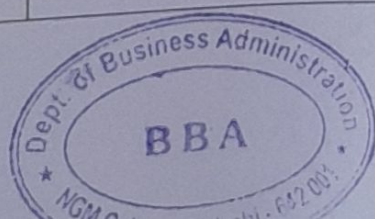


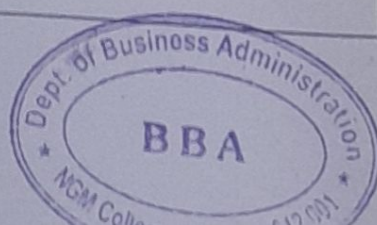
1.1.3 Cross Cutting Issue Related Courses

BBA (2021 – 2023, 2020 – 2023, 2019-2022)

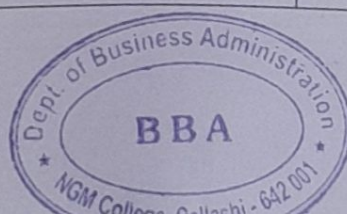
Course Code	Course Name	Related to Gender, Professional Ethics, Gender, Human Values, Environment and Sustainability,
21 UBM 101	Principles of Business Management and Business Organization	Professional Ethics-Managerial Skills Human values -Hindu undivided family firm
21 UBM 102	Business Communication	Professional Ethics -Job Instruction, Characteristics of good commercial Writing Environment and sustainability- Profile of a good Speaker
21 UBM 1A1	Mathematical Techniques-I	-
21 UBM 203	Organizational Behavior	Gender- Development of personality Professional Ethics- Stress Human Values- importance of Perception, Environment and Sustainability- Leadership styles
21 UBM 204	Financial Accounting	Professional Ethics- Basic accounting concepts Environment and Sustainability- Rectification of errors
21 UBM 2A2	Business Economics	Professional Ethics-Demand Analysis Environment and Sustainability- Social Responsibilities of business, GDP-Inflation-Deflation
20 UBM 305	Taxation	Gender- Deductions Professional Ethics- Profits and gains of business or profession Human Values- Income from salary



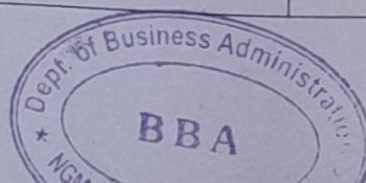
		Environment and Sustainability- Capital v/a revenue Receipts
20UBM 306	Financial Management	Gender- Cash Management: Motives for holding cash Professional Ethics- Financing Decision Human Values- Profit maximization and Wealth maximization. Environment and Sustainability- Sources of Finance
20 UBM 307	Marketing Management	Gender- Market Segmentation Professional Ethics- Marketing research system Human Values- Selling VS marketing Environment and Sustainability- Marketing management and Its environment
20 UBM 308	Mercantile Law	Gender- Duties of Bailor and Bailee Professional Ethics- Share Application And Allotment Human Values- Relation of principal with third parties Environment and Sustainability,
20 UBM 3A3	Mathematical Techniques - II	Professional Ethics- Decision tree and theories.
20 UBM 3N1/ 20 UBM 3N2	NME: Intellectual Property Rights/ Rural Consumer Behavior	Professional Ethics- Guidelines for Registration of Trade mark Human Values Need for Protection of a Design Environment and Sustainability, Management Guidelines



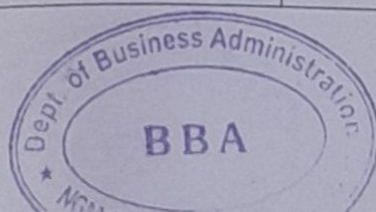
		<p>Human values -Brand loyalty</p> <p>Professional Ethics- Fundamentals of consumer behavior</p> <p>Environment and Sustainability- Shopping habits</p>
20 UBM 409	Personnel Management & Industrial Relations	<p>Gender- Job Specification</p> <p>Professional Ethics- Retirement benefits to employees</p> <p>Human Values- Incentive system</p> <p>Environment and Sustainability- Factories Act</p>
20 UBM 410	Production & Materials Management.	<p>Gender- Urban and Rural Locations</p> <p>Professional Ethics- Principles of Purchasing</p> <p>Human Values- Responsibilities of Stock Keeper</p> <p>Environment and Sustainability - Material Handling</p>
20 UBM 411	Cost & Management Accounting	Professional Ethics- Management accounting Vs Financial accounting
20 UBM 412	Banking Theory Law & Practice	<p>Gender- special types of customers</p> <p>Professional Ethics- Relationship between banker and customer</p> <p>Human Values- Principles of sound lending</p> <p>Environment and Sustainability- Role of banking in development of micro, small and medium enterprises.</p>
20 UBM 4A4	Management Information system	<p>Professional Ethics -MIS and other disciplines</p> <p>Human Values -Message and document communication</p> <p>Environment and Sustainability -</p>



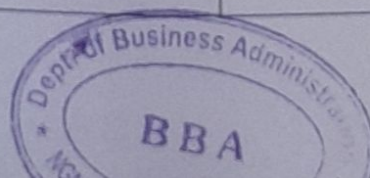
		Characteristics of decision support system,
20 UBM 4N3/ 20 UBM 4N4	NME: Retail Management/ Supply Chain Management	Professional Ethics -Retailing as a career Human Values -Business Models in Retail Environment and Sustainability- Drivers of Retail Change in India Professional Ethics- Issues involved in developing SCM Human Values -Dimensions of Supply Chain Excellence Environment and Sustainability -Supplier performance measurement
19 UBM 513	Entrepreneurship & Project Management	Gender- women Entrepreneurs Professional Ethics- role and responsibilities project manager. Human Values- project manager Environment and Sustainability- Source of finance for a project
19 UBM 514	Research Methods for Management	Professional Ethics- Processing and Analysis of data Human Values- Research Process Environment and Sustainability- Scientific and Non-Scientific Research
19 UBM 515	Insurance Principles & Practices	Professional Ethics- Essential requirements and Principles of Risk Insurance, Human Values -Life insurance Environment and Sustainability -Principles of Fire insurance
19 UBM 516	International Business &	Professional Ethics- International Marketing Vs Domestic Marketing – Differences



	Export Management	Human Values- Negotiation and Export incentives. Environment and Sustainability- International Marketing Environment
19 UBM 517	PC Software(MS Office) Theory	Environment and Sustainability- MS Office
19 UBM 518	PC Software(MS Office) Practical	Environment and Sustainability- MS Office
19 UBM 5S1/ 19 UBM 5S2	Services Marketing/ Concepts of Rural Marketing Management	Professional Ethics -Services Marketing Human Values -Marketing mix for the hotel industry Environment and Sustainability,-The users of tourism services Professional Ethics- Rural market Human Values- Segmentation of rural market Environment and Sustainability- Marketing mix in rural areas
19 UBM 619	Investment and Portfolio Management	Professional Ethics- Case Study Human Values- Investment Outlets Environment and Sustainability - Share trading
19 UBM 620	Consumer Behaviour	Gender- Individual Determinants of consumer behavior Professional Ethics- Social responsibility of



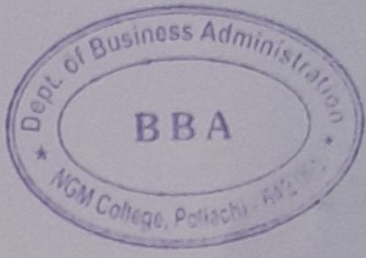
		marketing Human Values- Psychological factors in Consumer Behavior Environment and Sustainability- Environmental influence on consumer behavior
19 UBM 621	Advertising and Sales Promotion	Gender-Sales territories Quota Professional Ethics- Advertising Layout Human Values – Recruitment and selection values Environment and Sustainability – Advertising Agencies
19 UBM 622	Business Environment	Professional Ethics- Social responsibility of business. Human Values -Global Business Environment Environment and Sustainability Importance of Environmental Analysis
19 UBM 623	Project Work and Viva-Voce	Environment and Sustainability-Project work
19 UBM 624	Internet and E-Commerce & Information Security	Professional Ethics- Network Security Human Values-E-Commerce Environment and Sustainability- New technologies and innovations
19 UBM 625	HTML Practical	Professional Ethics-HTML
19 UBM 6S3/ 19 UBM 6S4	Logistics Management/ Agricultural Marketing Management	Professional Ethics-Inventory Strategy Human Values- Principles of Logistics Excellence Environment and Sustainability-Transport Strategy



		<p>Professional Ethics- Pricing agricultural products</p> <p>Human Values- Industrial marketing and agricultural marketing.</p> <p>Environment and Sustainability- Agricultural credit and the role of financial institutions</p>
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D. R.

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