**(20 Lectures)**

Entrepreneurs – Definition and Concepts – Entrepreneurial skills & competencies, Characteristics of entrepreneurs, woman entrepreneurs, Entrepreneur vis-à-vis Professional Manager, Entrepreneurs - Functions of entrepreneurs, role of entrepreneurs – The Entrepreneurial Culture . Forms of business ownership – Sole Proprietorship; Partnership, corporation / company, LLP, co- operative.  
Significance of Entrepreneur in Economic Development; Economic, social and psychological need for entrepreneurship; Characteristics, qualities and pre-requisites of entrepreneur; The function of the entrepreneur in economic development of a Country; Methods and procedures to start and expand one's own business; Life cycle of new business and relationship with large enterprises; Achievement motivation; Environmental Factors affecting success of a new business; Reasons for the failure and visible problems for business.

**Unit-2**

**(20 Lectures)**

Entrepreneurship- concepts- Phases of entrepreneurship- entrepreneurship and economic growth – barriers to entrepreneurship, the theories of entrepreneurship  
Entrepreneurship Development – entrepreneurship environment – approaches to entrepreneurship development – ED Process – EDP- Feasibility Study – Preparation of Feasibility Reports : Selection of factory location, Demand Analysis, Market potential measurement, Capital saving and project costing, Working capital requirements, profit and tax planning; Economic, Technical, Financial and Managerial Feasibility of Project.

**Unit-3**

**(20 Lectures)**

The process of setting up small scale enterprise - Support Institutions/ organisations promoting / funding for entrepreneurship development – NIESBUD, EDII,MDI, STEPS, SIDBI, NABARD –Specialised Training Institutes – entrepreneurial Marketing – Entrepreneurial Strategies  
Govt. Support to new enterprise; Incentives; source of Finance; Role of Govt. and Promotional agencies in entrepreneurship development, Entrepreneurship Development Programmes; Role of various institutions in developing entrepreneurship in India (A brief description only).

**Text and Reference Books**

- Baporikar Neeta, Entrepreneurship Development & Project Management- Text and Cases. Himalaya Publishing House
- Clifton, Davis S and Fyfe, David E.: "Project Feasibility Analysis".1977 John Wiley, New York.
- Desai Vasant, Dynamics of Entrepreneurship Development and Management. Himalaya Publishing House HPH
- Drucker, Peter,:"Innovation and Entrepreneurship", 1985.Heinemann, London.
- Jain Raiv: Planning a small Scale Industry: A Guide to Entrepreneurs,1984.S.S.Books, Delhi.
- Kumar, S A. : "Entrepreneurship in Small Industry". 1990, Discovery, New Delhi.
- McClelland C and winter, W G.: "Motivating Economic Achievement".1969. Free Press, New York.
- Pareek, Udai and Venkateswara Rao, T. : "Developing Entrepreneurship –A Handbook on Learning Systems" 1978, Learning System, Delhi.

## RESEARCH METHODOLOGY

### Course Objective

The objective of this course is to familiarize students with the different aspects of research and provide an idea of good scientific writing and proper presentation skills. The course shall also provide an understanding of philosophical questions behind scientific research.

### Course Contents

#### Unit 1: (20 Lectures)

**Introduction to Research Methodology:** Meaning, characteristics, and importance of research methodology; Types of research: Fundamental & applied; Research Process: An overview of the research process, steps in the research process.

#### Unit 2: (20 Lectures)

**Research Problem and Design:** Meaning and components of a research problem, stages of formulation of a research problem, characteristics of a good research problem; formulation of Hypothesis, Fundamental understanding of the meaning of a research design - Need, Problem Definition, variables, research design concepts,, Components of a research design and criteria of a good research design. Literature survey and review, Research design process, Errors in research.

#### Unit 3: (20 Lectures)

**Sampling, Methods of Data collection and Report Writing:** Fundamental concept of sampling, types of sampling methods: random and non-random etc.; Primary and secondary Data collection, use of survey, questionnaire and observation methods; An overview of editing and tabulation; Characteristics and types of report writing, the basic format of report writing.

### Text and Reference Books

- Kothari, C.R. Research Methodology – Methods and Techniques ( New Age : New Delhi)
- Taylor, Sinha and Ghoshal. Research Methodology – A guide for Researchers in Management & Social Sciences. (PHI, New Delhi).
- Krishnaswamy, K.N., Sivakumar, Appa Iyer and Mathiranjana M. (2006), Management Research Methodology; Integration of Principles, Methods and Techniques ( Pearson Education, New Delhi)
- The complete reference Office Xp – Stephan L. Nelson, Gajula Kelly (TMH)

Page

## **PAPER CODE BSM GE-4:**

Semester

Lectures - 60

### **FUNDAMENTALS OF COMPUTERS**

#### **Objectives:**

To provide computer skills and knowledge for students and to enhance their understanding of usefulness of information technology tools for business operations.

#### **Course Contents**

##### **Unit-1**

**(20 Lectures)**

Basic Concepts: · Characteristics of a Computer, its Advantages and Limitations. Types of Computers. Applications of computers. Essential components of Computers - Hardware, Firmware, Live-ware, Software, their inter-relationship, System Software: Operating system, Translators, interpreter, compiler, assemblers, linkers. Overview of operating system, function of operating system, Application software: General Purpose Packaged Software and tailor made software. Introduction to Internet, its meaning and growth, Anatomy of Internet, Basic Internet Terminology, Net Etiquette, World Wide Web, Internet Protocols, Usage of Internet to society, Search Engines.

##### **Unit-2**

**(20 Lectures)**

Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document, Opening an existing document/creating a new document, Saving, Selecting text, Editing text, Finding and replacing text, Closing, formatting, Checking and correcting spellings, Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Practical  
Spreadsheet and its Business Applications, Spreadsheet concepts, Creating a work book, saving a work book, editing a work book, inserting, deleting work sheets, entering data in a cell, formula Copying, Moving data from selected cells, Handling operators in formulae. Rearranging Worksheet, Project involving multiple spreadsheets, Printing worksheet, generally used Spread sheet functions, Mathematical, Statistical, Financial and Logical. Practical

##### **Unit-3**

**(20 Lectures)**

Presentation Software, Creating a presentation. Templates, Editing, Sorting, Inserting a worksheet object, Inserting a graph and editing, Inserting drawing objects, Layout, Graphical representation of data, Practicals.

#### **Text and Reference Books**

- ☐ Rajaraman, Introduction to Information Technology, 2003 PHI.
- ☐ R. Hunt, J. Shelley, Computers and Commonsense, Prentice Hall of India, 2002.
- ☐ A. Leon, M. Leon, Fundamentals of Information Technology, Leon Vikas, 2002 Pradeep K. Sinha and Preeti Sinha, Foundation of Computing, , BPB, Publication, 2003
- ☐ Deepak Bharihoka, Fundaments of Information Technology, Excel Book, 2000.
- ☐ Sanjay Saxena, A First Course in Computers, Vikas Publishing House, 1998

# **ABILITY ENHANCEMENT COMPULSORY COURSE**

## **PAPER CODE AECC-101**

### **GENERAL ENGLISH AND BUSSINESS COMMUNICATION SKILLS**

Semester I

Lectures - 60

#### **Course Objectives:-**

The objective of this subject is to enable students to understand the fundamental principles of effective business communication, apply the critical and creative thinking abilities necessary for effective communication in today's business world; organise and express ideas in writing and speaking to produce messages suitably tailored for the topic, objective, audience, communication medium and context; and demonstrate clarity, precision, conciseness and coherence in your use of language.

#### **Course Contents:-**

##### **Unit-1**

**(20 Lectures)**

Basic English grammar- Parts of speech; Correction of errors, Articles, Verbs, Tenses, Preposition, voice: Active and passive, transitive verbs, direct and indirect speech, applied grammar.

Introduction to Business communication: Meaning, Importance & Objectives - Principles of Communication, forms of communication, Communication Process, Barriers of effective communication, Techniques of effective communication.

Nonverbal communication: Body Language, Gestures, Postures, Facial Expressions, Dress codes. The Cross Cultural Dimensions of Business Communication. Listening & Speaking, techniques of electing response, probing questions, Observation; Business and social etiquettes.

##### **Unit-2**

**(20 Lectures)**

Managerial Oration: Principles of Effective Speech & Presentations. Technical & Non-technical presentations; Speech of introduction - speech of thanks – Speeches for specific occasions - Theme speech; Design and Use of audio visual aids; Analyzing the audience; Non-verbal dimensions of presentation

Interview Techniques: Mastering the art of conducting and giving interviews, Placement interviews - discipline interviews - appraisal interviews – exit interviews – interviewing to elicit information for decision making

Group communication: Group Decision making- Importance, Meetings –circular, notice, memorandum, agenda, minutes, opening the meeting, conducting the meeting, concluding the meeting, follow-up; group discussions; Videoconferencing.

##### **Unit-3**

**(20 Lectures)**

Managerial writing

Business letters: Inquiries, Quotations, Orders, Acknowledgments, Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters

Writing for Employment: Bio-data, Resume, Curriculum Vitae, Job application letters, Covering Letter, Interview Letters, Letter of Reference

On the Job writings: Reports: Types of Business Reports - Format, Choice of vocabulary, coherence and cohesion, paragraph writing, organization reports by individual, Report by committee.

#### **Text and Reference Books**

- ☐ Lesikar, R.V. & Flatley, M.E. Business Communication, Tata McGraw Hill Publishing Company Ltd.
- ☐ Aruna Koneru. Professional Communication, Tata McGraw Hill Publishing Company Ltd
- ☐ Locker K.O. & Kaczmarek SK. Business Communication. Tata McGraw
- ☐ Hill Publishing Company Ltd Lehman. Business Communication Cengage Learning



ENVIRONMENTAL STUDIES

Semester II

Lectures - 60

**Course Objectives:-**

The objective of this course is to impart basic knowledge about the environment and its allied problems so that the students develop an attitude of concern towards the environment.

**Course Contents:-**

**Unit-1**

**(20 Lectures)**

**Introduction to environmental studies** - Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.

**Ecosystems** - What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession, types of ecosystems. **Natural Resources: Renewable and Non-renewable Resources** Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

**Unit 2**

**(20 Lectures)**

**Biodiversity and Conservation** - Levels of biological diversity: genetic, species and ecosystem diversity; Bio geographic zones of India; Biodiversity patterns and global biodiversity hot spots India as a mega-biodiversity nation; Endangered and endemic species of India Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological Invasions; Conservation of bio diversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value. Bio- diversity in Jharkhand.

**Unit 3**

**(20 Lectures)**

**Environmental Pollution** - Environmental pollution: types, causes, effects and controls; Air, water, soil and noise Pollution, Nuclear hazards and human health risks Solid waste management : Control measures of urban and industrial waste. Pollution case studies.

**Environmental Policies & Practices**- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture

**Environmental Management and Laws:** Solid waste Management: Causes and control measures of urban and industrial wastage Environment Protection Act, 1986; Air (Prevention & Control of Pollution) Act 1981; Water (Prevention and control of Pollution) Act, 1974; Wildlife Protection Act, 1972; Forest Conservation Act, 1980

International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).

**Text and Reference Books**

- Mukherjee, B. 2011: *Fundamentals of Environmental Biology*. Silverline Publications, Allahabad.
- Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
- Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
- Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
- Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security.

Stockholm Env. Institute, Oxford Univ. Press.

□ Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*.

Sunderland: Sinauer Associates, 2006.

□ Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36--□37

□ Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36--□37

## **SKILL ENHANCEMENT COURSE**

### **PAPER CODE SEC I**

#### **INDUSTRIAL PSYCHOLOGY** Lectures - 60

##### **Unit – 1** (12 Lectures)

Definition, Goals and Fundamental concepts, History of Industrial Psychology

Hawthorne Studies:- Nature, Implication & criticisms

##### **Unit – 2** (12 Lectures)

Personality of Interpersonal Relationship: Meaning of theories of personality; Interpersonal relationships & group dynamics

Group Dynamics: Formal, Informal groups, group link of group shift.

##### **Unit – 3** (12 Lectures)

Job satisfaction, job Involvement, organizational commitment, work moods, effect of employee attitudes employee turnover, absence & tardiness, theft, violence.

##### **Unit – 4** (12 Lectures)

Motivational & Reward system: Goal Setting elements, content theories of motivation – Herzberg's Motivationor – Hygiene (two factor) Theory, Alderfer's E-R-G Model, Maslow's motivation theory.

##### **Unit – 5** (12 Lectures)

Fatigue, monotony, boredom, safety, accidents, organizational stress: major causes, major effects of coping with stress, working condition.

**PAPER CODE SEC -II**  
**INTERNATIONAL SECURITY MANAGEMENT**

Lectures - 60

**UNIT I: Security Challenges, International Relations and Foreign Policy (Lecture 20)**

1. Theories of international relations
2. The analytical framework of international security studies
3. Actors in global security including states and other collective actors (e.g. ethnic or religious identities),
4. International organisations, corporations and non-governmental organisations Globalisation and trans nationalisation and its significance for security
5. Management International threat scenarios and perceptual issues
6. Models of international cooperation and cross-border reaction

**UNIT II: Global Security Challenges (Lecture 20)**

1. Relevant aspects of Economics and SWOT analysis of European security market
2. Selected actors in the European security market
3. Introduction/analysis of selected companies in the security market (e. g. Securitas or G4S)

**UNIT III: International Management of Risks and Crises (Lecture 20)**

1. Risk Management Process in an International Context, Risk management process (e.g. ISO 31000)
2. Identifying, assessing, planning, managing, controlling and reporting risks Identifying and assessing risks.
3. Risk assessment methodologies
  - i. Stochastic processes and statistics / statistical probabilities
  - ii. Analysis of different organisations' and other stakeholders' (sometimes contradictory) interests and strategies
  - iii. Definition of indicators and set-up of early warning systems
  - iv. Cultural and psychological factors affecting risk perception

**PAPER CODE SEC-IV**  
**INTERNSHIP**  
**(PROJECT REPORT & PRESENTATION)**

**Course Objectives:-**

The objective of this course is to have a thorough understanding of a discipline of business management with special reference to security management by involving self and learning by doing.

**Course Contents:-**

This is part of the six to eight week summer internship programme to be done by each student in a business organization and learn by doing a project assigned to him/ her either by that organization or by the department and agreed to by the organization.

This internship programme done by the students during the summer is followed by a submission of a detailed Project Report and followed by a thorough presentation and question answer session. The presentation is to be given by each student before the faculty members and the whole class wherein he/ she will present learning imbibed during the internship.

The presentation is to be done to ascertain the level of learning of the student and determine the depth of his/ her understanding of the subject.