

JIMS Engineering Management Technical Campus, Greater Noida

(Affiliated to GGSIP University, Dwarka, Delhi)

BBA Department

Academic Year 2017-18

PROGRAM OUTCOMES (POs)/GRADUATE ATTRIBUTES

S. No.	Graduate Attributes	Program Outcomes (POs)
1	Managerial Knowledge	PO1: Demonstrate a strong base of general management and build strong pillars over it in a particular area of specialization (Marketing, Finance, I.T., H.R.M, and Entrepreneurship). Develop an ability to integrate knowledge of one area into other and understand management as a comprehensive concept.
2	Critical Thinking	PO2: Develop an eye to look out for changes, opportunities and threats in the business environment. Demonstrate ability to use various tools and techniques of research methodology to convert threats into opportunities and weaknesses into strengths.
3	Problem Solving	PO3: Critically analyze, evaluate and synthesize data into information relevant to taking business decisions. Improve the value delivery process.
4	Research Skill	PO4: Develop skill and expertise in problem solving. Gain experience in dealing with diverse business situations. Apply requisite research tools and techniques to solve business problems.
5	Usage of Modern Tools	PO5: Create, select, and apply appropriate techniques, resources, and modern IT tools including prediction and modeling to complex statistical information with an understanding of the limitations
6	Collaborative and Multidisciplinary work	PO6: Develop highest order of behavioral and interpersonal skills. Demonstrate initiative and lead by example. Practice effectively both as an individual and as a team member.
7	Project Management and Finance	PO7: Acquire all the necessary skill set to be a manager. Practice creativity. Analyze risks and explore opportunities to create new business propositions. Develop idea generation skills, risk taking ability and ability to convert ideas into business ventures.
8	Communication	PO8: Develop interpersonal skills and high degree of verbal non – verbal and written communication. Demonstrate business etiquettes. Interpret and apply principles of cross cultural difference in communication.
9	Life-long Learning	PO9: Recognize the need for and have preparation and ability to engage in lifelong learning in the domain of

		business management.
10	Ethical Practices and Social Responsibility	PO10: Apply ethical business practices to show case highest level of commitment to professional code of conduct in the arena of business management.
11	Independent and Reflective Learning	PO11: Assess business environment. Evaluate competitive frame of reference. Determine strategies to overcome challenges.
12	Individual and team work	PO12: Identify networking opportunities to improve the value chain. Make use of social media to reach out to stakeholders.

ENVIRONMENTAL SCIENCE

Course Code: ES 211

Semester: 3

L:T:P: 2:0:0

Credit: 2

After course completion students will be able to:	
CO1	<ul style="list-style-type: none"> • Planning management of biodiversity and biological resources in the light of ecological and evolutionary dynamics. • Obtain competence on Advanced understanding of biodiversity and conservation biology that is highly valuable both for scientific and management purposes
CO2	<ul style="list-style-type: none"> • An understanding of the global environmental problems caused by human activities • Fundamental concepts of air, noise, water, solid waste and nuclear pollution: their nature, generation and impact on the environment
CO3	<ul style="list-style-type: none"> • Acquire the ability to evaluate the role of law and policy in conservation and management of natural resources and prevention of pollution • Analyze environmental factors and evaluate strength, weakness, opportunities and threats.

CO4	<ul style="list-style-type: none"> • Able to better identify their prospective areas of work in the overall organizational function and enhance interpersonal skills and communication techniques. • Students become more aware of industry practices and regulations during industry visits. Industry visits broaden the outlook of students with exposure to different workforces from different industries.
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MAPPING OF COURSE OUTCOMES TO PROGRAM OUTCOMES:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	3	3	2	1	2	3	3	3	3
CO2	1	2	3	3	3	2	1	2	3	3	3	3
CO3	2	3	3	3	2	2	1	2	3	3	3	3
CO4	2	3	2	3	3	2	1	2	3	2	3	3

[3=Highly Significant, 2=Moderate Significant, 1=Least Significant]

S. NO.	COURSE CONTENT	HRS	Cos
1	<p>UNIT-I: Ecosystems and how they work:</p> <p>Types of Eco-Systems, Geosphere – Biosphere and Hydrosphere introduction. Major issues of Biodiversity, Conservation of Bio-Diversity Concept of sustainability and international efforts for environmental protection: Concept of Sustainable Development, Emergence of Environmental Issues, Stockholm Conference on Environment, 1972 and Agenda 21. International Protocols, WTO, Kyoto Protocol, International Agreement on Environmental Management.</p>	14	CO1
2	<p>UNIT-II: Pollution and Public Policy</p> <p><u>Water Pollution:</u> Water Resources of India, Hydrological Cycle, Methods of Water Conservation and Management, River Action Plan, Ground and Surface Water Pollution; Waste Water Management.</p> <p><u>Air Pollution:</u> Air Pollution and Air Pollutants, Sources of Air Pollution and its Effect on Human Health and Vegetations. Green House Effect, Global Warming and Climate Change.</p> <p><u>Solid Waste:</u></p>	16	CO2

	Management – and Various Method Used, Composting, Land Fill Sites etc. Hazardous Waste Management, Biomedical Waste Management.		
3	<p>UNIT-III: Environmental Impact Assessment (EIA) and Environmental Management System (EMS): <u>Introduction to EIA</u>, its Impact, Notification of MOEF, Introduction to ISO 9000 and 14000 Standards, . <u>Introduction to Indian Environmental laws:</u> Legal framework: , the Indian Penal Code, Role of Judiciary in Environmental Protection, Wild Life (Protection) Act, 1972, Water (Prevention and Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981, Delhi Environment Law. w.e.f. Academic Session 2010-2011 68</p>	16	CO3
4	<p>UNIT-IV: Field work / Case Studies: Visit to a related site – river / urban / rural or industrial and demonstration project including water bodies.</p>	6	CO4

Text Books

1. Basat, A., (2008), Environment Studies, Pearson Education.
2. Nath, Manju, (2008), Environment Studies, Pearson Education.

Reference Books

1. Sayre, Don., Inside ISO 14000- The Competitive Advantage of Environmental Management, St Lucie Press Delray Beach, Florida
2. Gupta N.C., (2006), Social Auditing of Environmental Law in India, edited book, New Century Publications.
3. Divan, Shyam and Rosen Ceranz, Armin, (2007), Environmental Law and Policy in India, Cases, materials and statutes, Oxford University Press.
4. Bowles, Ian A. and Glenn T. Prickett,(2001), Footprints in the Jungle: Natural Resource Industries, Infrastructure and Biodiversity Conservation, Oxford University Press.

ASSESSMENT PATTERN:

Continuous Internal Evaluation (25 Marks)

Bloom's Category Marks	Class Test (15)	Class Performance (10)
Remember	2	2
Understand	4	2
Apply	4	2
Analyze	2	1
Evaluate	2	1
Create	1	2

End Semester Examination (75 Marks)

Bloom's Category Marks	University Examination
Remember	
Understand	
Apply	
Analyze	
Evaluate	
Create	