

**FACULTY OF ECONOMICS & BUSINESS**  
**SYLLABUS**  
**FOR**  
**INTERDISCIPLINARY COURSE**  
**(CREDIT BASED EVALUATION AND GRADING SYSTEM)**  
**(UNIVERSITY BUSINESS SCHOOL)**  
**Examinations: 2019-20**



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**GURU NANAK DEV UNIVERSITY**  
**AMRITSAR**

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**INTERDISCIPLINARY COURSE IN UNIVERSITY BUSINESS SCHOOL  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)**

<b>SCHEME OF COURSE</b>				<b>Mid Sem. Marks</b>	<b>End Sem. Marks</b>	<b>Total Marks</b>
<b>Semester for which course is Being offered Odd/Even</b>	<b>ID Course Code</b>	<b>Name of ID Course</b>	<b>Credits of ID Course</b>			
<b>Odd</b>	<b>UBS-001</b>	<b>Principles and practices of Management</b>	<b>4</b>	<b>20</b>	<b>80</b>	<b>100</b>
	<b>UBS-002</b>	<b>Business Environment</b>	<b>4</b>	<b>20</b>	<b>80</b>	<b>100</b>
	<b>UBS-003</b>	<b>Business Communication</b>	<b>4</b>	<b>20</b>	<b>80</b>	<b>100</b>
	<b>UBS-004</b>	<b>Business Laws</b>	<b>4</b>	<b>20</b>	<b>80</b>	<b>100</b>
<b>Even</b>	<b>UBS-051</b>	<b>Functional Management</b>	<b>4</b>	<b>20</b>	<b>80</b>	<b>100</b>
	<b>UBS-052</b>	<b>Entrepreneurship and Business Strategy</b>	<b>4</b>	<b>20</b>	<b>80</b>	<b>100</b>
	<b>UBS-053</b>	<b>Organisational Behaviour</b>	<b>4</b>	<b>20</b>	<b>80</b>	<b>100</b>
	<b>UBS-054</b>	<b>Corporate Governance &amp; Business Ethics</b>	<b>4</b>	<b>20</b>	<b>80</b>	<b>100</b>

**INTERDISCIPLINARY COURSE IN UNIVERSITY BUSINESS SCHOOL  
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**PAPER UBS-001: PRINCIPLES AND PRACTICES OF MANAGEMENT**

**Credits: 4-0-0**  
**Total Marks:100**  
**Mid Semester Marks:20**  
**End Semester Marks:80**  
**Mid Semester Examination: 20% weightage**  
**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<b>SECTION A</b>
<p><b>Management:</b> Management Functions, Mintzbergs Managerial Roles and a Contemporary Model of Managing, Management Skills; Importance of Customers to the Managers Job; Importance of Innovation to the Managers Job; Importance of Sustainability to the Managers Job.</p> <p><b>History of Managerial Thought:</b> Early Management, Classical Approach, Behavioral Approach, Quantitative Approach, Contemporary Approaches</p>
<b>SECTION B</b>
<p><b>Decision Making:</b> The Decision-Making Process;</p> <p><b>Managers Making Decisions:</b> Rationality, Bounded rationality, The Role of intuition, The Role of Evidence Based Management; Types of Decisions and decision making conditions;</p> <p><b>Decision making styles:</b> Linear-Nonlinear Thinking Style Profile, Decision-Making Biases and Errors.</p> <p><b>Designing Organizational Structure:</b> Work Specialization, Departmentalization, Chain of Command, Span of Control, Centralization and Decentralization, Formalization. Mechanistic and Organic Structures; <b>Traditional Organizational Designs:</b> Simple Structure, Functional Structure, Divisional Structure.</p>
<b>SECTION C</b>
<p><b>Controlling:</b> The Control Process; Tools for Measuring Organizational Performance: Feed forward/Concurrent/Feedback Controls, Financial Controls, Balanced Scorecard, Information Controls, Benchmarking of Best Practices</p> <p><b>Motivation:</b> Meaning; <b>Early Theories of Motivation:</b> Maslows Hierarchy of Needs Theory, Mc Gregors Theory X and Theory Y, Herzbergs Two-Factor Theory, Three-Needs Theory;</p>

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**SECTION D**

**Contemporary Theories of Motivation:** Goal-Setting Theory

Reinforcement Theory, Designing Motivating Jobs, Equity Theory, Expectancy Theory.

**Leadership:** Meaning; **Early Leadership Theories:** Leadership Trait Theories, Leadership Behavior Theories; **Con-tingency Theories of Leadership:** The Fiedler Model, Hersey and Blanchards Situational Leadership Theory, Path-Goal Model

**Contemporary Views of Leadership:** Transformational-Transactional Leadership, Charismatic-Visionary Leadership, Team Leadership.

**Suggested Readings:**

1. Harold Koontz and Heinz Weihrich, Essentials of Management: An International Perspective, New Delhi, McGraw-Hill, 2010.
2. Richard L Daft, The New Era of Management, New Delhi, Thomson, 2007.
3. Jon L Pierce and Donald G Gardner, Management and Organizational Behaviour, New Delhi, Thomson, 2007.
4. Stephen P Robbins, Mary Coulter and Neharika Vohra, Management, New Delhi, Pearson , 2011
5. Sekaran, Uma, Organizational Behaviour: Text and Cases, New Delhi, Tata McGraw Hill, 2007.
6. Steven L. McShane, Mary Ann Von Glinow, Radha R Sharma, Organisational Behaviour, New Delhi, Tata McGraw Hill, 2007.
7. Paul Hersey, Kenneth H Blanchard, Devwey E Johnson, Management of Organizational Behaviour: Leading Human Resources, New Delhi, Pearson Education, 2002. Philip Sadler, Leadersh

**INTERDISCIPLINARY COURSE IN UNIVERSITY BUSINESS SCHOOL  
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**PAPER UBS-002: BUSINESS ENVIRONMENT**

**Credits: 4-0-0**  
**Total Marks:100**  
**Mid Semester Marks:20**  
**End Semester Marks:80**  
**Mid Semester Examination: 20% weightage**  
**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<b>.SECTION A</b>
<b>Business Environment:</b> Meaning of Business, Nature of Modern Business, Environment of Business: Internal and External Environment. <b>Economic Reforms:</b> Liberalisation, Privatisation, Globalisation and its Impact on Indian Economy
<b>SECTION B</b>
<b>Economic Systems :</b> Concept, Types : Capitalist system/Market economy, Socialist system and Mixed Economy <b>Nature of Indian Economy :</b> As an Underdeveloped, Developing and Mixed Economy <b>Social Responsibility of Business:</b> Concept, Rationale of Social Responsibility and Barriers of Social Responsibility
<b>SECTION C</b>
<b>Consumer Protection :</b> Need, Consumer Protection Act, 1986 (with amendments), The Environment Protection Act, 1986. <b>Disinvestment of Public Enterprises:</b> Rationale, Objectives and Implications.
<b>SECTION D</b>
<b>Introduction to Foreign Trade:</b> Concept of Balance-of-Payments, Balance-of-Trade. Monetary and Fiscal Policies. <b>MNCs:</b> Advantages and Disadvantages of MNCs, Role of MNCs in the development of Indian Economy.

**Suggested Readings:**

1. Francis Cherunilam, Business Environment: Himalya Publishing House, New Delhi, 2013.
2. K. Aswathappa, Essentials of Business Environment, Himalya Publishing House, 2013.
3. Paul Justin, Business Environment – Text and Cases, Tata McGraw Hills Publishing Com. Ltd., New Delhi, 2013.
4. Mishra and Puri, Economic Environment of Business (With Case Studies), Himalya Publishing House, 2013.
5. Ruddar Dutt and KPM Sundaram, Indian Economy, S. Chand and Company Ltd. New Delhi, 2012.
6. P.K. Ghosh and G.K. Kapoor, Business Policy and Environment, Sultan Chand and Sons, Delhi.
7. A.C Fernando, Business Environment, Pearson Publication, New Delhi, 2011

**INTERDISCIPLINARY COURSE IN UNIVERSITY BUSINESS SCHOOL  
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**PAPER UBS-003: BUSINESS COMMUNICATION**

**Credits: 4-0-0**

**Total Marks:100**

**Mid Semester Marks:20**

**End Semester Marks:80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION A**

**Introduction to Communication**

Nature of Communication.

Verbal and Non-verbal Communication. Myths about communication;

Communication Process and Stages in Communication.

Roots of misunderstanding – Barriers to Effective communication, Formal and

Informal communication, Internal and External communication. Communication

Channels – Choosing the means of Communication. Audience Analysis.

Ethical considerations for Business Communication.

Principles of Business Communication – Choosing words, Developing sentences, Forming paragraphs, Using unbiased language

**Written and Verbal Communication Skills for Managers:**

Positive, Negative, Neutral and Social Business Messages; Planning, Writing and Revising Business Documents.

**SECTION B**

Office Correspondence: Note Taking, Different Forms of Written Communication: Letters, Memos, E-mails, Faxes, Agenda, Minutes of a meeting, Web-writing etc.

Formal Letters- Invitations, Requests, Complaints, Orders and Thanks, Questionnaires/Comment Cards/ Feedback forms.

Types and Characteristics of Business Reports – Writing a formal report, Mechanics of a formal report.

Essentials of Oral Communication – Informal speech, Telephonic conversations and

Voice mails, Professional use of telephone, interviews, group discussion, meetings, round-table discussions, seminars.

**SECTION C**

Preparing and delivering presentations. Basic personality traits- dress, address, gestures and manners; self-evaluation and development- identification of strength and weaknesses; overcoming hesitation and fear of facing public, anxiety and stress, corrective and developmental exercises- confidence building, mock interviews, role playing.

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**SECTION D**

**Interpersonal Communication and Teamwork:**

Working in teams, Characteristics of effective teams, Leadership and Management Styles, Decision making, Active and engaged team members, Team process, Gender differences in team communications, Resistance and team thinking, Developing team strategy, assigning team roles, Building trust, Giving and receiving feedback, Team writing.

Application of the subject through exercises such as - Preparing for Interviews, Preparing for Conferences and Seminars, Discussing Styles of Résumé, Résumé Writing and Online submission of Résumé

**REFERENCES: (LATEST EDITIONS)**

1. Krizan, A. C. et al., *Business Communication*, Thomson South-Western.
2. Young, Dona J, *Foundations of Business Communication: An Integrated Approach*, Tata McGraw-Hill.
3. Locker, K. O, & Kaczmarek S. K., *Business Communication: Building Critical Skills*, Tata McGraw-Hill.
4. Bovee, C.L. et al., *Business Communication Today*, Taylor Shirley Communication for Business, Pearson Education.
5. James S. O'Rourke IV, *Management Communication: A Case Analysis Approach*, Pearson Education.
6. Lesikar, R. V., & Pettit Jr, J. D., *Business Communication: Theory and Application*, Tata McGraw-Hill.
7. Jitendra, M.D., *Organizational Communication*, Rajat Publications.
8. Jon & Lisa Burton, *International Skills in Travel & Tourism*, Longman Group Ltd.
9. Rayon, V. Lesikar, John D., Petit, JR, *Business Communication*, Irwin Professional Publishing, INC
10. Bhattacharya, Indrajit, *An Approach to Communication Skills*, Dhanpat Rai & Co. (P) LTD.
11. Mehra, Payal, *Business Communication for Managers*, Pearson Education, New Delhi.
12. Penrose, Rasberry and Myers, *Business Communication for Managers- An Advanced Approach*, Cengage Learning, New Delhi.
13. Murphy, Hildebrandt and Thomas, *Effective Business Communication*, Tata McGraw-Hill, New Delhi.
14. Chaturvedi and Chaturvedi, *Business Communication: Concepts, Cases and Applications*, Pearson Education, New Delhi.
15. Raman, Meenakshi and Singh Parkash, *Business Communication*, Oxford University Press, New Delhi.

**INTERDISCIPLINARY COURSE IN UNIVERSITY BUSINESS SCHOOL  
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**PAPER UBS-004: BUSINESS LAWS**

**Credits: 4-0-0**  
**Total Marks:100**  
**Mid Semester Marks:20**  
**End Semester Marks:80**  
**Mid Semester Examination: 20% weightage**  
**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<b>SECTION A</b>
<b>Law of Contract (1872):</b> Nature of contract; Classification; Offer and acceptance; Capacity of parties to contract;; Consideration
<b>SECTION B</b>
<b>Free Consent Legality of object;</b> Agreement declared void Discharge of contract; Remedies for breach of contract.
<b>Sale of Goods Act 1930:</b> Formation of contracts of sale; Goods and their classification, price; Conditions, and warranties; Transfer of property in goods;
<b>SECTION C</b>
Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement. <b>Indian Partnership Act,1932:</b> Definition & Nature of Partnership, Formation of Partnership
<b>SECTION D</b>
<b>Negotiable Instrument Act 1881:</b> Definition of negotiable instruments; Features; Promissory note; Bill of exchange cheque; Holder and holder in due course; Crossing of a cheque, types of crossing; Negotiation; Dishonour and discharge of negotiable instrument;

**Suggested Readings: (Latest editions)**

1. Singh, Avtar, *The Principles of Mercantile Law*; Eastern Book Company, Lucknow.
2. Kuchal, M.C., *Business Law*; Vikas Publishing House, New Delhi.
3. Kapoor, N.D., *Business Law*; Sultan Chand & Sons, New Delhi.



**INTERDISCIPLINARY COURSE IN UNIVERSITY BUSINESS SCHOOL  
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**PAPER UBS-051: FUNCTIONAL MANAGEMENT**

**Credits: 4-0-0**

**Total Marks:100**

**Mid Semester Marks:20**

**End Semester Marks:80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<b>SECTION A</b>
<p><b>Management</b> – Meaning, Nature; Tasks and responsibilities of a professional manager; Managerial skills. Management as a Profession; Challenges Faced by Modern Managers.</p> <p><b>Human Resource Management</b> – Meaning, Nature, Scope, Objectives and Functions of HRM, Need and Importance of Human Resource Planning, Factors affecting HRP. Meaning and objectives of Job Analysis. Difference between Recruitment and Selection. Employee Retention- Meaning and Concept.</p>
<b>SECTION B</b>
<p><b>Marketing Management</b> – Meaning , Importance, Scope, Philosophies. 4 P’s of Marketing. Concept of Market Segmentation and Basis of Segmenting Consumer Markets. Meaning of Relationship and Holistic Marketing.</p> <p>Corporate Social Responsibility- Meaning, Importance , Advantages and Disadvantages</p>
<b>SECTION C</b>
<p><b>Production Management</b> – Importance of Production Management, Types of Production System.</p> <p><b>Accounting</b> – Principles, Conventions and Concepts .</p> <p>Analysis of Income Statement: Components, Format, Profitability Ratios.</p> <p>Analysis of Balance Sheet : Components, Format, Liquidity Ratios , Difference between Products and Services</p>
<b>SECTION D</b>
<p><b>Financial Management</b></p> <p><b>Financial Goals</b> -Profit vs. Wealth Maximization</p> <p><b>Basic Finance Decisions</b> -Investment, Financing, Liquidity and Dividend.</p> <p><b>Instruments of Finance:</b> Long Term and Short Term</p>

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**Suggested Readings:**

1. Harold Koontz, and Heinz Weihrich, *Essentials of Management: An International Perspective*, New Delhi, McGraw-Hill, 2013.
2. Richard L Daft, *The New Era of Management*, New Delhi, Thomson, 2013.
3. Stephen P Robbins, Mary Coulter and Neharika Vohra, *Managemnt*, New Delhi, Pearsons , 2013
4. Garrison, Ray H. and Eric W.Noreen: *Management Accounting*, Richard D.Irwlh Chicago, 2013
5. Aswathappa, K., *“Human Resource Management”, Text and Cases*. New Delhi, TataMcGraw – Hill, 2013
6. Durai, Pravin, *“Human Resource Management,”* New Delhi, Pearson, 2013.
7. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar; *Marketing Management: South Asian Perspective*. 13th Edition. Pearson Education, New Delhi, 2013.

**INTERDISCIPLINARY COURSE IN UNIVERSITY BUSINESS SCHOOL  
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**PAPER UBS-052: ENTREPRENEURSHIP AND BUSINESS STRATEGY**

**Credits: 4-0-0**

**Total Marks:100**

**Mid Semester Marks:20**

**End Semester Marks:80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

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<b>SECTION A</b>
<p>Fundamentals of Entrepreneurship: Nature, Entrepreneurial process.</p> <p>Entrepreneurs: Functions, Types, Traits, difference between managers and entrepreneurs. Creativity and Innovation: creativity process, barriers to creativity, developing individual creativity, enhancing organizational creativity, common sources of new venture ideas</p>
<b>SECTION B</b>
<p>Motivation: concept, theories- Maslow's theory, McClelland theories. Ethics and Social Responsibility of an Entrepreneur.</p> <p>Role of Entrepreneurship in Economic Development. Role of government towards entrepreneurial development</p>
<b>SECTION C</b>
<p>Entrepreneurial decision making.</p> <p>Setting Up a Small Business Enterprise; Business Plan: Elements, Preparation.</p> <p>Sources of finance: Debt/Equity Financing, Support from banks and other financial institutions, venture capital.</p>
<b>SECTION D</b>
<p>Strategic Management: Meaning, levels of strategy. Corporate Vision, Mission, Objectives and goals. Process of Strategy formulation</p> <p>Environment analysis: External and Internal - SWOT analysis, Porter's five forces model, PEST, Value chain analysis, Resource based view, McKinsey's 7s Framework, Generic strategies.</p>

**INTERDISCIPLINARY COURSE IN UNIVERSITY BUSINESS SCHOOL  
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**Suggested readings:**

1. Hisrich, Robert D, Peters, Michael P, Manimala, M. J., and Shepherd, D. A., *Entrepreneurship*, Tata McGraw Hill, Delhi.
2. Desai, Vasant, *The dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House, Mumbai.
3. Kumar, Arya, *Entrepreneurship*, Pearson.
4. Nag, A, *Strategic management*, Vikas Publishing
5. Chandrasekaran, N., and Ananthanarayanan, P.S., *Strategic Management*, Oxford University Press.
6. Zimmerer, Thomas, *Essentials of entrepreneurship and small business*, Pearson/Prentice Hall. Step by Step Guide For Starting a Business, available at [smallb.in](http://smallb.in)

**INTERDISCIPLINARY COURSE IN UNIVERSITY BUSINESS SCHOOL  
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**UBS – 053: ORGANIZATIONAL BEHAVIOUR**

**Credits: 4-0-0**

**Total Marks:100**

**Mid Semester Marks:20**

**End Semester Marks:80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

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<b>SECTION A</b>
<p><b>Organisational Behaviour (OB):</b> Conceptual foundations, Significance, Challenges and Opportunities for OB.</p> <p><b>Personality:</b> Concept and determinants, The Myers-Briggs Type Indicator, The Big Five Model, Key Personality attributes influencing OB: Locus of Control, Machiavellianism, Positive and Negative Affectivity, Self-Efficacy, Self-Monitoring, Type A and Type B personality.</p>
<b>SECTION B</b>
<p><b>Values:</b> Significance, Sources of value system, Classification of values.</p> <p><b>Attitudes:</b> Sources and Types; Theories of Attitude; Cognitive dissonance theory, Overview of Major Job Attitudes: Job Satisfaction, Organizational Commitment and Prejudice</p> <p><b>Emotions and Moods:</b> Nature and Types, Sources of Emotions and Moods, Managing Emotions at work, Emotional Intelligence: Concept and Dimensions</p>
<b>SECTION C</b>
<p><b>Perception:</b> Nature and significance of perception, Factors influencing perception, perceptual process, Perceptual Distortions and Improving Perception. Group and Team</p> <p><b>Dynamics:</b> Defining and Classifying groups, Stages of group development, Group dynamics, Group decision making, Types of Teams, Contemporary issues in managing teams</p> <p><b>Stress Management:</b> Concept, Causes, Consequences and Coping with stress.</p>

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**SECTION D**

**Interpersonal Behaviour:** Dynamics of Interpersonal Relationship; Psychological Contract: Concept and Types; Trust: Concept, Types and Building Trust among employees;

Organizational Citizenship Behaviour: Concept, Forms and suggestions for promoting Organizational Citizenship Behaviour; Whistle-Blowing; Cooperation: Concept and Determinants; Conflict: Concept, Consequences, Sources, Approaches of Conflict management; Transactional Analysis; Deviant Organizational Behaviour: Concept, Dimensions and Categories of Deviant Organizational Behaviour.

**Organizational Culture:** Nature and Characteristics, Functions and Deciphering Organizational Culture, Creating and Sustaining Culture.

**Suggested Readings: (Latest editions)**

1. Robbins, S. P., Judge, Timothy A., Sanghi, S., *Organisational Behaviour*, New Delhi, Pearson Education.
2. McShane, Steven L., Glinow, Mary Ann Von, Sharma, Radha R., *Organisational Behaviour*, New Delhi, Tata McGraw Hill.
3. Aswathappa, K., *Organisational Behaviour: Text, Cases and Games*, Delhi, Himalaya Publishing.
4. Udai, Pareek, *Understanding Organizational Behaviour*, New Delhi, Oxford University Press.
5. Greenberg, Jerald and Baron, Robert A., *Behaviour in Organizations*, New Delhi, Pearson Education.
6. Sekaran, Uma, *Organizational Behaviour: Text and Cases*, New Delhi, Tata McGraw Hill.
7. Saiyadain, Mirza S., *Organizational Behaviour*, New Delhi, Tata McGraw-Hill.

**INTERDISCIPLINARY COURSE IN UNIVERSITY BUSINESS SCHOOL  
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**PAPER UBS–054: CORPORATE GOVERNANCE & BUSINESS ETHICS**

**Credits: 4-0-0**

**Total Marks:100**

**Mid Semester Marks:20**

**End Semester Marks:80**

**Mid Semester Examination: 20% weightage**

**End Semester Examination: 80% weightage**

**Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<b>.SECTION A</b>
Corporate governance: Meaning, Issues, Is governance more than just board process and procedures. Corporate Governance Systems, Indian model of Governance, What is good corporate Governance. Rights and Privileges of Shareholders: Introduction, rights of shareholders, Poor track record of Shareholders, protection and Grievance redressal process Relationship between investor's protection and corporate governance.
<b>SECTION B</b>
Board of Directors as a powerful instrument in governance: Role of board, Governance issues related to board, Role of directors. Corporate social responsibility: Definition, Justification and scope
<b>SECTION C</b>
Role of public policies in governing business: Introduction, framing, Involvement of business in public policy decision making. SEBI: Role in promoting Corporate governance

**SECTION D**

Business ethics and corporate governance : importance and need for business ethics Ethical principles in business– codes and innovations  
Need for values in global change : Indian perspective values for managers  
Corporate governance in developing and transition economies: introduction, problems and challenges.

**INTERDISCIPLINARY COURSE IN UNIVERSITY BUSINESS SCHOOL  
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**Suggested Readings: (Latest editions)**

1. Fernando, A.C., *Corporate Governance: Principles, Policies and Practices*, Pearson Education.
2. Iyer, S.S., *Managing for Value*, New Age International Publishers.
3. Hartman, Laura P., and Chatterjee, Abha, *Business Ethics*, Tata McGraw Hill
4. Bhatia, S.K., *Business Ethics and Managerial Values*, Deep & Deep Publications Pvt. Ltd.
5. Velasquez, Manuel G., *Business Ethics: Concepts and Cases*, Prentice-Hall
6. Reed, Darryl and Mukherjee, Sanjoy, *Corporate Governance, Economic Reforms, and Development -The Indian Experience*, Oxford University Press. Mathur U.C., *Corporate Governance & Business Ethics*, McMillans