

BBA II Year	BBA-A305		Semester-III		
	India's Diversity and Business				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcomes:	Mapped Program Outcomes
CO.1	To understand socio cultural dimensions of diversity in India and globally	PO.2
CO.2	Apply framework of cultural diversity to understand issues in intercultural context	PO.2, PO.3
CO.3	Learn to manage cross cultural diversity	PO.1
CO.4	Analyze cultural differences and their impact on the business environment and argue in support of cultural value, sensitivity in intercultural interactions.	PO.3

- 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 **(10 Hours)**
- People, Livelihood and Occupational Diversity• Traditional livelihoods and their nature - agriculture, crafts, industry and services; Region, occupation and employment. **(10 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; **(10 Hours)**
- Diversity and Business, Indian Consumers and marketing; Rural and Urban context, Diversity, manufacturing, industry and services; Diversity and Innovation; Workforce diversity and management. **(10 Hours)**

SUGGESTED READINGS:

1. Martí n-Alca ´zar,F.,Romero-Ferna ´ndez,P. M. & SanchezGardey, G.(2015). *Transforming Human Resource Management Systems to Cope with Diversity* (pp 511-531). Journal of Business Ethics.
2. Gadgil & Guha (2017). *Ecology and Equity: The use and abuse of nature in contemporary India*. Penguin.
3. Majid Hussain(2016) *Geography of India*,Mc Graw Hill: New Delhi
4. Rao C.N.S.(2018) *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.

