

BBA I Year	BBA-G106/206/306/406		Semester-I		
	India's Diversity and Business				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	06	60

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

- Recognizing, Accommodating and valuing diversity. Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension—immigration, competition for limited resources; Regional bases of India's diversity: regional approach to understanding diversity in terms of India's topography, drainage, soil, climate, natural vegetation, rural and urban settlements• Social diversity in India: Peopling , demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions **(15 Hours)**
- People, Livelihood and Occupational Diversity• Traditional livelihoods and their nature - agriculture, crafts, industry and services; Region, occupation and employment. **(15 Hours)**
- Linkages between Diversity and India's Socio-economic challenges• Regional variations in terms of geographic and socio-economic factors- trends and emerging options; Food insecurity, economic inequalities and poverty, environmental degradation and sustainable development; **(15 Hours)**
- Diversity and Business, Indian Consumers and marketing; Rural and Urban context, Diversity, manufacturing, industry and services; Diversity and Innovation; Workforce diversity and management. **(15 Hours)**

SUGGESTED READINGS:

1. Bhatt, B. L. (1980). India and Indian Regions: A Critical Overview in David E. Sopher, *An Exploration of India- Geographical Perspectives on Society and Culture for Socio cultural regions*. (pp 35-61). Cornell.
2. Bill A. (1992). *Seven sacred rivers*. Penguin Books.
3. Bose, N.K. (1969). Unity in Indian Diversity. In Desai, A.R. (2009). *Rural Sociology in India*. (pp 134-136). Popular Prakashan. (Original work published 1969).
4. Chakravarti, A.K. (2004). Regional Preferences for Food: Some Aspects of Food Habit Patterns. In *India in Grover N and KN Singh* (eds) 2004. *Cultural Geography: Form and Process* (pp 355-375). Delhi: Concept Publishers.
5. Martín-Alcazar, F., Romero-Fernández, P. M. & Sánchez-Gardey, G. (2012). *Transforming Human Resource Management Systems to Cope with Diversity* (pp 511-531). *Journal of Business Ethics*.
6. Gadgil & Guha (1995). *Ecology and Equity: The use and abuse of nature in contemporary India*. Penguin.
7. Majid Hussain (2014) *Geography of India*, Tata Mc Graw Hill: New Delhi
8. Rao C.N.S. (2012) *Sociology*, S.Chand: New Delhi

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.