

# **Babu Banarasi Das University Lucknow**

## **SCHOOL OF MANAGEMENT**

### **Programme Curriculum**

#### **Bachelor of Business Administration**

[Effective from Academic Batch: 2021-22]

**Programme Curriculum of Bachelor of Business Administration****Version Control**

Version	4.0
Effective from	1 <sup>st</sup> July, 2021

**Approved by Board of Studies of School of Management on 17<sup>th</sup> June, 2021**

## **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

### **INTRODUCTION**

BBA is a three-year Programme comprising of six semesters which aims at providing inputs to the students relevant to the business, industry and trade so that they can function in different organizations and face the challenges arising there from. The Programme not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the personality of the students.

The courses of the programme are divided into six categories namely Core Courses (C), Discipline Specific Elective (DSE), Ability Enhancement Compulsory Courses (AECC), Generic Elective (GE), Skill Enhancement Course (SEC) and Open Elective (OE). In Open Elective the student has the option to opt from various courses which are offered by other Schools of the University.

The structure of the Programme is designed in a way that students study the core courses from different functional areas of management that are made compulsory.

Right from the beginning of the Programme, the focus is on providing relevant inputs through case discussion/ analysis, simulation games, role plays etc. keeping in mind the current business scenario.

A Research project has to be submitted as part of the compulsory subjects of sixth semesters.

### **FIELD STUDY:**

The Field Study will be based on the Programme content of the respective semester on a problem/topic to be assigned by the School of Management under the supervision of a core faculty member of the department.

The student will submit two spiral-bound copies of the Field Study report to the Dean/Head of the BBA program. The number of pages in the report will be 50 or more. The report should be typed in Times New Roman font and font size 12, double space with at least one-inch margin on either side on A4 size paper.

### **SUMMER INTERNSHIP PROJECT REPORT**

At the end of fourth semester examination, the student has choice to opt for summer training in any manufacturing, service or financial organization as part of DSE. The training will be of 6 to 8 weeks duration. The student will submit two hard bound copies of summer training project to the Dean/Head of the BBA program. The number of pages in the report will be 75 or more. The report should be typed in Times New Roman font and font size 12, double space with at least one-inch margin on either side on A4 size paper.

**RESEARCH PROJECT REPORT:**

In the 6<sup>th</sup> semester, candidates will have to submit a Research Project Report on a problem/topic assigned by the School of Management, BBD University under the supervision of a core faculty member of the department.

The student will submit three hard bound copies of the report to the Head of the BBA program or to the Dean, School of Management. The number of pages in the report will be 75 or more. The report should be hard bound and typed in A-4 size paper.

**COMPREHENSIVE VIVA:**

In the 6<sup>th</sup> semester the students are evaluated on the overall learning acquired during the complete duration of the programme through comprehensive viva.

**GENERAL PROFICIENCY.**

In every semester, students will be assessed out of 100 marks based on co- curricular activities, initiatives and general discipline as part of General Proficiency with one Credit.

**ASSESSMENT AND EVALUATION OF COURSES:**

Assessment and evaluation of courses will be as per BBD University guidelines.

**CREDIT SYSTEM**

Credit system will be followed during the entire three-year course curriculum. One credit will be equivalent to 1 contact hour per week.

**PROGRAM OBJECTIVES (POs)**

PO1	Management Knowledge: Students will acquire adequate understanding about management concepts and principles.
PO2	Business Analysis: Use the business and management knowledge gained to analyse the business problems and come up with viable solutions.
PO3	Communication: To impart knowledge to the students towards Business Communication for effective and Professional business management
PO4	Entrepreneurship: Build the entrepreneurship acumen.
PO5	Individual and Team Work: To inculcate the ability for leading a team and develop group behaviour in achievement of individual, group and organizational goals.
PO6	Regulatory Framework: To understand and discuss the broad legal and regulatory framework governing business activities.
PO7	Ethics: To recognize and solve business problems in an ethical manner for continuous development of business venture.
PO8	Technology Orientation: To develop competency in the use of technology in modern organizational operations.
PO9	Conduct Investigations: To stimulate an interest in research and its applications to find solutions for business problems.
PO10	The Business Leader and Society: To provide an environment that challenges the students' mind through competitive education which emphasizes on inculcating values, thus transforming them into socially responsible managers and business leaders.
PO11	Environment and Sustainability: Understand the relevant issues of environmental concern and sustainable development.
PO12	Life Long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

**PROGRAM SPECIFIC OBJECTIVES (PSOs)**

PSO1	To prepare students to excel in industry /profession or postgraduate programmes through quality education.
PSO2	To inculcate entrepreneurial skills in students so they can provide job opportunities for other sections of the society.

Proposed PO MATRIX FOR ALL COURSES BBA (Program Code: 71)														
Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
Fundamentals of Accounting BBA4101	1.8	1.2	1.3	1.2	1.5	0.8	1.0	0.7	0.0	0.0	0.0	2.0	2.0	1.3
Business Environment BBA4102	1.8	1.3	1.5	1.2	1.3	0.8	1.2	0.5	0.0	0.3	0.0	2.0	2.0	2.0
Quantitative Analysis for Management BBA4103	2.0	1.8	1.8	2.2	2.3	1.3	1.7	0.5	0.0	0.0	0.0	2.8	2.8	1.0
Business Economics –I BBA4104	1.8	1.3	1.3	1.2	1.3	0.8	1.0	0.5	0.0	0.0	0.0	2.3	2.2	1.0
Business Communication BBA4105	1.9	1.5	1.6	1.5	1.6	1.0	1.4	0.5	0.0	0.4	0.0	2.3	2.3	1.3
Essentials of IT GE47101	1.7	1.6	1.6	1.7	2.0	1.1	1.4	0.7	0.0	0.0	0.1	2.3	2.3	1.1
People Management GE47102	3.0	1.8	0.5	0.0	1.5	1.8	0.0	0.0	0.0	2.3	0.0	2.2	2.0	2.0
Rural Management GE47103	2.0	1.7	1.9	2.0	2.1	1.0	1.6	0.4	0.0	0.1	0.1	2.4	2.4	1.6
Business Economics -II BBA4201	1.8	1.7	1.7	1.7	2.0	1.0	1.3	0.7	0.0	0.0	0.2	2.2	2.2	1.8
Marketing Management BBA4202	1.8	1.7	1.8	1.7	1.8	1.0	1.5	0.5	0.0	0.2	0.0	2.2	2.2	1.2
Business Mathematics BBA4203	2.0	1.4	1.6	1.4	1.7	0.9	1.1	0.6	0.0	0.0	0.0	2.1	2.1	1.7
Organization Behaviour and Principles of Management BBA4204	1.8	1.5	1.3	1.3	1.7	0.8	1.2	1.0	0.2	0.0	0.2	2.3	2.2	2.0
Business Organisation GE47104	1.8	1.5	1.3	1.2	1.7	0.8	1.2	1.0	0.2	0.0	0.2	2.3	2.2	1.0
Financial Literacy GE47105	1.8	1.3	0.5	1.0	0.8	1.8	0.0	1.8	0.8	1.0	0.5	1.5	2.0	1.0
Public Administration and Business GE47106	2.0	1.6	1.8	2.0	2.2	0.8	1.4	0.2	0.0	0.2	0.2	2.4	2.4	1.2
Business Law BBA4301	1.8	1.5	1.7	1.8	2.0	1.0	1.3	0.5	0.0	0.2	0.0	2.2	2.2	1.2
Financial Management BBA4302	1.7	1.6	1.6	2.0	2.1	1.1	1.9	0.6	0.1	0.3	0.4	2.3	2.3	1.1
Research Methodology BBA4303	1.8	1.5	1.8	1.7	1.8	1.2	1.3	0.7	0.0	0.0	0.2	2.2	2.2	1.2
Production and Operations Management BBA4304	1.9	2.0	1.8	2.0	2.0	1.4	1.5	0.5	0.0	0.0	0.1	2.4	2.4	1.1
Direct & Digital Marketing GE47107	3.0	2.0	0.0	0.0	1.6	3.0	0.0	1.3	0.0	3.0	0.0	3.0	3.0	1.3
Indian Economy GE47108	2.0	1.8	2.0	0.0	0.3	0.8	0.3	0.0	0.0	0.0	1.8	1.0	1.3	0.0

Good Governance GE47109	2.0	1.4	1.7	2.1	2.1	1.4	0.6	0.7	0.0	0.3	0.1	2.3	2.3	1.1
Specialised Accounting SEC47102	1.5	1.3	1.3	1.5	1.5	0.8	0.0	0.0	0.0	0.0	0.0	1.8	2.3	1.3
Training & Development SEC47103	3.0	3.0	0.0	0.0	2.2	3.0	0.0	0.0	0.0	2.2	0.0	3.0	3.0	1.6
Creativity and Innovation SEC47104	3.0	3.0	0.0	0.0	2.5	2.8	0.0	0.0	0.0	2.8	0.0	3.0	2.0	2.8
Cost & Management Accounting BBA4401	1.8	1.3	1.3	1.2	1.3	0.8	1.0	0.5	0.0	0.0	0.0	2.3	2.2	2.0
Human Resource Management&Development BBA4402	1.9	1.9	1.9	1.9	2.0	1.3	1.5	0.5	0.0	0.1	0.0	2.4	2.4	1.1
Materials Management BBA4403	1.8	1.7	1.8	1.7	1.8	1.0	1.5	0.5	0.0	0.2	0.0	2.2	2.5	1.7
Financial Analysis and Decision BBA4404	1.8	1.5	1.8	1.7	1.8	1.2	1.3	0.7	0.0	0.0	0.2	2.2	2.7	1.7
International Financial Management GE47110	1.8	1.8	1.8	1.7	1.8	1.2	1.3	0.5	0.0	0.2	0.0	2.2	2.5	1.8
Income Tax: Law & Practices GE47111	1.7	1.6	1.6	1.9	1.9	1.1	1.4	0.7	0.0	0.0	0.0	2.3	2.3	1.1
Sustainable Development GE47112	2.3	1.3	1.8	1.3	2.3	0.8	1.0	0.5	0.0	0.0	3.0	1.8	2.0	1.3
MIS&E-Commerce SEC47105	1.8	1.7	1.7	1.8	1.8	1.2	1.3	0.5	0.0	0.0	0.2	2.2	2.2	1.2
Cyber Security SEC47106	1.3	1.3	1.5	1.8	1.8	0.8	1.0	0.5	0.0	0.0	0.0	2.0	2.3	1.3
Stock Market Operations SEC47107	2.4	2.0	2.0	0.0	2.6	2.0	0.0	0.0	0.0	2.2	0.0	2.4	2.4	1.2
Event Management SEC47108	3.0	3.0	2.0	0.0	2.6	3.0	0.0	0.0	0.0	2.8	0.0	3.0	3.0	1.2
Business Policy and Strategy BBA4501	1.9	1.9	1.7	1.9	2.0	1.0	1.6	0.4	0.1	0.1	0.1	2.3	2.3	1.1
Project Management BBA4502	1.7	1.6	1.6	1.9	1.9	1.1	1.4	0.7	0.0	0.0	0.0	2.3	2.3	1.1
Business Ethics and Human Values BBA4503	2.0	1.7	1.9	2.0	2.1	1.0	1.6	0.4	0.0	0.1	0.1	2.4	2.3	1.1
International Business Management BBA4504	1.8	1.7	1.7	1.8	1.8	1.0	1.5	0.5	0.2	0.5	0.0	2.2	2.2	1.5
Social Media Marketing DSE47101	3.0	3.0	0.0	0.0	2.0	3.0	0.0	3.0	0.0	3.0	0.0	3.0	3.0	2.0
Consumer Behaviour DSE47102	3.0	3.0	0.0	0.0	2.0	3.0	0.0	0.0	0.0	2.0	0.0	3.0	3.0	0.6
Data Base Management System DSE47103	1.8	1.7	1.7	1.8	1.8	1.0	1.5	0.5	0.2	0.5	0.0	2.2	2.2	1.2

Marketing of Services DSE47104	1.5	1.5	1.4	1.8	1.6	1.0	1.5	0.5	0.1	0.5	0.0	2.0	2.1	1.3
Auditing DSE47106	1.7	1.7	1.7	1.8	1.8	1.0	1.0	0.5	0.0	0.5	0.0	2.0	1.7	1.3
Entrepreneurship and Small Business Management BBA4601	1.8	1.5	1.7	1.8	2.0	1.0	1.3	0.5	0.0	0.2	0.0	2.2	2.3	1.5
Goods & Services Tax (GST) DSE47107	1.4	1.2	1.2	1.4	1.4	1.0	0.0	2.0	0.0	0.4	0.0	1.8	1.6	1.2
Integrated Marketing Communication DSE47108	3.0	3.0	1.4	0.0	2.0	2.0	0.0	1.4	0.0	2.0	0.0	3.0	2.0	0.8
Banking and Insurance DSE47109	1.8	1.7	1.7	1.8	1.8	1.2	0.3	0.7	0.0	0.0	0.0	2.2	2.2	1.2
Brand Management DSE47110	3.0	3.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	3.0	0.0	2.4	2.0	0.4
Supply Chain Management DSE47111	2.3	2.0	2.0	2.0	2.3	1.0	1.3	0.3	0.0	0.0	0.0	2.7	2.7	2.0
Industrial Relations& Labour Laws DSE47112	3.0	3.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	3.0	0.0	3.0	3.0	0.0



**SEMESTER WISE COURSE STRUCTURE**

<b>Semester I</b>										
	<b>Course Code</b>	<b>CATE GORY</b>	<b>Course Title</b>	<b>Contact Hours</b>			<b>Evaluation Scheme</b>			<b>Credit s</b>
<b>Theory/ Practic al</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>CI A</b>	<b>ES E</b>	<b>Tota l</b>	
Theory	BBA4101	C-1	Fundamentals of Accounting	3	1	0	40	60	100	4
Theory	BBA4102	C-2	Business Environment	4	0	0	40	60	100	4
Theory	BBA4103	C-3	Quantitative Analysis for Management	3	1	0	40	60	100	4
Theory	BBA4104	C-4	Business Economics –I	3	1	0	40	60	100	4
Theory	BBA4105	AECC-1	Business Communication	2	2	0	40	60	100	4
Theory		GE – 1	ANY ONE	4	0	0	40	60	100	4
Practica l	GP4101		General Proficiency				100		100	1
<b>Total</b>									<b>700</b>	<b>25</b>

<b>ELECTIVE</b>	<b>THEORY</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
GE – 1	Theory	GE47101	Essentials of IT
	Theory	GE47102	People Management
	Theory	GE47103	Rural Management

<b>Semester II</b>										
	<b>Course Code</b>	<b>CATE GORY</b>	<b>Course Title</b>	<b>Contact Hours</b>			<b>Evaluation Scheme</b>			<b>Credits</b>
<b>Theory/ Practical</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>CI A</b>	<b>ES E</b>	<b>Tot al</b>	
Theory		AECC-2	Environmental Studies*	3	0	0	40	60	100	4
Theory	BBA4201	C-5	Business Economics -II	4	0	0	40	60	100	4
Theory	BBA4202	C-6	Marketing Management	4	0	0	40	60	100	4
Theory	BBA4203	C-7	Business Mathematics	3	1	0	40	60	100	4
Theory	BBA4204	C-8	Organization Behaviour and Principles of Management	4	0	0	40	60	100	4
Theory		GE – 2	ANY ONE	4	0	0	40	60	100	4
Practical	GP4201		General Proficiency				100		100	1
<b>Total</b>									<b>700</b>	<b>25</b>

\*Course Outline of Environmental Studies shall be approved by School of Basic Sciences, BBD University.

<b>ELECTIVE</b>	<b>THEORY</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
GE – 2	Theory	GE47104	Business Organisation
	Theory	GE47105	Financial Literacy
	Theory	GE47106	Public Administration and Business

Semester III										
	Course Code	CATE GORY	Course Title	Contact Hours			Evaluation Scheme			Credits
Theory/ Practical				L	T	P	CI A	ES E	Tot al	
Theory	BBA4301	C – 9	Business Law	4	0	0	40	60	100	4
Theory	BBA4302	C – 10	Financial Management	3	1	0	40	60	100	4
Theory	BBA4303	C – 11	Research Methodology	4	0	0	40	60	100	4
Theory	BBA4304	C – 12	Production and Operations Management	3	1	0	40	60	100	4
Theory		GE – 3	ANY ONE	4	0	0	40	60	100	4
Theory*		SEC – 1	ANY ONE	3	1	0	40	60	100	4
Practical	GP4301		General Proficiency				100		100	1
<b>Total</b>									<b>700</b>	<b>25</b>

ELECTIVE	THEORY	COURSE CODE	COURSE TITLE
GE – 3	Theory	GE47107	Direct and Digital Marketing
	Theory	GE47108	Indian Economy
	Theory	GE47109	Good Governance

ELECTIVE	THEORY/ PRACTICAL	COURSE CODE	COURSE TITLE
SEC – 1	Practical	SEC47101	Field Study
	Theory	SEC47102	Specialised Accounting
	Theory	SEC47103	Training & Development
	Theory	SEC47104	Creativity and Innovation

**\*If the student opts for Field Study in SEC-1 then it will be treated as Practical Subject and the CIA will be of 100 marks.**

<b>Semester IV</b>										
	<b>Course Code</b>	<b>CATE GORY</b>	<b>Course Title</b>	<b>Contact Hours</b>			<b>Evaluation Scheme</b>			<b>Credit s</b>
<b>Theory/ Practical</b>				<b>L</b>	<b>T</b>	<b>P</b>	<b>CI A</b>	<b>ES E</b>	<b>Total</b>	
Theory	BBA4401	C – 13	Cost & Management Accounting	3	1	0	40	60	100	4
Theory	BBA4402	C – 14	Human Resource Management& Development	4	0	0	40	60	100	4
Theory	BBA4403	C – 15	Materials Management	4	0	0	40	60	100	4
Theory	BBA4404	C – 16	Financial Analysis and Decision	4	0	0	40	60	100	4
Theory		GE – 4	ANY ONE	4	0	0	40	60	100	4
Theory		SEC – 2	ANY ONE	3	1	0	40	60	100	4
Practical	GP4401		General Proficiency				100		100	1
<b>Total</b>									<b>700</b>	<b>25</b>

<b>ELECTIVE</b>	<b>THEORY</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
GE – 4	Theory	GE47110	International Financial Management
	Theory	GE47111	Income Tax: Law & Practices
	Theory	GE47112	Sustainable Development

<b>ELECTIVE</b>	<b>THEORY</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>
SEC – 2	Theory	SEC47105	MIS&E-Commerce
	Theory	SEC47106	Cyber Security
	Theory	SEC47107	Stock Market Operations
	Theory	SEC47108	Event Management

Semester V										
	Course Code	CAT EGO RY	Course Title	Contact Hours			Evaluation Scheme			Credits
Theory/ Practical				L	T	P	CIA	ES E	Total	
Theory	BBA4501	C-17	Business Policy and Strategy	4	0	0	40	60	100	4
Theory	BBA4502	C-18	Project Management	4	0	0	40	60	100	4
Theory	BBA4503	C-19	Business Ethics and Human Values	4	0	0	40	60	100	4
Theory	BBA4504	C-20	International Business Management	4	0	0	40	60	100	4
Theory		DSE-1	ANY ONE	4	0	0	40	60	100	4
Theory*		DSE-2	ANY ONE	4	0	0	40	60	100	4
Practical	GP4501		General Proficiency				100		100	1
<b>Total</b>									<b>700</b>	<b>25</b>

ELECTIVE	THEORY	COURSE CODE	COURSE TITLE
DSE – 1	Theory	DSE47101	Social Media Marketing
	Theory	DSE47102	Consumer Behaviour
	Theory	DSE47103	Data Base Management System

ELECTIVE	THEORY	COURSE CODE	COURSE TITLE
DSE – 2	Theory	DSE47104	Marketing of Services
	Practical	DSE47105	Summer Internship Project Report
	Theory	DSE47106	Auditing

**\*If the student opts for Summer Internship Project Report in DSE-2 then it will be treated as Practical Subject and the CIA will be of 100 marks.**

Semester VI										
	Cours e Code	CATE GORY	Course Title	Contact Hours			Evaluation Scheme			Credi ts
Theory/ Practical				L	T	P	CI A	ES E	Tot al	
Theory	BBA4 601	C – 13	Entrepreneurship and Small Business Management	4	0	0	40	60	100	4
Practical	BBA4 602	C-15	Comprehensive Viva				40	60	100	4
Practical	BBA4 603	C-16	Research Report				40	60	100	4
Theory		OE**	OPEN ELECTIVE				40	60	100	4
Theory		DSE-3	ANY ONE	4	0	0	40	60	100	4
Theory		DSE-4	ANY ONE	4	0	0	40	60	100	4
Practical	GP46 01		General Proficiency				100		100	1
<b>Total</b>									<b>700</b>	<b>25</b>

ELECTIVE	THEORY	COURSE CODE	COURSE TITLE
DSE – 3	Theory	DSE47107	Goods & Services Tax (GST)
	Theory	DSE47108	Integrated Marketing Communication
	Theory	DSE47109	Banking and Insurance

ELECTIVE	THEORY	COURSE CODE	COURSE TITLE
DSE – 4	Theory	DSE47110	Brand Management
	Theory	DSE47111	Supply Chain Management
	Theory	DSE47112	Industrial Relations& Labour Laws

**\*\*List of open electives to be offered by OTHER SCHOOLS OF BBD University. Students can opt for any ONE course from this list except those offered by School of Management, BBD University.**

**Course Title: Fundamentals of Accounting****Course Code: BBA4101**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Basic concepts and standards underlying financial accounting systems.</li> <li>❖ Construction of the basic financial accounting statements as well as their interpretation.</li> <li>❖ Measurement and reporting of corporate performance.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and perceive the development of accounting and purpose of maintaining records.</li> <li>2. Prepare financial statements of sole proprietor and explain the meaning of certain key terms.</li> <li>3. Compute depreciation according to different methods of providing depreciation.</li> <li>4. Explain the meaning and objective of preparing a Bank Reconciliation Statement.</li> <li>5. Make appropriate accounting entries under Hire purchase and Installment payment system.</li> <li>6. Understand and make appropriate accounting entries regarding issue, forfeiture, redemption of shares and debentures.</li> </ol>		
<b>Module I: Introduction</b> Meaning and concepts of financial accounting, users of accounting information, fundamental books of accounting, accounting cycle, journal entries, ledger, cash book: three column.		<b>15</b>	<b>1</b>
<b>Module II: Financial Statements</b> Trial Balance: need, importance, limitations. Preparation of trading and P & L Account and balance sheet with simple adjustments.		<b>15</b>	<b>1</b>
<b>Module III: BRS, Depreciation and Hire Purchase</b>		<b>15</b>	<b>1</b>

Bank reconciliation statement. Depreciation: concept, rationale and methods of SLM, WDV, SFM. Hire purchase and installment systems.		
<b>Module IV: Company Accounts</b> Issue of shares including forfeiture of shares, issue of bonus shares, issue of Preference Share. Debenture: Redemption of Debenture and its methods. Cash conversion. Sinking fund and miscellaneous Accounts.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Chaturvedi C. L., Advanced Accountancy, Shree Mahavir Book Depot.</li> <li>2. Gupta R. L. and Radha Swami M., Financial Accounting, Sultan Chand and Sons.</li> <li>3. Gupta R. L., Advanced Accountancy, Sultan Chand and Sons.</li> <li>4. Maheshwari S.N &amp; Maheshwari S.K, An Introduction to Accountancy, Vikas Publication</li> </ol>		



**Course Title: Business Environment****Course Code: BBA4102****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Business scenarios in today's world.</li> <li>❖ Various policies, laws and their impact on the business.</li> <li>❖ General issues relating to the economic and non-economic environment of the business.</li> <li>❖ Global business environment and the natural environment in which the business operates.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and enhance their knowledge about the various types of business environment: Political, Economic, Socio-cultural, Legal, Technological and Global environment.</li> <li>2. Analyze the framework of economic planning, its importance and contribution in regional, national and international context.</li> <li>3. Comprehend the role of public sector along with various government regulatory acts and policies regarding business environment including industrial, monetary and fiscal policies.</li> <li>4. Interpret and highlight the impact of globalization, liberalization and privatization with policies related to foreign companies.</li> <li>5. Develop the understanding of concepts of financial Institutions and economic policies.</li> <li>6. Get a deeper understanding towards recent economic trends.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I: Introduction</b>  Business Environment: Nature, dimensions and meaning. Components of business environment: economic, political, technological and social environment. Consumerism and consumer protection in India. A brief study of capitalism, socialism and mixed economy.		<b>15</b>	<b>1</b>
<b>Module II: Industrial and Legal Environment</b>  Industrial Growth and policy, industrial licensing policy. MRTP. Economic planning: aims, objectives and framework of development planning in India. Legal Environment. India's Fiscal and Monetary Policies.		<b>15</b>	<b>1</b>

<b>Module III: Public Sector and Economic Organizations</b> Public Sector: Concept, Rationale, Government Programme, Role of Public Sector in India. Foreign Trade Policies. Development Banks: IFCI, IDBI, SIDBI, IIBI.	<b>15</b>	<b>1</b>
<b>Module IV: Recent Economic Trends</b> Economic Liberalization, Privatization and Globalization. Foreign investment policy. Export Promotion councils and boards. Import Control. EXIM policy, FEMA, IPR (International and Indian Patent Rights Acts). Anti Pollution Act. Environmental Groups and Bodies. Euro I, II and III Norms, Introduction to Goods and Services Tax.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Mishra S. K. and Puri V. K., Economic Environment of Business, Himalaya Publication.</li> <li>2. Paul, Justin., Business Environment Text and Cases, Tata McGraw Hill.</li> <li>3. Shaikh and Saleem, Business Environment, Pearson, 1st Edition.</li> </ol>		

**Course Title: Quantitative Analysis for Management****Course Code: BBA4103****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Quantitative information and mathematical ideas.</li> <li>❖ Recognition of patterns through statistical diagrams.</li> <li>❖ Formulation and solution of linear programming problems.</li> <li>❖ Probability and its application in business decisions.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic concept of QAM and its implementation in various business situations.</li> <li>2. Evaluate information, both quantitative and qualitative, through sets and Venn diagrams.</li> <li>3. Present statistical data through diagrams and graphs.</li> <li>4. Apply and relate decision making through statistical tools and techniques.</li> <li>5. Recognize problems that linear programming can handle and find optimal solutions subject to some constraints.</li> <li>6. Sharpen ability to make quality, reasoned business decisions through matrices and probability.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I: Sets and Business Mathematics</b> Set theory, form of writing a set, subset, equal set, operation on set: complement of a set, union, and intersection. Venn-diagram. Diagrammatic and graphical presentation of statistical data: bar diagram, histogram, frequency polygon, frequency curve, ogive curve.		<b>15</b>	<b>1</b>
<b>Module II: Elementary Statistics</b> Measurement of central tendency: Mean, median, mode, quartile, deciles, and percentile. Measures of dispersion: mean deviation, standard deviation. Business application of statistical tools and techniques. Skewness and Kurtosis.		<b>15</b>	<b>1</b>
<b>Module III: Matrices and Linear Programming</b> Matrices: Types of matrices, algebra of matrices. Solution of		<b>15</b>	<b>1</b>

equations. Linear programming: Two variables problem, formulation, solution by graphical method.		
<b>Module IV: Probability and Correlation</b> Probability: Definition, addition and multiplication rule, conditional probability, Bayes' theorem, Binomial, Poisson and Normal distribution. Correlation and Regression: Scatter diagram, Karl Pearson's coefficient of correlation, rank correlation, simple linear regression, method of least square.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Tulsian P.C., Business Statistics, S. Chand Publication, New Delhi.</li> <li>2. Pundir, Mathematical Foundation for Business Administration, PragatiPrakashan.</li> <li>3. Zameeruddin, Khanna and Bhambri, Business Mathematics, Vikas Publishing.</li> <li>4. Raghavachari, Mathematics for Management, Tata McGraw Hill, 2004.</li> </ol>		

**Course Title: Business Economics -I****Course Code: BBA4104****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Initial introduction to the topic of economics and business economics.</li> <li>❖ Demand analysis, its elasticity and forecasting.</li> <li>❖ Market structure and types of competition in it.</li> <li>❖ Planning and policies of profit.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Conceptualize the scope of economics and business economics and become familiar with objectives of firm.</li> <li>2. Analyze market demand and the factors governing it.</li> <li>3. Identify various methods of demand analysis and demand forecasting.</li> <li>4. Analyze cost and its concepts and their classification on different basis.</li> <li>5. Decide about different market structures and the pricing decisions according to them.</li> <li>6. Conceptualize profit maximization and policies made and planning done to achieve the goal of profit maximization with customer satisfaction.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I: Introduction</b>  Business Economics: Definition, Nature and Scope of Business Economics and relationship with other subjects.  Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.  ROLE OF MANAGERIAL ECONOMICS IN DECISION MAKING, Role and responsibility of a managerial economist. Objectives of a firm.		<b>15</b>	<b>1</b>
<b>Module II: Demand Analysis</b>  Elasticity of demand: Concepts, types, measurements of elasticity of demand, implications in decision-making. Demand forecasting: meaning and significance of demand forecasting, methods of		<b>15</b>	<b>1</b>

demand forecasting, characteristics of a good demand forecasting.		
<b>Module III: Production and Cost Analysis</b> Production function, Law of variable proportion and laws of return to scale, Cost concepts and classification of costs. Cost-output relationship: Short run and Long run. Cost curves, Economies and diseconomies of scale. Cost control and reduction.	<b>15</b>	<b>1</b>
<b>Module IV: Pricing Decision and Profit policies and planning</b> Pricing decision policies, Pricing Decisions under different market structures: Perfect competition, monopoly, monopolistic competition, oligopoly. Main features of each market structure, price determination and managerial implications. Pricing policies and methods  Concept, theories of profit, measurement of profit. Break-even analysis: Concepts, methods of estimation, application in profit planning.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Ahuja, H. L., Business Economics, S. Chand Limited.</li> <li>2. Mishra and Puri., Business Economics, Himalaya Publishing House.</li> <li>3. Koutsoyianni, Modern Micro Economics, Macmillan.</li> </ol>		

**Course Title: Business Communication****Course Code: BBA4105****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Professional communication: written and oral.</li> <li>❖ Aspects of work team communication, electronic communication and business correspondence planning.</li> <li>❖ Facets of report writing.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Develop their ability to write and speak efficiently in the workplace.</li> <li>2. Develop effective interpersonal communication skills.</li> <li>3. Understand and utilize constructive negotiation and conflict management skills.</li> <li>4. Use communication technology appropriately and effectively.</li> <li>5. Prepare letters that meet professional standards of format, presentation and style.</li> <li>6. Develop clear and meaningful understanding of business reports and its characteristics.</li> <li>7. Understand how to gather and organize information for a report.</li> <li>8. Plan, proof-read and edit copies of business correspondence.</li> </ol>		
<b>Module I: Understanding Business Communication</b> Communication: Concept, definition, nature, importance and components of communication. Communication process, directions of communications, networks of communication. Types of communication: formal, informal, verbal, and non-verbal. Barriers to communication. Principles of effective communication: 7C's of communication.		<b>15</b>	<b>1</b>
<b>Module II: Work Team Communication</b> Communication in work team: Group communication, Initial group goals, Solving group problems: negotiation and conflict,		<b>15</b>	<b>1</b>

Group Decision Making. Listening skills.		
<b>Module III: Technology and Communication</b> Accessing electronic information: internet, internet protocol, browsing and searching the internet. Sharing electronic information: Word processing, MS-Word. E-mail: Effective e-mail practices. Correspondence Planning, drafting, revising. Replies, routine claim letters, adjustment letter, goodwill messages, congratulating messages, thank-you notes, sympathy notes. Persuasive messages: Request.	<b>15</b>	<b>1</b>
<b>Module IV: Report Writing</b> Characteristics of business reports, types of reports, purpose of reports. Collecting and analyzing data through questionnaire & interviews. Constructing tables, preparing charts and interpreting data. Writing report: planning, drafting, revising, formatting and proof reading.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Kaul A., Business Communication, PHI Learning Pvt. Ltd.</li> <li>2. Sharma, R.C. and Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw-Hill.</li> <li>3. Ober Scot, Contemporary Business Communication, Cengage Learning.</li> </ol>		



**Course Title: Essentials of IT****Course Code: GE47101****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: <ul style="list-style-type: none"> <li>❖ Fundamentals of computer hardware and software.</li> <li>❖ Advanced concepts such as security, networking, and operating system.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	The students should be able to: <ol style="list-style-type: none"> <li>1. Understand the basic concepts of computer and its evolution.</li> <li>2. Identify basic input, output &amp; memory devices and their use.</li> <li>3. Develop a broad understanding of IT and its other interdisciplinary interfaces.</li> <li>4. Describe the internal components of a computer and establish their working.</li> <li>5. Understand the concept of operating system and GUI.</li> <li>6. Understand the importance and relevance of data communication, networking &amp; security.</li> <li>7. Cater to the needs of effectively managing the business by bridging the gap between managerial practices in vogue and Information Technology.</li> </ol>	<b>No. of hours</b>	<b>No. of Credits</b>
<b>Module I: Basics of Computer and evolution</b> Evolution of computer. Data, Instruction and Information. Characteristics of computers, Various fields of application of computers. Hardware, Software, Human ware and Firmware. Advantages and Limitations of computer. Block diagram of computer, Function of different units of computer. Classification of. Different Generation of computers Types of software: System and Application. Compiler and Interpreter. Generation of language: Machine Level, Assembly, High Level, 4GL. Indian computing Environment, Data Representation: Different Number Systems like Decimal, Binary, Octal and Hexadecimal and their inter conversion: Fixed Point Only. Binary arithmetic: Addition, Subtraction, Multiplication and Division.		<b>15</b>	<b>1</b>
<b>Module II: Input and Output Devices</b>		<b>15</b>	<b>1</b>

<p>Input and Output Devices: Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type: VGA, SVGA and XGA, Printer and its type: Impact and Non-Impact with example, Plotter.</p> <p>Computer Memory: Primary Memory, ROM and its types: PROM, EPROM, EEPROM, RAM. Secondary memory: SASD, DASD Concept. Magnetic Disks: Floppy disks, Hard disks, Magnetic Tape. Optical disks: CD ROM and its types: CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash memory.</p>		
<p><b>Module III: Operating System Concept and GUI</b></p> <p>Operating System Concept: Introduction to operating system, Function of OS, Types of operating systems</p> <p>PC-software Packages, An Introduction to Disk. Operating system and windows GUI, Other system softwares. Computer software system, software development process, files design &amp; Report design, Data files types, Master &amp; Transaction file. Data Hierarchy ; data file structure, Use of files in Programming. Introduction to Word processor and Spread Sheets, Creating Presentations Management of data processing systems, Programmes development cycle, Output analysis, Programming Concept, Software Development process.</p>	<b>15</b>	<b>1</b>
<p><b>Module IV: Concept of Data Communication, Networking and Security</b></p> <p>Networking Concepts, Types of networking: LAN, MAN AND WAN. Communication Media. Mode of Transmission: Simplex, Half Duplex, Full Duplex, Analog and Digital Transmission, Synchronous and Asynchronous Transmission. Different Topologies, Concepts related to computer security.</p>	<b>15</b>	<b>1</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Leon and Leon, Introduction to Information Technology, Leon Tech World.</li> <li>2. Microsoft Office-2000 Complete, BPB Publication.</li> <li>3. Sinha Kr. Pradeep, SinhaPreeti., Foundations of Computing, BPB Publication.</li> </ol>		

**Course Title: People Management****Course Code: GE47102****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Meaning of effective people manager.</li> <li>❖ The programme is designed in such a manner so that the learners can develop leadership and communication skills and manage people in an Organisation effectively.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Perform meditation technique for mind management;</li> <li>2. Create a personal development plan for oneself</li> <li>3. Demonstrate decision making skills and prepare Time Management framework in real life situations</li> <li>4. Analyze the applicability of People First Strategy in an Organisation;</li> <li>5. Demonstrate team building skills and leadership qualities;</li> <li>6. Demonstrate skills to resolve conflicts in an Organisation and lead teams.</li> </ol>		
<b>Module I: Managing and Evaluating Oneself:</b> <p>Mind Management, Time Management, Tackling Time Robbers, Planning workload, Active Listening, Decision Making - steps, Managing your Manager, Evaluating and building a personal development plan for oneself.</p>		<b>15</b>	<b>1</b>
<b>Module II: Managing and Motivating Others</b> <p>Basics of People Management and its significance, Difference between People Management and Human Resource Management; impact of individual and Organisational factors on people management, Motivating Others - Employee First Strategy: Employee First Customer Second. Developing Intrinsic Motivation amongst People - People First Strategy: Emerging cases.</p>		<b>15</b>	<b>1</b>
<b>Module III: Building Team and Peer Networks</b> <p>Team Building Process, Managing Diversity in Teams, Competency mapping, Team Roles, Team Identity, Team Charter, Team Performance, Managing Behaviour of people in groups, 360 Degree Feedback as a Development tool. Group Dynamics, Challenges of getting work done; Significance of prioritization and assigning work</p>		<b>15</b>	<b>1</b>

to team members, Importance of peer networks in an Organisation.		
<b>Module IV: Leading People &amp; Resolving Conflicts</b> Leading people to achieve the vision and mission of the Organisation. Leadership for high performance culture, Leadership Styles for creating conducive Organisational climate and culture of excellence. Managing different types of conflicts in an Organisation, Problem solving and quality improvement process.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Wellington, P. (2011). Effective People Management: Improve Performance Delegate More Effectively. London: Kogan Page Publishers.</li> <li>2. Thomas, M. (2007). Mastering People Management. London: Thorogood Publishing.</li> <li>3. Randall, J., &amp; Sim, A. J. (2013). Managing People at Work. Abingdon: Routledge.</li> <li>4. Thomson, R., &amp; Thomson, A. (2012). Managing People. Abingdon: Routledge.</li> </ol>		

**Course Title: Rural Management****Course Code: GE47103****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ The role of rural sector in the development of the country's economy in recent years.</li> <li>❖ The rural market, consumers and marketing strategies for the rural sector.</li> <li>❖ The working of Co-operative Credit Societies and various financial schemes for rural development.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Discuss rural management, its scope and the rural problems &amp; their remedies.</li> <li>2. Identify the characteristics of rural consumers, their sources and structure of income.</li> <li>3. Understand the rural financial environment for rural development.</li> <li>4. Explain the Credit policies, deposits schemes and various credit programmes for rural development.</li> <li>5. Explain various marketing strategies adopted by rural industry for seeds, fertilizers and other rural products.</li> <li>6. Understand the working of Co-Operative Credit societies.</li> <li>7. Illustrate some successful co-operative organizations.</li> </ol>		
<b>Module I : Introduction</b> Definition, Scope and Importance of Rural Management. Agriculture and Non-Agriculture sections of Economy. Rural Development problems and Remedies.		<b>15</b>	<b>1</b>
<b>Module II: Rural Consumer and Rural Finance</b> Consumption theory and Characteristics of Rural Consumers. Village Economy sources and structure of Income. Rural Financial Environment: Organization of rural Credit supply, Credit Planning and Implementation of Credit Programmers for Rural Development, Saving and Deposits. Mobilization in Rural India.		<b>15</b>	<b>1</b>
<b>Module III : Rural Marketing</b>		<b>15</b>	<b>1</b>

Marketing: Meaning, principles and practice. Rural marketing for Seed, Fertilizers, Pesticides Machinery and other inputs of Rural Industry. Marketing Strategies for rural industry.		
<b>Module IV: Co-operative Management</b> Co-operation: Meaning, Objectives and Scope. Development of Co-operatives in Rural Area: Co-operative Credit Societies& Co-operative Marketing. Some successful Co-operative organization.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Kashyap ,Pradeep., Raut, Siddhartha. And Biztantra ., Rural Marketing.</li> <li>2. GopalSwamy, T.P. , Rural Marketing, Vikas Publishing House, 2/e</li> <li>3. Barkar, J.W., Agricultural Marketing, Oxford University Press, New York.</li> <li>4. Mathur., Rural Marketing ,Excel Books.</li> </ol>		

**Course Title: Business Economics -II****Course Code: BBA 4201****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: <ul style="list-style-type: none"> <li>❖ Basic concepts of macroeconomics.</li> <li>❖ Preliminary concepts associated with the determination and measurement of aggregate macroeconomic variables.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to: <ol style="list-style-type: none"> <li>1. Understand and appreciate the concepts of macroeconomics in theory and practice.</li> <li>2. Define and measure national income and rates of unemployment and inflation.</li> <li>3. Use appropriately the marginal efficiency techniques of investment employed in macroeconomic theory.</li> <li>4. Critically appraise the classical and modern theoretical models of macro market analysis.</li> <li>5. Understand and apply the concept of economics in the money market.</li> <li>6. Construct the IS-LM model and establish the relationship between product market and money market.</li> </ol>		
<b>Module I: Concepts of Macro Economics and National Income Determination</b>  Macro Economics: Definitions, importance, growth, limitations of macro-economics, macro-economic variables. Circular flow of income in two, three, four sector economy, relation between leakages and injections in circular flow.  National Income: Concepts, definition, methods of measurement. National income in India. Problems in measurement of national income and precautions in estimation of national income.		<b>15</b>	<b>1</b>
<b>Module II: Macro Market Analysis</b>  Theory of full employment and income: classical, modern (Keynesian) approach. Consumption function, relationship between saving and consumption. Investment function, concept of marginal efficiency of capital and marginal efficiency of investment. National income determination in two, three and four sector models. Multiplier in two, three and four sectors model.		<b>15</b>	<b>1</b>
<b>Module III: Money Market</b>			<b>1</b>

Functions and forms of money. Demand for money: Classical, Keynesian and Friedmanian approach. Measures of money supply. Quantity theory of money. Inflation and deflation.	<b>15</b>	
<b>Module IV: Equilibrium of Product and Money Market</b> The IS-LM model, product market and money market, derivation, shift. Equilibrium of IS-LM curve, Application of IS-LM model in monetary and fiscal policy.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Dwivedi, D. N., Macro Economics, Tata McGraw Hill, 2005.</li> <li>2. Edward Shapiro, Macro-Economic Analysis, Tata McGraw Hill, 2003.</li> <li>3. Khanna, O.P. and Jain, T.R., Macroeconomics, F.K. Publications.</li> </ol>		



**Course Title: Marketing Management****Course Code: BBA4202****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ All aspects of marketing, including product planning &amp; development, promotion, distribution, pricing and branding.</li> <li>❖ Theories of the marketing mix variables.</li> <li>❖ Practical applications of marketing theories in the context of the marketing management.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and appreciate the concept of marketing in theory and practice.</li> <li>2. Identify different types of marketing environment and the forces which affect the working of the company in short and long run.</li> <li>3. Understand segmentation and learn different ways of selecting the appropriate target and positioning the product in the market.</li> <li>4. Discuss different types of products, levels of hierarchy and classification of products along with the concept of branding and its types.</li> <li>5. Describe the marketing channels, channel dynamics and pricing of the products.</li> <li>6. Evaluate different promotional strategies and media planning.</li> </ol>		
<b>Module I: Introduction and Marketing Segmentation</b> <p>Marketing: Nature, meaning, scope, concepts and orientation towards market. Marketing mix. Customer's value and satisfaction: concepts and delivery. Marketing environment: Needs and trends in macro environment forces. Introduction to strategic marketing. Segmentation: Concept of market Segmentation, Patterns and Process of Segmentation, Segmenting Consumer Markets. Market Targeting. Positioning concept and types.</p>		<b>15</b>	<b>1</b>
<b>Module II: Concepts of Product and Branding</b> <p>Product: Concepts, Product Level Hierarchy, Classification of Products, Product Mix, Product Line, Product Life Cycle, Product Positioning. Brand: Concept, Challenges, Brand Equity, Brand Repositioning.</p>		<b>15</b>	<b>1</b>

<b>Module III: Marketing Channels and Pricing</b> Nature of Marketing Channels, Channel functions and flows, Channel Design and Management Channel Dynamics, Factors affecting choice of distribution channel Pricing: objectives, factors influencing pricing, basic methods of pricing and pricing strategies.	<b>15</b>	<b>1</b>
<b>Module IV: Promotion and Marketing Program</b> Promotion: Promotion Mix. Managing Advertisement: Objectives, Budget, Message. Media planning and Sales Promotion Tools.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Kotler Philip and Armstrong G., Principles of Marketing, Pearson.</li> <li>2. Sherlekar S. A., Marketing Management, Himalaya Publishing House.</li> <li>3. Saxena R., Marketing Management, Tata McGraw Hill.</li> </ol>		

**Course Title: Business Mathematics****Course Code: BBA4203****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Important and growing role of Business Mathematics in modern society.</li> <li>❖ Reading cum practical applications of Business Mathematics in every field of management.</li> <li>❖ Working knowledge of current trends, interpretation and relation of these trends to different sectors of firms.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Use the basic principles of arithmetic and apply mathematical skills to financial decisions.</li> <li>2. Apply the concept of ratio and percentage on calculating cost, discount, commission and profit &amp; loss.</li> <li>3. Explain the use of interest, annuities and present value of money and apply this in risk and decision making.</li> <li>4. Develop strong problem-solving skills and the ability to handle non-routine problems by applying appropriate concepts and notation.</li> <li>5. Analyze the procedures for Sets, Matrices and Permutation &amp; Combination.</li> <li>6. Recognize problems that linear programming can handle and find optimal solutions subject to some constraints.</li> <li>7. Solve basic differentiation and integration problems.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I: Basic Arithmetic</b>  Ratio and Percentage: its application in calculating cost and invoice price, discount, commission and brokerage, Profit & Loss. Progression: Arithmetic, Geometric and Harmonic Progression. Basic problem on Time, speed and distance and Mensuration		<b>15</b>	<b>1</b>
<b>Module II: Mathematics of Finance</b>		<b>15</b>	<b>1</b>

Simple and Compound interest. Concept of present value and amount of money. Types of Annuities, Present value and Amount of an Annuity. Concept, calculation of Perpetuity.		
<b>Module III: Algebra and Coordinate Geometry</b> Permutation and Combination. Surds and Indices, Law of Indices, Simultaneous linear equation Elements of Coordinate Geometry, Distance between two points, Equation of line, Slope of a line, Area of Triangles, Quadratic Functions, Slope of quadratic function, Polynomials and Arithmetic of Polynomials.	<b>15</b>	<b>1</b>
<b>Module IV: Linear Programming and Calculus</b> Linear Programming: Graphical methods of Solution, Problems relating to two variables including the case of mixed constraints, Simplex Methods. Basic operations of Differentiation and Integration.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Zameeruddin, Khanna and Bhambri, Business Mathematics, Vikas Publishing.</li> <li>2. Sharma J. K., Business Mathematics: Theory and Application, Ane Books Pvt. Ltd, 2nd Edition.</li> <li>3. Shukla S. M., Business Mathematics, SahityaBhawan Publication, Agra.</li> </ol>		

**Course Title: Organization Behavior and Principles of Management****Course Code: BBA 4204****Course Credit:4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Topics and concepts in the field of Organizational Behaviour.</li> <li>❖ Practical implications of various theories of human behaviour at work.</li> <li>❖ Specific topics such as leadership, motivation, personality, perception, etc.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the concept of behaviour at workplace and analyze the work values, relations between attitude and behaviour.</li> <li>2. Understand the concept of personality, perception, learning and their implication on individual life as well as on workplace.</li> <li>3. Devise methods to increase motivation and handle emotions in work setting.</li> <li>4. Understand the management practices of business organizations in the dynamic global environment</li> <li>5. Comprehend effective management planning and organizing staff</li> <li>6. Get an understanding of the basic principles of motivation and leadership</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I: Introduction to Organization Behavior</b> Concept and nature of Organizational behavior, Contributing disciplines to the field of O.B, O.B. Models, Need to understand human behavior, Impact of Global and Cultural diversity in OB. Ability & Values. Attitudes: Formation, Theories, And Personality: determinants and traits.		<b>15</b>	<b>1</b>
<b>Module II: Motivation and Leadership</b> Motivating and Leading: Nature and Importance of motivation, Types of motivation, Theories of motivation: Maslow, Herzberg, X, Y and Z. Leadership and its Types.		<b>15</b>	<b>1</b>
<b>Module III: Introduction to Principles Management</b> Concept, nature, process and significance of management. Managerial levels, skills, functions and roles. Management Vs. Administration. Coordination as essence of management. Development of management thought: classical, neo-classical, behavioral, systems and contingency approaches.		<b>15</b>	<b>1</b>

<p><b>Module IV: Planning &amp; Organizing, Directing &amp; Control</b></p> <p>Planning: Nature, scope and objectives of planning, Types of plans, Planning process</p> <p>Organizing: Concept, process and significance. Principles of an organization, Types of organization: Formal and Informal Organization.</p> <p>Directing: Concept &amp; principles of directing</p> <p>Controlling: Concept, Principles, Process and Relationship between planning and controlling</p>	<b>15</b>	<b>1</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Prasad, L.M., Organizational Behaviour, Sultan Chand and Sons, 2003.</li> <li>2. Stephen P. Robbins, Organizational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi, 2003.</li> <li>3. Luthans Fred, Organizational Behaviour, Tata McGraw Hill, New Delhi, 2003.</li> <li>4. Chhabra T.N. and Singh B.P., Organization Behaviour, Sultan Chand and Sons.</li> <li>5. Stoner, Freeman and Gilbert Jr., Management, Prentice Hall of India, New Delhi, 2003.</li> <li>6. Gupta, C.B., Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003.</li> <li>7. Koontz. O Donnel and Weirich, Management, Tata McGraw Hill Publishing Company, New Delhi, 2001</li> </ol>		

**Course Title: Business Organisation****Course Code: GE47104****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Management and business concepts and practices.</li> <li>❖ Emerging challenges of managing resources, managing business processes and managing managers.</li> </ul>	<b>No. of contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Define the concept of business organization and list down forms of organization.</li> <li>2. Understand the role of sole proprietorship decision-making at the level of the firm.</li> <li>3. Understand the concept of Partnership firm and joint stock concerns.</li> <li>4. Develop the understanding of the concepts of financial institutions like IFCI, SFC, ICICI, IDBI.</li> <li>5. Understand market structure and apply it to different industries to understand the four P's of marketing structure of these industries.</li> <li>6. Apply the concepts of advertisement and sales promotion to real life situations.</li> </ol>		
<b>Module I: Introduction to Organization</b> Concepts and objectives of business organization, establishment of a new business, pre-establishment considerations and social responsibility of business. Meaning, objective and principles of organization, line and staff, functional organization, concept of scalar chain.		<b>15</b>	<b>1</b>
<b>Module II: Forms of Business Organization</b> Sole Proprietorship: Meaning, characteristics and legal requirements. Partnership firms: Meaning, partnership deed and legal requirements as per Partnership Act 1932. Joint stock concerns: Meaning, features, kinds of companies, legal requirements as per Companies Act 2013.		<b>15</b>	<b>1</b>
<b>Module III: Business Finance</b> Business Finance: Concept, need and significance. Methods of financing: long term, medium term and short term. National finance		<b>15</b>	<b>1</b>

and international finance. Financial institutions: Brief introduction to IFCI, SFC, ICICI, IDBI. Security market: An introduction to primary and secondary market.		
<b>Module IV: Marketing:</b> Marketing: Concept of marketing, four P's of Marketing. Distribution channel: Meaning, importance, and significance of middlemen. Advertisement and sales promotion: Meaning and objectives. Introduction to Consumer Behaviour.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Tulsian P. C. and Pandey V., Business Organization and Management, Pearson Education.</li> <li>2. Bhushan Y. K., Fundamentals of Business Organization and Management, Sultan Chand and Sons.</li> <li>3. Chhabra T.N., Business Organisation, DhanpatRai and Sons.</li> <li>4. Robert., Modern Business Administration, McMillan India.</li> </ol>		



**Course Title: Financial Literacy****Course Code: GE47105****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: ❖ Offer an integrated approach to understand the concepts and applications of financial planning.	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to: 1. Describe the importance of financial literacy and list out the institutions providing financial services; 2. Prepare financial plan and budget and manage personal finances; 3. Open, avail, and manage/operate services offered by banks; 4. Open, avail, and manage/operate services offered by post offices;		
<b>Module I: Introduction</b> Meaning, importance and scope of financial literacy; Prerequisites of Financial Literacy – level of education, numerical and communication ability; Various financial institutions – banks, insurance companies, Post Offices; Mobile App based services. Need of availing of financial services from banks, insurance companies and postal		<b>15</b>	<b>1</b>
<b>Module II: Financial Planning and Budgeting</b> Concept of economic wants and means for satisfying these needs; Balancing between economic wants and resources; Meaning, importance and need for financial planning; Personal Budget, Family Budget, Business Budget and National Budget; Procedure for financial planning and preparing budget; Budget surplus and Budget deficit, avenues for savings from surplus, sources for meeting deficit.		<b>15</b>	<b>1</b>
<b>Module III: Banking Services</b> Types of banks; Banking products and services – Various services			<b>1</b>

offered by banks; Types of bank deposit accounts – Savings Bank Account, Term Deposit, Current Account, Recurring Deposit, PPF, NSC etc.; Formalities to open various types of bank accounts, PAN Card, Address proof, KYC norm; Various types of loans – short term, medium term, long term, micro finance, agricultural etc. and related interest rates offered by various nationalized banks and post office; Cashless banking, e-banking, Check Counterfeit Currency; CIBIL, ATM, Debit and Credit Card, and APP based Payment system; Banking complaints and Ombudsman.	<b>15</b>	
<b>Unit 4: Financial Services from Post Office</b> Post office Savings Schemes: Savings Bank, Recurring Deposit, Term Deposit, Monthly Income Scheme, Kishan Vikas Patra, NSC, PPF, Senior Citizen Savings Scheme (SCSS), Sukanya Samriddhi Yojana/ Account (SSY/SSA); India Post Payments Bank (IPPB). Money Transfer: Money Order, E-Money order. Instant Money Order, collaboration with the Western Union Financial Services; MO Videsh, International Money Transfer Service, Electronic Clearance Services (ECS), Money gram International Money Transfer, Indian Postal Order (IPO)..	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Avadhani, V. A. (2019). Investment Management. Mumbai: Himalaya Publishing House Pvt. Ltd.</li> <li>2. Chandra, P. (2012). Investment Game: How to Win. New Delhi: Tata McGraw Hill</li> <li>3. Education. Kothari, R. (2010). Financial Services in India-Concept and Application. New Delhi: Sage Publications India Pvt. Ltd. Milling,</li> <li>4. B. E. (2003). The Basics of Finance: Financial Tools for Non-Financial Managers. Indiana: universe Company.</li> <li>5. Mittra, S., Rai, S. K., Sahu, A. P., &amp; Starn, H. J. (2015). Financial Planning. New Delhi: Sage Publications India Pvt. Ltd. Zokaityte, A. (2017). Financial Literacy Education. London: Palgrave Macmillan..</li> </ol>		

**Course Title: Public Administration and Business****Course Code: GE47106****Course Credit:4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: ❖ Offer an integrated approach to understand the concepts and applications of financial planning.	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to: 1. Explain the basic concept of public administration and its relevance for business; 2. Explain the difference between Public administration and Business Administration; 3. Analyze the concept of good society and its impact on business; 4. Analyze the impact of political system on business environment in India; 5. Evaluate the impact of judicial system on business environment in India;		
<b>Module I: Introduction</b> Public Administration- meaning, nature and scope and limitations; Concept and functions of a welfare state; Emergence of civil society; Factors leading to emergence of civil society; Concept of liberty, Theories of liberty; Concept of equality, Dimensions of equality; Concept of justice, dimensions of justice. Similarity and Dissimilarity between Public Administration and Business Administration.		<b>15</b>	<b>1</b>
<b>Module II: Idea of a Good Society</b> Good society: Need and Importance, Moral Reasoning, Theories of Moral Reasoning; Diversity, Equity and Equality; Leadership; Responsibility, Accountability; Globalization and society; Cross cultural issues; Ethical Conduct of National and Multinational Corporations.		<b>15</b>	<b>1</b>
<b>Unit 3: Political System and Business</b> Constitution of India- Preamble, Fundamental rights, Directive Principles of state policies; India's federal system, NITI AYOJ-role and functions; Impact of political system on business environment-policies, programmes and. procedure; Ease of doing business; Startup		<b>15</b>	<b>1</b>

India, Stand Up India, Make in India, Recent trends in taxation policies-impact on investment and business.		
<b>Unit 4: Judicial System and Business</b> Judicial System- features and structure; Jurisdiction, Powers and Functions, Judicial Review, Judicial Activism and business, Human Rights and business- challenges and opportunities, Social Justice. Public Interest Litigation and writs- challenges and opportunities for business.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> 1. Basu, D. D. (2015). Introduction to the Constitution of India. New York: 2. LexisNexis. Fadia, B. L., & Fadia, K. (2017). Indian Government and Politics. Uttar Pradesh: Sahitya Bhawan. 3. Granville, A. (1999). The Indian Constitution: Cornerstone of a Nation. Oxford: Oxford University Press. 4. Granville, A. (2003). Working a Democratic Constitution: A History of the Indian Experience. Oxford: Oxford University Press. 5. Kashyap, S. C. (2011). Our Constitution. New Delhi: National Book Trust. Sapru, R. K. (2012). Public Policy: Formation, Implementation and Evaluation. New York: Sterling Publishers..		

**Course Title: Business Law****Course Code: BBA4301****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: <ul style="list-style-type: none"> <li>❖ Essential features of various business laws.</li> <li>❖ Emerging legal issues in business.</li> <li>❖ Ethical and logical approaches to deal with business issues and conflicts.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to: <ol style="list-style-type: none"> <li>1. Have sound knowledge of law related to Indian contract act and understand essential features of valid contract.</li> <li>2. Distinguish between indemnity and guarantee, bailment and pledge and would know about the contingent contracts, remedies for breach of contracts.</li> <li>3. Describe the sales of goods act with reference to formation of contract of sale and agreement to sell, conditions and warranties, sale of goods by non-owner, delivery of goods.</li> <li>4. State the nature &amp; definition of companies with their types.</li> <li>5. Identify the basics of partnership and its formation.</li> <li>6. Understand the kinds of negotiable instruments and their endorsements.</li> </ol>		
<b>Module I: Indian Contract Act</b> Introduction: Nature of contract offer and acceptance, consideration, capacity to contract, free consent, legality of object, agreements declared void, quasi contracts, contingent contracts. Breach of contract, remedies for breach of contract. Indemnity and guarantee. Bailment and pledge. Agency. Performance of contract.		<b>15</b>	<b>1</b>
<b>Module II: The Sale of Goods Act</b> Formation of contract of sale, and agreement to sell, conditions and warranties, implied conditions, caveat emptor, sale of goods by the non owners, delivery of goods, unpaid seller and his rights, remedies for breach of contract of sale.		<b>15</b>	<b>1</b>

<b>Module III: The Companies Act,2013</b> Essential characteristics of a company, types of companies. Memorandum and articles of association. Prospectus. Shares: kinds, allotment and transfer. Debentures. Essential conditions for a valid meeting, kinds of meetings and resolutions. Directors, Managing Directors: their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement.	<b>15</b>	<b>1</b>
<b>Module IV: Partnership Act and Negotiable Instrument Act</b> Nature of partnership, Registration of firm and effect of non-registration, Rights and duties of partners, Position of Minor. Dissolution of firm: Rights and liabilities of partners on dissolution. Negotiable instruments: Kinds, features, Crossing and types of crossing. Payment in due course, holder and holder in due course, privileges of holder in due course. Dishonour of negotiable instrument, discharge of negotiable instruments, banker and customer.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Kuchhal M. C., Business Law, Vikas Publishing House, New Delhi, 2004.</li> <li>2. Kapoor N. D., Elements of Mercantile Law, Sultan Chand and Sons, New Delhi, 2003.</li> <li>3. Gulshan J.J. , Business Law Including Company Law, 13th Edition, New Age International Publisher.</li> <li>4. Avtar Singh, Principles of Mercantile Law, 7th Edition, Eastern Book Company.</li> </ol>		

**Course Title: Financial Management****Course Code: BBA 4302****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Financial decisions made by financial managers.</li> <li>❖ Theories of finance.</li> <li>❖ Techniques which assist in the decision making process.</li> <li>❖ Capital Structure for the value maximization of the firm.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Identify financial management techniques with their implications in business.</li> <li>2. Understand investment and financial decisions to maximize the value of the firm and Shareholder's wealth maximization.</li> <li>3. Evaluate and make capital budgeting decisions based on NPV, IRR and PI concepts.</li> <li>4. Understand the relevance of Cost of capital and weighted average cost of capital.</li> <li>5. Prepare the working capital requirements of different projects and firms.</li> <li>6. Understand how specific techniques and decision rules can be used to develop Capital structure for an organization.</li> <li>7. Reconcile the leverage effect of capital mix and impact of leverage.</li> </ol>		
<b>Module I: Introduction</b> <p>Nature and scope of financial management, finance function, profit/wealth maximization. Functions of financial managers. Concept of time value of money. Sources of finance: Short Term sources, Long term sources and shares debentures, term loans, GDR, mutual funds, venture capital financing.</p>		<b>15</b>	<b>1</b>
<b>Module II: Capital Budgeting</b> <p>Meaning, objectives, nature of investment decisions. Pay back methods, net present value method, profitability index, and internal rate of return method.</p>		<b>15</b>	<b>1</b>

<b>Module III: Cost of Capital and Management of Working Capital</b> Introduction, significance, concept, components of cost of capital. Capital Asset Pricing Model. Weighted Average Cost of Capital. Working capital management: meaning, scope, Importance, determinants and sources. Approaches of working Capital Management of Cash, inventories and receivables.	<b>15</b>	<b>1</b>
<b>Module IV: Capital Structure</b> Capitalization: meaning, importance, Over Capitalization, under capitalization and optimum Capitalization. Capital Structure: meaning, forms and determinants of capital structure, operating and financial leverage, planning the capital structure by EBIT-EPS Analysis.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Maheshwari S.N., Financial Management, Principles and Practice, Sultan Chand and Sons, 9th Edition 2004.</li> <li>2. Khan M.Y and Jain P.K., Financial Management, Tata McGraw Hill, 2001, 3rd Edition.</li> <li>3. Pandey I. M., Financial Management, Vikas Publishing House, Revised Ed., 2003</li> </ol>		



**Course Title: Research Methodology****Course Code: BBA4303****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Core concepts, frameworks, and techniques of Research Methodology.</li> <li>❖ Methods of data collection, data analysis and report writing.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic concept of Research methodology and its implementation in various business situations.</li> <li>2. Apply and relate decisions to formulate a good hypothesis.</li> <li>3. Understand variables establishing cause and effect relationship.</li> <li>4. Enhance understanding of the impact of sampling and its techniques.</li> <li>5. Examine the sources of data collection.</li> <li>6. Develop clear and meaningful understanding of business reports and its characteristics.</li> </ol>		
<b>Module I: Introduction to Research</b> Meaning, Objectives, types and Importance of Research. Research Process and criteria of good research. Research problem, techniques involved in defining a problem.		<b>15</b>	<b>1</b>
<b>Module II: Sampling Design &amp; Data Collection</b> Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling. Secondary data, Primary data: Survey, Observation, Experimentation, Case-Study method, criteria for constructing Questionnaires or Schedules. Guidelines for successful interviewing.		<b>15</b>	<b>1</b>
<b>Module III: Measurement Scale and Data Processing</b> Measurement scales: Nominal, Ordinal, Interval and Ratio scales. Important scaling techniques, Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test		<b>15</b>	<b>1</b>

<b>Module IV: Report Writing</b> Presentation: Diagram, Graphs, Charts., Importance of Report Writing, steps in report writing. Layout of the research report, Precautions for writing research report. Application of research in business management.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Kothari C.R., Research Methodology, New Age International Publishers.</li> <li>2. Saunders, Research Methods for Business Students, Prentice hall, 2nd Edition, 2007.</li> <li>3. Murthy C., Research Methodology, Vrinda Publications.</li> <li>4. Bhattacharyya, Research Methodology, Excel Books.</li> <li>5. NareshMalhotra, Market Research, Pearson Education.</li> </ol>		

**Course Title: Production and Operations Management****Course Code: -BBA4304****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Different types of Production.</li> <li>❖ Plant decisions and inventory management.</li> <li>❖ Appropriate tools and techniques of quality management and control.</li> <li>❖ Essentials of logistics management.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the strategic role of Production and Operations Management and its competitive advantage for the growth and survival of organizations.</li> <li>2. Demonstrate the understanding of the facility layouts and location decisions in production system.</li> <li>3. Identify and forecast the problems involved in inventory management.</li> <li>4. Implement and use the principles of Material Requirement Planning.</li> <li>5. Understand the various types of production systems.</li> <li>6. Apply quantitative techniques to control the quality in organizations.</li> <li>7. Apply the knowledge of Just-In-Time in production systems.</li> <li>8. Apply the concepts of operations research in scarce resource allocations.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I: Operations Management, Layout and Location decisions</b>  Definition and criteria of performance for the production and operations management system. Jobs or decisions of production and operations management. Classification of decision areas. Brief history of the production and operation management function. Layout: Features, basic principles, types, merit and demerits. Optimization in a product/line layout, optimization in a process layout. Application in service industries. Location decision, Behavioral aspects in location planning.		<b>15</b>	<b>1</b>
<b>Module II: Material Management</b>		<b>15</b>	<b>1</b>

Inventory Control: EOQ, Simple Deterministic Models, ABC analysis, Value analysis/ value engineering. Purchasing research, vendor relations and selection of vendors. Material Requirement Planning (MRP): An overview.		
<b>Module III: Production Planning and Control, Quality Management</b> Production planning and control: Concept. Assembly line balancing, types of production and production system, maintenance management. Work-study and work design. Productivity and methods of improvement. Quality management as a corporate strategy. Statistical methods and process controls. Control charts, acceptance sampling. Total quality management (TQM): motivation in quality management. ISO 9000 and 14000 series. Just in Time production.	<b>15</b>	<b>1</b>
<b>Module IV: Introduction to Operation Research</b> Linear programming, Simplex method, Big-M Method, Two Phase Method. Definitions and distinctions between CPM and PERT, Network Diagram and Time Calculations.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. N.J. Aquilano, R.B. Chase and F.R. Jacob, Operation Management for Competitive Advantage, Tata McGraw Hill, 9th Edition.</li> <li>2. Chary S.N., Production and Operation Management, Tata McGraw Hill, 4th Edition.</li> <li>3. Manocha R.C., Production and Operation Management, Latest Edition.</li> <li>4. Gupta S.P., Statistical Method, Sultan Chand, Latest Edition.</li> </ol>		

**Course Title: Direct & Digital Marketing****Course Code: GE47107****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ The scope of online and offline marketing.</li> <li>❖ The business and marketing objectives in today's challenging environment.</li> <li>❖ The effective and emerging trends of digital marketing and online advertising.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand direct and digital marketing strategies and its underpinning principles and concepts.</li> <li>2. Examine role and applications of marketing research, and the concept and practice of profiling, segmentation and targeting.</li> <li>3. Discuss multichannel marketing, customer behaviour, brands and integrated marketing communications.</li> <li>4. Develop the strategy, plan, implement and evaluate effective, integrated direct and digital marketing programmes.</li> <li>5. Examine ROI driven customer acquisition campaigns and key metrics.</li> <li>6. Gain a thorough understanding of the creative process from proposition to promotional delivery.</li> <li>7. Explore the direct &amp; digital future and looking at trends that shape the use of technology.</li> </ol>		
<b>Module I: Direct Marketing</b> Direct Marketing: Introduction, Definition, Scope, Objectives, Growth and Benefits of Direct Marketing. Benefits to Buyers, Benefits to Sellers, New Direct Marketing approaches, Integrating the communication, Direct Marketing Media, Developing a positioning strategy, Managing the creative process, Copy appeals, Guidelines to create good copy, Improving the mailing package.		<b>15</b>	<b>1</b>
<b>Module II : Direct,Mail Marketing</b> Forms of Direct Marketing: Direct,Mail Marketing, Catalog Marketing, Telephone Marketing, Direct,Response Television		<b>15</b>	<b>1</b>

Marketing, Direct Response Radio marketing, Kiosk Marketing, Direct Response in print media, B2B Direct Marketing. New Digital Direct Marketing Technologies, Managing the lead generation program, Direct Marketing profitability, Direct Marketing testing and experimentation, Direct Marketing research and its future.		
<b>Module III : Introduction to Digital Marketing</b> Introduction to Digital marketing and its Evolution, digital marketing for the 21st century, Importance and scope of digital marketing. Working of websites: dynamic, static, blogs. Search engine optimization marketing. Introduction to Search Engines: Google guidelines, Best Practices, Quality guidelines, Design guidelines, Search engine page results, familiarizing Google results. Working of Google: Search engine ranking methods, Techniques to get on top of Google, Meta tags best practices. Social media: Examples, Uses, Impact and benefits of social media. Analytics.	<b>15</b>	<b>1</b>
<b>Module IV: Digital Marketing Management</b> Online Ads, Working of online ads: Interactive ads, Creative ads, Google Ad words, Online ad methods. Types of online advertisements: Face book ads, LinkedIn ads, Video ads, Text ads, Image ads, Local ads, Content network ads. Best practices, Campaign set up, Billing, Budget, Segment, Audience Effective Ads. Calculating ROI, Budget, Choosing ad partner. Digital Marketing Management: Role of web marketing manager, Web marketing department structure, Roles and responsibilities, Job description, Targets and goals. Digital Marketing Plan: Goals, objectives, KPI's, Market research, Value creation process.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. McDonald, William. J., (1998), Direct Marketing: An integrated approach , McGraw Hill, Singapore, 1st Edition,</li> <li>2. Stone, Bob., (1995), Successful Direct Marketing Methods, NTC Business BOOK, USA, 5th Ed.</li> <li>3. Chaffey, Dave. and Chadwick, Fiona Ellis., (2012), Digital Marketing: Strategy, Implementation and Practice, Pearson Education.</li> </ol>		

**Course Title: Indian Economy****Course Code: GE47108****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Constituent sectors that define the Indian Economy and enable learners to examine the role and contribution of different sections of the economy in economic development of India.</li> <li>❖ The course also aims to enable the learners to examine the role and impact of planning process on economic development of India.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Evaluate the magnitude, size, and dimensions of Indian economy and to study effect of privatization and liberalization on Indian economy;</li> <li>2. Evaluate the role of population as an economic resource;</li> <li>3. Analyze contribution of industrial and service sector in Indian economy</li> <li>4. Evaluate the recent trends in economic planning of India as well as role and functions of central bank and commercial bank.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I: Introduction</b>  Overview of Indian Economy: Major features and problems. Role of public and private sector in Indian Economy; Functions and problems of public sector; dis-investment; Privatization –it's importance in Indian Economy. Globalization, Liberalization and its impact on Indian Economy.		<b>15</b>	<b>1</b>
<b>Module II: Demography and Indian Economy</b> Concept of over, under and optimum population, Population explosion and trends in population growth, Demographic aspects of Indian population: Literacy, Gender and Quality of manpower, Demographic dividend and new trends in population management, Technology and population growth. Need to optimize population growth. Human		<b>15</b>	<b>1</b>

Development Index.		
<b>Module III: Industrial Economy and Service Sector of India</b> Industrial Scenario in India, Features and Problems of Industrial Development in India, Core industries and their role in Indian economy, Industrial policies and statements and their impact on industrial development, Industrial Finance, Liberalization and Indian industries. An overview of Service Sector in India - Transport and Communication, IT, Tourism (Growth, Performance, Market size and exports) - Power Policy and Power Development-	<b>15</b>	<b>1</b>
<b>Module IV: Planning Process in India:</b> Trends and Features Planning process and features of Economic planning in India, Journey from Planning Commission to NITI Aayog, Budgeting Process in India. Emerging Trends and Features. Role and functions of central bank and commercial bank.	<b>15</b>	<b>1</b>
<b>Suggested Readings</b> <ol style="list-style-type: none"> <li>1. Acharya, S., &amp; Mohan, R. (2010). <b>India's Economy: Performance and Challenges</b>. New Delhi: OUP India.</li> <li>2. Datt, G., &amp; Sundharam, A. (2017). <b>Indian Economy</b>. New Delhi: Sultan Chand Publishing.</li> <li>3. Puri, V. K., &amp; Mishra, S. K. (2018). <b>Indian Economy</b>. Mumbai: Himalaya Publishing House.</li> </ol>		



**Course Title: Good Governance****Course Code: GE47109****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ The course aims to equip the learners to understand and analyze the movement from Government to Governance.</li> <li>❖ The course also aims to nurture the learners to become ethically sound, political, educational, and social leaders who can influence policy towards good governance.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1.Participate in public forum to share their ideas and suggestions on Governance and Policy-making;</li> <li>2.File an application for RTI online;</li> <li>3.Analyze the significance of GeM for buyers and sellers;</li> <li>4.Interpret the key learnings from the case studies on Insider Trading;</li> <li>5.Present report on significance of E-Governance in Education Sector;</li> <li>6.Analyze and interpret case studies on role of ICT in Governance;</li> <li>7.Prepare an appraisal report about the functioning of institutions like: educational institutions, health care centers, public utility, local self-government-Panchayati Raj Institutions, Anganawadi, etc.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I: Introduction</b>  Governance: Concept, Meaning and Nature. Leadership for Good Governance: Values, Ethics, and Principles in Leadership. The Fundamental Rights, Directive Principles of State Policy and Fundamental Duties enshrined in the Indian Constitution. Participation of the public in the development process of the nation. Forms of public accountability and Redressal of public grievances with special reference to RTI, Decentralized Governance: Panchayati Raj Institution; Lokpal and Lokayukta, Election Commission, Minimum Government Maximum Governance.		<b>15</b>	<b>1</b>
<b>Module II: :Good Governance and Issues and Challenges in India</b>		<b>15</b>	<b>1</b>

Mainstreaming alternative viewpoints in democracy; Role of government and market in a competitive economy GeM; Privacy of data in a networked society and issues related to RTI, Universal Basic Income; Administrative Reforms in India, Civil Service Reforms, Local Governance, Educational Reforms, Media & Governance. Corporate Governance: Insider trading; Whistle Blowing; Shareholder's Activism		
<b>Module III: ICT in Governance</b> Concept and Significance From IT to ICT – Information and Communications for Development: International Trends and Policies – Open and Accountable Development using ICTs - Focal Domains of ICT in Governance: e-Administration, e-Citizens, e-Services, and e-Society. 6C Model - E-Governance Maturity Model - E-Readiness Framework - Design Reality Gaps - The ICT4D Cube – Core Principles of ICT projects.	<b>15</b>	<b>1</b>
<b>Module IV: Good Governance Initiatives by Government &amp; Field Exposure Features of Good Governance:</b> Accountability, Transparency, Responsiveness, Equity & Inclusiveness, Ease of Doing Business, Effectiveness & Efficiency, Rule of law, Participatory, Consensus – Initiatives for Good Governance: Right to Education, Right to Information and Right to Public Services - Initiatives in Local Governments: Social Audit, Citizen Charter, Citizen Report Card and Ombudsman.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Adair, J. (2009). <b>Inspiring Leadership</b>. New Delhi: Viva Books Pvt. Limited.</li> <li>2. Goel, S. L. (2007). <b>Good Governance – An Integral Approach</b>. New Delhi: Deep and Deep Publications Private Limited.</li> <li>3. Bhatnagar, S. (2009). <b>Unlocking E-Government Potential – Concepts, Cases and Practical Insights</b>. New Delhi: Sage Publications India Pvt. Ltd.</li> <li>4. Chakrabarty, B., &amp; Bhattacharya, M. (2008). <b>The Governance Discourse</b>. New Delhi: OUP India</li> </ol>		

**Course Title: Specialised Accounting****Course Code: SEC 47102****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: The basic knowledge about the specialized Accounting	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to: <ol style="list-style-type: none"> <li>1. Know about the concept of accounting in Non Trading institutions, Joint Venture and Consignments</li> <li>2. Get insight about the accounting banking and insurance companies</li> <li>3. Understand the special accounts viz. Branch, Hire Purchase &amp; installment Payment and Royalty</li> <li>4. Learn the concept of Partnership Account</li> </ol>		
<b>Module I: Introduction</b> Accounting of Non-trading Institutions: Preparation of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet. Joint Venture Account: Preparation of Journal entries of Joint venture concern and Preparation of various Accounts Consignment: Concept and important terms, Sale v/s consignment, Type of commission payable, Valuation of unsold stock, importance record in books of consigner and consignee.		<b>15</b>	<b>1</b>
<b>Module II: Accounting of Companies</b> Accounts of Banking companies and General Insurance companies, Accounting for amalgamation of companies(As per AS-14), Reconstruction of Companies		<b>15</b>	<b>1</b>
<b>Module III: Accounting for Branch, Hire Purchase &amp; installment Payment and Royalty</b> Department account and Branch account: Concept and Types of Branches, Distinction between branch and department, Accounting in Books of Head Office and various types of branches Accounts related to Hire Purchase and Installment: Concept and definitions, Distinction between Hire Purchase and installment system, Calculation of interest and cash price, Journal entries in books of Hire Purchase, payment transactions:, Royalty Accounts.		<b>15</b>	<b>1</b>
<b>Module IV : Partnership Account</b> Partnership Accounts: Final Account, Reconstitution of Partnership		<b>15</b>	<b>1</b>

firm's: admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner)		
<b>Suggested Readings:</b>  1. Agarwal, B.D., Advanced Accounting  2. Chawla & Jain, Financial Accounting  3. Chakrawarti, K.S., Advanced Accounts  4. Shukla, M.B., Financial Analysis and Business Forecasting  5. Jain & Naranag, Advanced Accounts		

**Course Title: Training and Development****Course Code: SEC47103****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: <ul style="list-style-type: none"> <li>The concept and practice of Training and Development in the modern organisational setting through the pedagogy of case discussions and recent experiences.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to: <ol style="list-style-type: none"> <li>Analyze the training strategies adopted by companies in real situations;</li> <li>Identify training needs of an individual by conducting Training Need Analysis;</li> <li>Differentiate between the applicability of various training strategies and select a strategy based upon the result of TNA;</li> <li>Develop a training and development module;</li> <li>Evaluate and assess the cost and benefits of a training and development programme.</li> </ol>		
<b>Module I: Introduction:</b> Concepts and Rationale of Training and Development; overview of training and development systems; organizing training department; training and development policies; linking training and development to company's strategy; Requisites of Effective Training; Role of External agencies in Training and Development.		<b>15</b>	<b>1</b>
<b>Module II: Training Need Analysis (TNA)</b> Meaning and purpose of TNA, TNA at different levels, Approaches for TNA, output of TNA, methods used in TNA.		<b>15</b>	<b>1</b>
<b>Module III: Training and Development Methodologies:</b> Overview of Training Methodologies- Logic and Process of Learning; Principles of Learning; Individual differences in learning, learning process, learning curve, learning management system; Criteria for Method Selection; Skills of an Effective Trainer; Use of Audio-Visual Aids in training; Computer Aided Instructions Distance Learning, Open Learning, E- Learning; Technologies Convergence and Multimedia Environment. Development Techniques for enhancing decision-making and interpersonal skills, Case-study, in-basket exercise, special projects, multiple management Programme Learning, Action learning,		<b>15</b>	<b>1</b>

Syndicate Work, Games, Action Maze, Role Play; Demonstration and Practice Monitoring; Coaching; Self Diagnostic Skills, Experience Learning, Discovery Learning, Brainstorming, Counselling, Position Rotation, Team Building, and Sensitivity Training		
<b>Module IV: Designing Training &amp; Development Programme and its Evaluation</b> Organisation of Training and Development programmes, Training design, kinds of training and development programmes- competence based and role-based training; orientation and socialization; diversity training, choice of training and development methods, Preparation of trainers; developing training materials; E-learning environment; Flexible learning modules; Self-development; Training process outsourcing Evaluation of Training and Development Reasons for evaluating Training and development programmes,	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Blanchard, N. P., &amp; Thacker, J. W. (2012). <b>Effective Training: Systems, Strategies and Practices</b>. New York: Pearson Education.</li> <li>2. Noe, R. A., &amp; Kodwani, A. D. (2018). <b>Employee Training and Development</b>. New York: McGraw Hill Education.</li> <li>3. Prior, J. (1991). <b>Handbook of Training and Development</b>. Mumbai: Jaico Publishing House.</li> </ol>		

**Course Title: Creativity and Innovation****Course Code: SEC47104****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<b>To familiarize students with:</b>  ❖ <b>Approaches used by managers and organizations for creating and sustaining high levels of innovation.</b>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to:  1. Analyze the creative thoughts of renowned personalities in the past and its contribution towards the success and shortcomings of business mode  2. Generate Innovative idea for business and defend/ justify the same;  3. Interpret the Business Competence achieved by various organisations by using the Innovative Business Model;  4. Describe the significance of Innovative Leadership;.		
<b>Module I: Introduction</b>  Meaning & Concept of Creativity; Creativity Process; Nature & Characteristics of Creativity and Creative Persons; Factors affecting Creativity; Recognizing and Avoiding Mental Blocks; Thinking Preferences; Risk Taking; Creativity Styles; Creative Thinking Tools; Innovation vs Creativity; Types of Innovations: Incremental & Radical.		<b>15</b>	<b>1</b>
<b>Module II: Idea Generation &amp; Creativity in Problem Solving</b>  Ideation; Pattern Breaking Strategies; Mind stimulation: games, brain-twisters and puzzles; Idea-collection processes: Brainstorming/Brain-writing, SCAMPER methods, Metaphoric thinking, Outrageous thinking, Mapping thoughts; Eight-Dimensional (8D) Approach to Ideation; Systematic Inventive Thinking: TRIZ methodology..		<b>15</b>	<b>1</b>
<b>Module III : Innovation .</b>  Invention and Discovery- Process and Typology; Methods and Techniques; Arenas of Innovative Competence; Categories of Innovation: Product, Process, and Service Finance (Venture Capital, Angel Investors), Offerings, Delivery. Evaluation of Effectiveness of Innovation.		<b>15</b>	<b>1</b>

<b>Module IV Setting the Right Ecosystem for Innovation</b> The Essence of Right Ecosystem; Dimensions of the Ecosystem for Innovation; Intrinsic Motivation & Extrinsic Motivation; Leadership Styles fostering Innovation; Organisational Alignment; Creating Self-Sustaining Culture of Innovation; Organisational Enrichment	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Harvard Business Essentials. (2003). Managing Creativity and Innovation. Boston: Harvard Business School Publishing.</li> <li>2. Prather, C. (2010). The Manager's Guide to Fostering Innovation and Creativity in Teams. New York: McGraw-Hill Education.</li> </ol>		



**Course Title: Cost & Management Accounting****Course Code: BBA4401****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Management accounting concepts related to the management functions of planning, control, and decision making.</li> <li>❖ Management accounting tools and quantitative techniques that can be used to analyze how business processes consume resources and create value for a firm.</li> <li>❖ Management accounting data and analytical skills necessary to diagnose complex business problems in accounting context.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Appreciate the usefulness of management accounting in management decision making.</li> <li>2. Describe the role of management accounting within an organization.</li> <li>3. Identify the relevant inflows and outflows of funds in different situations and use this information to analyze and make a variety of short-term, operational decisions and long-term decisions.</li> <li>4. Identify how costs behave and use this information in a range of decisions.</li> <li>5. State the meaning, objectives and structure of responsibility accounting as divisional performance measurement.</li> <li>6. Discuss the features of different budgeting systems and undertake budget variance analysis.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I: Management Accounting</b> Meaning, Nature, Scope and Function of Management Accounting, Role of Management Accounting in decision making, Management Accounting Vs Financial Accounting, Tools and Techniques of Management Accounting.		<b>15</b>	<b>1</b>
<b>Module II: Financial Statements Analysis</b> Meaning and components of financial statements. Objectives of financial statement Analysis, Methods of financial Statement		<b>15</b>	<b>1</b>

Analysis: Ratio Analysis, classification of Ratios: Profitability Ratios, Turnover Ratios, Liquidity Ratios, Advantages and Limitation of Accounting Ratios. Fund flow statement, Cash Flow Statement as per Accounting Standard 3.		
<b>Module III: Marginal and Standard Costing</b> Meaning, Advantages and Limitation, Marginal Costing as a tool for decision making: Make or Buy, Change in product Mix, Pricing Decision, Exploring a New Market, Shut Down Decision. Cost Volume Profit Analysis, Break Even Point. Meaning of Standard cost and Standard Costing, Advantages and Application. Variance Analysis: Material and Labour Variance, Responsibility Accounting.	<b>15</b>	<b>1</b>
<b>Module IV: Budgeting for Profit Planning and Control</b> Meaning of Budget and Budgetary control, Objectives, Merits and Limitations, Types of Budgets: Fixed and Flexible Budget, Cash Budget, Zero Base Budgeting and Performance Budgeting.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Khan, M. Y. and Jain, P.K., Management Accounting, Tata McGraw Hill Education.</li> <li>2. Maheshwari, S. N., Management Accounting, Sultan Chand and Sons.</li> <li>3. Sharma, R. K., Management Accounting, Kalyani Publishers.</li> <li>4. Arora, M.N. , Cost and Management Accounting, Vikas Publishing.</li> </ol>		

**Course Title: Human Resource Management& Development****Course Code: BBA 4402****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: <ul style="list-style-type: none"> <li>❖ Importance and function of HR department.</li> <li>❖ Process of recruitment and selection.</li> <li>❖ Different training methods used for employees.</li> <li>❖ Wage determination and welfare activities for employees.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	The students should be able to: <ol style="list-style-type: none"> <li>1. Understand HRM and its objectives and identify its importance and functions in present scenario. Meaning and importance of Human Resource Development</li> <li>2. Explain manpower planning and personnel policies.</li> <li>3. List the factors affecting recruitment and sources of recruitment.</li> <li>4. State the objectives of promotion, demotion and transfer.</li> <li>5. Describe the basic concepts of different training and development methods used for employees.</li> <li>6. Understand concept of career planning and counseling.</li> <li>7. Distinguish between performance appraisal techniques.</li> <li>8. Identify wage determination &amp; incentive plan and also different welfare activities for employees.</li> </ol>	<b>No. of contact Hours</b>	<b>No. of Credits</b>
<b>Module I: Introduction</b> Basic of HRM : Concept, objectives, importance and functions of HR department. Manpower planning. Personnel policies, programs and procedures. <b>Staffing</b> : Recruitment: Factors affecting recruitment, sources of recruitment. Selection: Process, selection test, interview, group discussion, orientation, placement, promotion, demotion, transfer and job analysis		<b>15</b>	<b>1</b>
<b>Module II: Training &amp; Development and Performance Appraisal</b> Objectives and importance of training. Training methods: on the job training, vestibule training, apprenticeship. Development methods:		<b>15</b>	<b>1</b>

case study, business games, in basket, role playing, sensitivity training, transactional analysis, special courses, coaching, understudy, position rotation, multiple management, selective readings, special meetings and special projects Welfare activities, Health and safety to workers, social security measures. Wages and salary determination, Performance appraisal: objectives, methods and job evaluation.		
<b>Module III Human Resource Development</b> HRD: Meaning, need, mechanism, processes and outcomes, HRD strategies, HRD areas, individual employee, the role, the team, the Organization. HRM matrix. Role of line manager in HRD. Various forms of HRD Organization, HRD departments and their tasks. Trends of issues relating to HRD functions. Task Analysis: Meaning & Uses. Potential Appraisal	<b>15</b>	<b>1</b>
<b>Module IV Job Enrichment &amp; Stress Management</b> Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, quality circles in India. Stress Management: Definition, sources of stress, consequences of stress, managing stress.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Aswathappa K., Human Resource and Personnel Management, TMH, 5th Edition.</li> <li>2. Rao V.S.P., Human Resource Management: Text and Cases, Excel Books, 2nd Edition.</li> <li>3. Ivansevich, Human Resource Management, Tata McGraw Hill, 10th Edition.</li> </ol>		

**Course Title: Material Management****Course Code: BBA 4403****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Material management as practiced in manufacturing industries and the service sector.</li> <li>❖ Make or buy decisions and Purchasing functions.</li> <li>❖ Inventory control and Issue of Material.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Grasp the concept of Material Management, its terminologies and its association with different subjects.</li> <li>2. Work on make or buy decisions and various material production issues in the organization.</li> <li>3. Conceptualize the principles underlying materials requirements planning and purchasing.</li> <li>4. Identify the principles of Material Handling and concept of value analysis that help to add value to the productivity and minimize the wastage in the organization.</li> <li>5. Understand the tools and techniques of Inventory control and their usage to ensure lower inventory cost.</li> <li>6. Critically analyze and discuss the issues regarding Material Variances and Material Productivity.</li> </ol>		
<b>Module I: Material Management</b> Meaning, objectives, functions and importance of material management. Planning and budgeting of materials. Types of organizational structure for material management department.		<b>15</b>	<b>1</b>
<b>Module II: Procurement of Materials</b> Make or buy decisions. Purchasing functions: Meaning, objectives and principles, purchasing process and purchase price analysis. Selection of supplier and computation of Material Turnover Ratio. Procedure of receiving, checking and inspection of materials. Material handling: Meaning, objectives and principles. Value analysis: Concept, objectives and utility.		<b>15</b>	<b>1</b>

<b>Module III: Modification of Materials</b>  Inventory control: Meaning, objectives, importance and techniques, ABC analysis, calculation of safety stocks, determination of carrying cost, ordering cost and EOQ.  Stores Management: meaning, importance and stores department organization.	<b>15</b>	<b>1</b>
<b>Module IV: Issue of Materials</b>  Printing or receipts and issues of materials. Material Productivity: meaning, factors and measures. Material variances: meaning and simple numerical problems.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Gopalakrishnan P. and Sundaresan M., Material Management: An Integrated Approach, PHI Learning Pvt. Ltd.</li> <li>2. Chitale A.K. and Gupta R.C., Material Management: Text and Cases, PHI Learning Pvt. Ltd.</li> <li>3. McDonald Stan C., Material Management, Wiley.</li> </ol>		

**Course Title: Financial Analysis & Decision****Course Code:** BBA4404**Course Credit:** 4

<b>COURSE OBJECTIVE:</b>	To familiarize students with: <ul style="list-style-type: none"> <li>❖ Knowledge of Financial Decisions and Statement Analysis.</li> <li>❖ Aspects of Project Financing.</li> <li>❖ Dividend Decision and its Theories.</li> <li>❖ Merchant Banking and Venture Capital.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to: <ol style="list-style-type: none"> <li>1. Develop pragmatic approach to concept of capital and financial markets and its operation.</li> <li>2. Conceptualize a project and conduct feasibility study.</li> <li>3. Analyze risk and uncertainty aspects of a project.</li> <li>4. Comprehend the essential aspects of dividend decisions and policies.</li> <li>5. Analyze recent issues in finance and financial services like merchant banking and venture capital.</li> <li>6. Understand the concepts of factoring and commercial papers.</li> </ol>		
<b>Module I: Financial Statement Analysis and Financial Markets</b> Meaning, objectives, scope, calculation of Ratio analysis, fund flow analysis, cash flow analysis. Meaning, Types, importance of financial markets. Types of securities, marketing of Securities. Underwriting of Capital issues.		<b>15</b>	<b>1</b>
<b>Module II: Project Appraisal</b> Project finance, project feasibility study, capital investment decision, risk and uncertainty analysis through sensitivity analysis. Non-financial aspects of projects.		<b>15</b>	<b>1</b>
<b>Module III: Dividend Decisions</b> Dividend policies and decisions: introduction, issues in dividend policy, Walters and Gordon's model, Modigliani and Miller approaches, determinants and types of dividend policy, practical consideration in dividend policy and forms of dividends.		<b>15</b>	<b>1</b>

<b>Module IV: Financial Service and Recent Issues in Finance</b> Merchant Banking: Introduction, functions of merchant bankers. Venture Capital. Factoring. Commercial Papers.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b>  5. Pandey I. M., Financial Management, Vikas, 2004, 10th Ed. 6. Van Horne, Financial Management and Policy, Prentice Hall, 2003, 12th Ed. 7. Shapiro, Multinational Financial Management, Wiley Dreamtech. 8. SheebaKapil, Fundamental of Financial Management, Pearson. 9. Khan and Jain, Financial Management, Tata McGraw Hill, 3rd Ed.		



**Course Title: INTERNATIONAL FINANCIAL MANAGEMENT****Course Code: GE47110****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ International financial management and international trade.</li> <li>❖ Foreign exchange rate fluctuations and political risk that have a basic bearing on management of global investment and financing decisions.</li> <li>❖ Institutions of international financial markets, instruments, trade modalities.</li> <li>❖ Impacts and responses of governments, markets, and firms to various international situations.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the globalised and integrated economic environment of international trade.</li> <li>2. Comprehend the fundamental concepts of International Finance and Exchange Rate Systems.</li> <li>3. Determine the role of International Institutions and risk management in International Trade.</li> <li>4. Understand the existence of various currency and negotiable instruments in international market.</li> <li>5. Analyze and use the tools, techniques and strategies to make International finance related decisions.</li> <li>6. Discuss issues involved in international investment and financing alternatives, international trade financing, and international working capital management.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I: International Financial Environment</b> <p>International economic environment: Issue and dimensions. International financial flow: Comparative Cost Advantage Theory and Balance of payment framework. Indian Experiences in International Capital Market. Instruments of Sources of Finance in International Financial Market: ADR, GDR, EURO BOND etc.</p>		<b>15</b>	<b>1</b>

<b>Module II: Foreign Exchange Risk Management</b> Foreign exchange markets and instruments. Exchange rate determination and Factors forecasting: Foreign exchange risk, Management of Risk, Currency Risk Management, Country Risk Management.	15	1
<b>Module III: International WCM and Export &amp; Import Financing</b> International Working Capital Management: Concept and financing foreign trade. International financing systems and institutions. International Cash Management, International Receivables and Inventory Management. Export Financing and Import Financing, Modes of Payment: DA/DP, L/C, and consignment basis.	15	1
<b>Module IV: Multinational Business Financing</b> Project Appraisal: An International Context. Multinational business finance: trends towards international operations, changing Organization and structure of multinational business. Reason for foreign investment: benefits and risks. Accounting treatment of foreign subsidiaries. International capital budgeting: evolution, investment opportunities, financing the project, strategic tie-up mergers and takeovers.	15	1
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Apte P.G., International Financial Management, Tata McGraw Hill.</li> <li>2. Somnath V.G., International Financial Management, I. K. International Pvt. Ltd.</li> <li>3. Jain P.K., International Financial Management, Macmillan India Limited, 1<sup>st</sup> Edition.</li> <li>4. Cheol S. Eun and Bruce G. Resnick, International Financial Management, Tata McGraw Hill.</li> </ol>		

**Course Title: Income Tax Law & Practices****Course Code: GE47111****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: <ul style="list-style-type: none"> <li>❖ The fundamental concepts in income tax.</li> <li>❖ The practical aspect of computing taxable income.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to : <ol style="list-style-type: none"> <li>1. Understand the important terms of income tax.</li> <li>2. Gain an insight to the direct and indirect tax laws in India.</li> <li>3. Understand about the concept of residential status and the types of residents like individual, HUF, firms and companies.</li> <li>4. Calculate the income under different heads- Salary, House property, Business &amp; Profession, Capital Gains, Other sources.</li> <li>5. Identify the deductions available under different sections.</li> <li>6. Determine the amount of income on which tax has to be calculated.</li> </ol>		
<b>Module I: Introduction to Income Tax and Residential status</b> Definition of important terms used in Income Tax, Agricultural Income, Gross Total Income, Total Income, Assessee, Assessment year, Previous year. Residential status & Tax liability. Types of Residents: Individual, HUF, Firm & Other Association of Persons & Companies.		<b>15</b>	<b>1</b>
<b>Module II: Income from Salary</b> Income from salary, meaning of salary, allowances, perquisites, valuation of perquisites, profit in lieu of salary, deductions u/s 16 (i& ii), provident fund and classification of provident fund, taxable income from salary.		<b>15</b>	<b>1</b>
<b>Module III: Income from House Property, Business &amp; Profession</b> Income from house property: rules regarding computing taxable income from house property, annual value, deduction u/s 24 and calculation of income from house property. Income from business and profession: expenses expressly allowed, expenses expressly disallowed, expenses under certain circumstances, determination of income from business and profession.		<b>15</b>	<b>1</b>

<b>Module IV: Income from Capital gains and other sources</b> Income from capital gains: meaning, kinds of capital assessed, meaning of transfer, exempted capital gains, calculation of capital gains. Income from Other Sources: Provisions regarding dividend and interest and interest on securities, determination of income from other sources. Assessment of individual, clubbing of income, set off and carry forward of losses, deduction from gross total income (u/s 80c-80u), determination of taxable income.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Ahuja &amp; Gupta., Systematic Approach to Income Tax.</li> <li>2. Agarwal, B. K., Ayakar Vidhan Avam Lekhe.</li> <li>3. Agarwal, B. K., Income Tax Law and Practice.</li> <li>4. Chandra, Girish., Income Tax.</li> </ol>		

**Course Title: Sustainable Development****Course Code: GE47112****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: ❖ understanding of the key challenges and pathways to sustainable development i.e. also socially inclusive and environmentally sustainable.	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to: 1. Explain key initiatives required to enhance the contribution of an organisation towards Sustainable Development; 2. Analyze the significance of various steps taken by UNDP to ensure Sustainable Development; 3. Assess the results of Smart Cities Mission Initiative of Government of India; 4. Explain the key achievements of National Programmes/Initiatives aligned with SDGs.		
<b>Module I: Introduction</b> Sustainable Development: Meaning, Principles, History of Sustainable Development. Components of sustainability, Goal Based Development, Feasibility of Sustainable Development; Sustainable Development and International Contribution: International Summits, Conventions, Agreements. Triple Bottom Line approach. Environmental, social and governance (ESG) factors. Role of ICT in Sustainable Development. Community Engagement. Policy framework on Sustainable Development in India..		<b>15</b>	<b>1</b>
<b>Module II: Sustainable Development Goals (SDGs)</b> Sustainable Development Goals (SDGs): Meaning, Background, Transition from Millennium Development Goals (MDGs) to SDGs. Role of UNDP; SDG Integration. SDGs (1-6): No Poverty, Zero Hunger, Good Health and Well-Being, Quality Education, Gender Equality, Clean Water and Sanitation. SDGs (1-6) in India: Key indicators of performance SDGs (7-17): Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation and Infrastructure, Reduced Inequalities, Sustainable Cities and Communities, Climate Action, Life Below Water, Life on Land. Peace, Justice and Strong Institutions, Partnerships for the Goals. SDGs (7-17) in India: Key indicators of performance..		<b>15</b>	<b>1</b>
<b>Module III Responsible Production and Mindful Consumption</b>		<b>15</b>	<b>1</b>

<b>Responsible</b> Responsible Production and mindful consumption: concept, rationale, implications, challenges and opportunities. Global initiatives on Sustainable Development by Industry: World Business Council for Business Development.		
<b>Module IV Responsible Investment</b> Responsible Investment: concept, rationale, implications, challenges, and opportunities. Socially Responsible Investment: Green Bonds, Carbon Credits. Socially Responsible Mutual Funds. Global Reporting Initiatives.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Edwards, A. R., &amp; Orr, D. W. (2005). The Sustainability Revolution: Portrait of a Paradigm Shift. British Columbia: New Society Publishers.</li> <li>2. Reid, D. (1995). Sustainable Development: An Introductory Guide. London: Earthscan Publications Ltd. Rogers,</li> <li>3. P. P., Jalal, K. F., &amp; Boyd, J. A. (2012). An Introduction to Sustainable Development. Abingdon: Routledge.</li> <li>4. Stokke, O. (2018). Sustainable Development. Abingdon: Routledge.</li> </ol>		

**Course Title: MIS & E-Commerce****Course Code: SEC47105****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: <ul style="list-style-type: none"> <li>❖ The information systems and information technologies that help in taking right decisions for betterment of an organization.</li> <li>❖ The concepts of E,Commerce, Networking and Data Communication.</li> <li>❖ The latest trends of IT and security issues.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to: <ol style="list-style-type: none"> <li>1. Understand the role of information system in an organization.</li> <li>2. Design the physical and information systems according to organizational requirement.</li> <li>3. Understand the concept of system and design for developing managerial perspective and an informed decision, marking ability.</li> <li>4. Develop an understanding of the concept of data communication and the requirement of hardware &amp; software systems.</li> <li>5. Understand the recent trends of networking, E,Commerce and security issues.</li> <li>6. Identify the emerging trends in IT.</li> </ol>		
<b>Module I: MIS and Decision Making</b> Information System: Foundation of Information System, Operating elements of Information System, Structure of Information System, Evaluation of Information System, Typical Information Systems including MIS and DSS. Types of Information. Structured and Unstructured decisions.		<b>15</b>	<b>1</b>
<b>Module II: System Analysis and Design</b> System: Concept, system concepts applied to MIS, Distinction between physical system and information system. Multiprogramming, Multiprocessing, Real Time systems. Online and distributed environments. Design considerations.		<b>15</b>	<b>1</b>
<b>Module III : Data Communication and Networking</b> Data Communication: Fundamental communication concepts, Hardware and Software requirements, Simplex, Duplex, Half, Duplex.		<b>15</b>	<b>1</b>

Communication Medium: Wired and Wireless. Networking: Concept, LAN, MAN and WAN, Topologies, Types of switching.		
<b>Module IV: E,Commerce and Recent Trends in IT</b> E,Commerce: Concept, importance, recent trends, problems, internet tools and techniques, legal & security issues of E,Commerce. Emerging trends in IT including ERP and Business Process Re,engineering.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Agarwala, Kamlesh. N. and Agarwala ,Deeksha., Macmillan, India, New Delhi.</li> <li>2. Diwan, Parag. and Sharma, Sunil. , E,commerce, A Managers Guide to E,Business, Excel.</li> <li>3. Javadekar, W.S.(2003),Management Information System, Tata MacGraw Hill Publication.</li> </ol>		



**Course Title: Cyber Security****Course Code: SEC47106****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with:  ❖ Various aspects of cyber security including digital signatures, electronic records, data protection, and government regulatory framework.	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to:  1. Explain various domains of cyber security 2. Describe the use of digital signatures and their use in electronic records 3. Explain the concept of data privacy and the scope of IT Act, 2000 4. Identify and explain various cyber security issues..		
<b>Module I: Introduction</b>  Cyber Security – Concept, Digital Privacy, Security risks - Malware, Hacking, Pharming, Phishing, Ransomware, Adware and Spyware, Trojan, Virus, Worms, WIFI Eavesdropping, Scareware; Antivirus and Other Security solution, Password, Secure online browsing, Email Security, Social Engineering; IT Act, 2000. E-Money, regulations of PPI (Pre-Payment Instruments) by RBI, Electronic Money Transfer, Privacy of Data and Secure Ways of Operation in cyber space.		<b>15</b>	<b>1</b>
<b>Module II: Digital Signatures and Electronic Records</b>  Cryptography – Encryption and Decryption; Concept of public key and private key; Creation and authentication of digital signature; Electronic signature certificates; Certification authorities and their role. Electronic Records -Concept, authentication, applications, usage and legal recognition of electronic records; Legal recognition of digital signatures; Retention of Electronic Records; Intermediaries and their liabilities; Attribution, acknowledgement and dispatch of electronic records; Secure electronic records and digital signatures; Digital signatures in Government and its agencies.		<b>15</b>	<b>1</b>
<b>Module III: Data Protection</b>  Data Protection on Internet - Concept of privacy, right to privacy, Threat to privacy on internet, Ingredients to decide confidentiality of information, Breach of sensitive personal information and confidentiality under IT Act and penalties for the same, Right of Interception under IT Act; Different offences under IT Act, 2000..		<b>15</b>	<b>1</b>

<b>Module IV: Cyber Security- Issues and Challenges</b>  Cyber Crimes; Sources of cybercrime law (substantive and procedural); Cyber Crimes Vs. Conventional Crime; Reasons for cyber-crimes and cyber criminals; Cyber Crimes against Individuals, Institution and State; Cyber Crimes: Hacking, Digital Forgery, Cyber Stalking/Harassment, Identity Theft & Fraud, Cyber Terrorism, Cyber Defamation, Salami attacks- Web Jacking, Malware, DDoS attacks, and Botnets; Preventive measures under IT Act, 2000. Block-chain,	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Craig, B. (2012). Cyber Law: The Law of the Internet and Information Technology. London: Pearson Education.</li> <li>2. Dietel, H. M. (2001). E-business and E-commerce for managers. London: Pearson Education.</li> <li>3. Ismail, N., &amp; Cie, E. L. Y. (2013). Beyond Data Protection: Strategic Case Studies and Practical Guidance. Berlin: Springer.</li> <li>4. Rattan, J. (2017). Cyber Laws &amp; Information Technology. New Delhi: Bharat Law House Pvt. Ltd.</li> </ol>		

**Course Title: Stock Market Operations****Course Code: SEC47107****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: ❖ Basic knowledge about the structure and functioning of the stock market in India and to learn trading on the stock exchange.	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to: 1. Explain the basic concept of securities market; 2. Practice trading on stock market; 3. Analyze the legal framework of securities market; 4. Explain different segment of Stock Exchange; 5. Perform demat trading.		
<b>Module I:</b> Introduction :Concept and types of Securities; Concept of return; Concept, types and measurement of risk; Development of Securities market in India.		<b>15</b>	<b>1</b>
<b>Module II: Primary Market</b> Concept ,Functions and Importance; Functions of New Issue Market (IPO, FPO & OFS); Methods of Floatation fix price method and book building method; Pricing of Issues; Offer Documents; Appointment and Role of Merchant Bankers, Underwriters, Lead Managers, Syndicate Members, Brokers, Registrars, Bankers, ASBA; SME IPOs and Listing of Securities.		<b>15</b>	<b>1</b>
<b>Module III :</b> Secondary Market Concept; Functions and Importance; Mechanics of Stock Market Trading-Different Types of Orders, Screen Based Trading, Internet-Based Trading and Settlement Procedure; Types of Brokers.		<b>15</b>	<b>1</b>
<b>Module IV:</b> Demat Trading Concept and Significance; Role of Depositories and Custodian of Securities in Demat Trading; SEBI Guidelines and other Regulations Relating to Demat Trading; Procedure of Demat Trading		<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Gordon E. and Natarajan K. (2019). Financial Markets and Services. New Delhi: Himalaya Publishing House.</li> <li>2. Benjamin, G. (1949). The Intelligent Investor. New York: Harper Publishing.</li> <li>3. Dalton, J. M. (2001) How the Stock Market Works? New York: Prentice Hall Press.</li> <li>4. Machiraju, H. R. (2019). Merchant Banking. New Delhi: New Age Publishers.</li> <li>5. SEBI Regulations from SEBI Websit Chaffey, Dave. and Chadwick, Fiona Ellis.,(2012), Digit</li> </ol>			

**Course Title: Event Management****Course Code: SEC47108****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: ❖ skills to plan and manage events.	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to: 1.Exhibit the capability to organize a formal event; 2. Analyze, interpret, and present the learning lessons of organizing the event and Critical Success Factors 3. Create, organize, and manage team; 4. Prepare and present the promotional material 5. Plan and prepare sponsorship proposals		
<b>Module I: Introduction</b> Management: meaning and functions. Event Management: Concept, and Scope, Categories of Events: Personal/Informal Events and Formal/Official Events, Requirement of Event Manager, Roles & Responsibilities of Event Manager in different events; Special event topics.		<b>15</b>	<b>1</b>
<b>Module II: Planning and Organizing for Events</b> Characteristics of a Good Planner, SWOT Analysis, Understanding the client needs, identification of target audience; Event Planning Process, Conceptualization, Costing, Canvassing, Customization, and Carrying-out. Critical Success Factors; Outsourcing Strategies, working with Vendors, Negotiating Tactics, Accountability and Responsibility. Event Risk Management and IT for Event Management.		<b>15</b>	<b>1</b>
<b>Module III Event Marketing Advertising, &amp; PR</b> Nature & Process of Marketing; Branding, Advertising; Publicity and Public relations. Types of advertising, merchandising, giveaways, competitions, promotions, website and text messaging. Media tools – Media invitations, press releases, TV opportunities, radio interviews. Promotional tools – Flyers, Posters, Invitations, Website, newsletters, blogs, tweets.		<b>15</b>	<b>1</b>

<p><b>Module IV: Sponsorship Event Partners, Event Associates, Event Sponsor</b></p> <p>Importance of Sponsorship—for event organizer, for sponsor; Type of Sponsorship; Making sponsorship database; Sponsorship Proposal; Ways to seek Sponsorship; Closing a sponsorship; Research on sponsorship avenues; Converting sponsorship into partnership. Cyber Crimes; Sources of cybercrime law (substantive and procedural); Cyber Crimes Vs. Conventional Crime; Reasons for cyber-crimes and cyber criminals; Cyber Crimes against Individuals, Institution and State; Cyber Crimes: Hacking, Digital Forgery, Cyber Stalking/Harassment, Identity Theft &amp; Fraud, Cyber Terrorism, Cyber Defamation, Salami attacks- Web Jacking, Malware, DDoS attacks, and Botnets; Preventive measures under IT Act, 2000. Block-chain,</p>	<b>15</b>	<b>1</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Conway, D. G. (2006). The Event Manager's Bible. Devon: How to books Ltd.</li> <li>2. Goldblatt, J. (2005). Special Events: Event Leadership for a New World. New Jersey: John Wiley &amp; Sons Inc.</li> <li>3. Hoyle, L. H. (2002). Event Marketing. New Jersey: John Wiley &amp; Sons Inc.</li> </ol>		

**Course Title: Business Policy and Strategy**Course Code: **BBA4501**

Course Credit: 4

<b>COURSE OBJECTIVE :</b>	To familiarize students with: <ul style="list-style-type: none"> <li>❖ The core concepts, frameworks, and techniques of strategic management.</li> <li>❖ The major initiatives taken by a company's top management involving resources and performance in internal and external environments.</li> </ul>	<b>No. of Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES :</b>	The students should be able to: <ol style="list-style-type: none"> <li>1. Understand the basic concept of policy and strategy and its implementation in various business situations.</li> <li>2. Understand the relevance of business policy and corporate governance.</li> <li>3. Develop ways to improve a firm's competitive advantage and integrate key functional areas into a unified strategic plan.</li> <li>4. Enhance understanding of the impact of changes in the external environments on executive decisions.</li> <li>5. Learn the importance of changes in economic, technological, government, political and social forces on the formulation of a firm's strategy.</li> <li>6. Understand the intricacies involved in developing different strategies and their impact on various</li> </ol>		
<b>Module I: Introduction</b> Nature & importance of Business Policy, Development Classification of Business Policy; Mechanism of policy making Business Policy and strategy. Business policy and corporate governance.		<b>15</b>	<b>1</b>
<b>Module II: Strategic Planning and Management</b> concept of corporate strategies Strategic Planning: Process, importance and 7S framework. Strategic planning for: Multinationals, small businesses, non-profit organizations and public sector.		<b>15</b>	<b>1</b>
<b>Module III: Strategy Formulation, Strategic Analysis and Choice</b> Objectives and goals of the organization. ETOP. Competitive analysis. Internal environment, scanning, mission and vision statement, SAP and KSF. Choice of strategy. Business level strategies: generic, cost leadership, differentiation and focus. Multi business strategies: coordination, diversification, venturing and restructuring for national and international companies. Evaluation of alternatives and selection of strategies.		<b>15</b>	<b>1</b>

Module IV: Corporate Portfolio Analysis and Implementation BCG, Ansoff model, Gap Analysis, GE model. Implementing strategy through business function, implementing strategy through structure. Leadership and Culture.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Lawrence R.Jauch. andGlueck William F., Business Policy and Strategic Management ,Frank Brothers.</li> <li>2. Kazmi, Azhar, Business Policy, Tata McGraw-Hill, New Delhi, 2000.</li> <li>3. Pearce II John A. and Robinson J.R. and Richard B., Strategic Management, AITBS.</li> <li>4. Wheelen Thomas L., Hunger J. David. andRangaragjanKrish. , Concepts in Strategic Management and Business Policy ,Pearson Education, 1st Ed.</li> </ol>		

**Course Title: Project Management****Course Code: BBA4502****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ The concepts, processes, methods, techniques and tools required for the proper selection and management of each stage of the project.</li> <li>❖ Techniques of project appraisal and risk control, needed for meeting stakeholder expectations.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Examine the tools and techniques of project management to ensure successful delivery of projects with available resources.</li> <li>2. Explore the use of Feasibility study and its implications in the selection of best available project.</li> <li>3. Develop an understanding of technological, financial, Environmental and marketing appraisal of a project.</li> <li>4. Identify various types of costs involved in the project.</li> <li>5. Understand the principles of the project lifecycle.</li> <li>6. Identify different kinds of risk associated with project and use of risk minimization techniques in projects.</li> <li>7. Critically discuss the issues pertaining to projects and project management and its application in the real world.</li> </ol>		
<b>Module I: Introduction to Project Management</b> <p>Introduction to project management, starting a new venture, concept of projects. Characteristics, need and scope of project management. Project financing. Identification of investment opportunities. Preliminary screening and Project formulation. Feasibility study: Pre feasibility and project feasibility. Life cycle phases of project.</p>		<b>15</b>	<b>1</b>



<b>Module II: Marketing and Technological Appraisal</b> Market and Demand Analysis: Situational Analysis and Specification of Objectives. Collection of Secondary Information, Conduct of Market Survey, Characterization of Market. Demand Forecasting, Uncertainties in Demand Forecasting. Market Planning, Technical Analysis of project: Manufacturing Process/ Technology, Technical Arrangements, Material Inputs and Utilities, Product Mix, Plant Capacity, Location and Site, Machineries and Equipment, Structures and Civil Works, Environmental Aspects, Project Charts and Layouts. Schedule of Project Implementation, Need for Considering Alternatives.	<b>15</b>	<b>1</b>
<b>Module III: Financial and Socio, Economic Appraisal</b> Financial analysis of projects. Discount rates as project appraisal criteria. Social cost, benefit analysis. Environmental appraisal of projects.	<b>15</b>	<b>1</b>
<b>Module IV: Risk and Cost Control</b> Project risks: Types of Project risks and measures of Project risks. Risk identification and risk analysis, Cost control. Network Techniques: Development of Project Network, Time Estimation with Simple Practical Problem, Determination of the Critical Path, Resource allocation, Scheduling , PERT Model, CPM Model	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Marwah., Project Management, Wiley Dreamtech.</li> <li>2. ChaturvediandJauhari., Project Management, Himalaya Publishing.</li> <li>3. Chandra, Prasanna. , Project: Preparation, Appraisal, Budgeting andImplementation, TMH, 5<sup>th</sup> Ed.</li> <li>4. Mishra , Project Management, Excel Books.</li> <li>5. Goyal, B.B., Project Management: A Development Perspective, Deep and Deep.</li> <li>6. Gopalan., Project Management Core Text Book ,Wiley.</li> </ol>		

**Course Title: Business Ethics and Human Values****Course Code: BBA 4503****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: <ul style="list-style-type: none"> <li>❖ The ethical issues and dilemmas faced by the managers in most business organizations.</li> <li>❖ The concepts of CSR, Consumer Protection, Success, Dharma, Karma, etc.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to: <ol style="list-style-type: none"> <li>1. Understand the relevance of ethics and values in business.</li> <li>2. Identify the ethical dimensions of common business practices.</li> <li>3. Develop Ethical and Value Based thought process for future managerial performance.</li> <li>4. Gain knowledge of corporate social responsibility and consumer protection.</li> <li>5. Understand the concept of corporate governance and its relevance in present scenario.</li> <li>6. Understand progress and interpret result in managing transformation.</li> <li>7. Illustrate the concept of Dharma and Yoga not only from personal but also from professional viewpoint.</li> </ol>		
<b>Module I: Introduction</b>  Values: Concept, types and formation of values. Relationship between ethics, values and behaviour, Values of Indian Managers. Ethics: development of ethics, ethical decision making and decision making process, relevance of ethics and values in business.  Management of Ethics: Management process and ethics, managerial performance, ethical issues, ethos of Vedanta in management, Hierarchism as an organizational value. Ethical Dilemma in business, whistle blowing.		<b>15</b>	<b>1</b>

<b>Module II: Corporate Social Responsibility and Consumer Protection</b>  Corporate responsibility of business towards employees, consumers and community. Corporate Governance & Code of Corporate Governance. Different approaches of corporate governance, Consumerism. Unethical issues in sales, marketing and technology  .	<b>15</b>	<b>1</b>
<b>Module III: Understanding Progress &amp; Results, Managing Transformation and Success</b>  Progress & Results: Definition and functions of progress. Transformation: Need for transformation, process and challenges of transformation.  Understanding Success: Definitions of success, Principles for competitive success, prerequisites to create blue print for success. Successful stories of business Gurus.	<b>15</b>	<b>1</b>
<b>Module IV Ethical Philosophies</b>  Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Chakraborty, S.K., Human values for Managers.</li> <li>2. Chakraborty, S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.</li> <li>3. Gaur, R.R., Sangal, R. and Bagaria, G.P., A Foundation Course in Human Values and Professional Ethics, Excel Books Private Limited, New Delhi.</li> </ol>		

**Course Title: International Business Management****Course Code: BBA 4504****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ The theories of international dimensions of Business and external influences affecting the international business organization.</li> <li>❖ The design and structure of International Organizations.</li> <li>❖ Labor market differences and labor compensations and international business strategies.</li> <li>❖ The role of strategies and different policies on the way a business is conducted in international context.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Identify the role of external influences on international business scenario.</li> <li>2. Demonstrate the concept of International Corporations by their organizational design, structure, attitude and strength.</li> <li>3. Describe the role of Human Resources in the international development of managers.</li> <li>4. Identify labor market differences and compensation worldwide.</li> <li>5. Illustrate the functionality of global financial markets, foreign exchange market, exchange rate methods and different international business strategies.</li> <li>6. Develop international business strategies in the global competitive environment.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I : Dimensions of International Business</b> <p>The field of international business: scope, challenges and opportunities, means of engaging in international business, external influences on international business. International trade theories.</p>		<b>15</b>	<b>1</b>
<b>Module II : International Corporations</b> <p>Design and Structure: Organizational design and structure, forms of</p>		<b>15</b>	<b>1</b>

organizational structure, their attitudes and strengths.Functional based, area based and matrix structure.Methods of entry.		
<b>Module III: India's foreign trade</b> India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Trade policy, export, assistance, marketing plan for exports.	<b>15</b>	<b>1</b>
<b>Module IV: International Finance and Strategies</b> Balance of Payment, Global financial market, foreign exchange market. Exchange rate determination methods. Global competitiveness and international business strategies.International strategic alliances.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Agarwal, Raj .,International Trade, Excel, 1st Ed.</li> <li>2. Albaum, Duerr., International Marketing and Export management ,Pearson, 7th Ed.</li> <li>3. Cherunilam,F.(2007), International Trade and Export Management ,Himalaya.</li> <li>4. Hill C.W. , International Business ,TMH, 5th Ed.</li> </ol>		

**Course Title: Social Media Marketing****Course Code: DSE47101****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: <ul style="list-style-type: none"> <li>• Social media marketing concept and practices.</li> <li>• Various social media platforms</li> <li>• Digital marketing practices and consumers online engagement.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	The students should be able to: <ol style="list-style-type: none"> <li>1. Understand the concept, scope and functions of Digital Marketing</li> <li>2. Understand the concept of social media marketing platforms.</li> <li>3. Identify the different forms of various digital channels to acquire and engage consumers online.</li> <li>4. Understand search engine optimization.</li> <li>5. Understand the latest social media practices for marketing and promotion</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I: Introduction</b> Social media- meaning and definition, social networking, Social Media Marketing –Introduction, need and objectives, Implement effective social media marketing campaigns, issues in social media marketing..		<b>15</b>	<b>1</b>
<b>Module II: Engaging Users through Social Media Platforms</b> Introduction to Face book, Twitter, Google +, LinkedIn, YouTube, Instagram and Pinterest; their channel advertising and campaigns, Introduction to Blogging, Create a blog post for your project. Include headline, imagery, links and post, Content Planning and writing.		<b>15</b>	<b>1</b>
<b>Module III: Digital Marketing</b> Introduction to Digital Marketing: The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey. Marketing strategies for the digital world - latest		<b>15</b>	<b>1</b>

practices.		
<b>Module IV: SEO and Current Scenario in Social Media</b> Overview of search engine optimization (SEO), search engine marketing, mobile marketing, video marketing, Understanding the relationship between content and branding and its impact on sales, Online campaign management, Understanding trends in social media marketing – Indian and global context.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).</li> <li>2. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment; McGraw-Hill Professional (October, 2013).</li> <li>3. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).</li> </ol>		

**Course Title: Consumer Behavior****Course Code: DSE47102****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ The process of consumer decision making and its determinants.</li> <li>❖ The concepts and theories essential for consumer analysis and the development of effective marketing strategies.</li> <li>❖ The psychological sides of the marketplace to better understand the why behind the buy.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>4. Take a holistic view of the buyer.</li> <li>5. Understand the mental processes that guide consumer perceptions, attitudes, memory and choices.</li> <li>6. Analyze the differences in these processes as a consequence of social, cultural and group influences.</li> <li>7. Exhibit the knowledge of opinion leadership, innovation diffusion and various models to help understand buyer behaviour.</li> <li>8. Understand the intricacies involved in organizational buying process.</li> <li>9. Distinguish between consumer behaviour in domestic and global perspective.</li> </ol>		
<b>Module I : Introduction</b>  Defining Consumer Behaviour. Scope and Application of Consumer Behaviour. Evolution of Consumer Behaviour as a Field Of Study and its relationship with Marketing: Behavioural Dimension. The interdisciplinary nature of Consumer Behaviour. Profiling the consumer and understanding their needs.  Relevance of Market Research with Consumer Behaviour. Approaches to Consumer Behaviour Research.		<b>15</b>	<b>1</b>
<b>Module II : Consumer Behaviour Theory, Application and its Determinants</b>  Consumer Behaviour Theory and Its Application to Marketing Strategy: Consumer Buying Process, Extensive, Limited and Routine		<b>15</b>	<b>1</b>



<p>Problems-solving Behaviour.</p> <p>Internal Determinants of Consumer Behaviour: Needs, Motivation and Involvement, Information Processing and Consumer Perception, Learning, Attitude and Attitude Change, Personality, Psychograph, Values and Lifestyle.</p> <p>External Determinants to Buying Behaviour: Family and House Hold influences, Reference Groups and Social Class, Influence of Culture and Sub-culture.</p>		
<p><b>Module III: Opinion Leadership, Innovation&amp;Diffusion and CB Models</b></p> <p>Opinion Leadership, Innovation &amp;Diffusion: Opinion Leadership Process, Measurement and Profile, Opinion Leadership and Firms' Promotional Strategy, Innovation, Diffusion and Adaptation Process, Innovator as Opinion Leader.</p> <p>Models of Consumer and Individual Buying Behaviour. Models of Consumers Decision Making.</p> <p>Marketing, consumer behaviour and society. Consumption and persuasion: Issues of manipulation and long term impacts on society and children. Consumer materialism.</p>	15	1
<p><b>Module IV : Organizational Buying</b></p> <p>Differences between: Industrial Markets &amp; Consumer Market and Organizational &amp; Consumer Buying. Buying Decisions in Organizational Buying Process: Types of Decision Making. Organization Buyer's Decision Making Process. Factors influencing Organizational Buying Behaviour. Decision Makers in Organizational Buying.</p> <p>Webster and Wind model of Organizational buying behaviour. The Sheth model of Industrial buying.</p> <p>Cross-cultural Consumer and Individual Buying Behaviour: Globalization of Consumer Markets and Market Implications, Impact of Information Technology on Consumer Behaviour.</p>	15	1
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Schiffman and Kanuk, Consumer Behaviour, Prentice hall.</li> <li>2. Loudon, D.A., Consumer Behaviour, Concepts and Application, Tata McGraw Hill.</li> <li>3. Howard, John A., (1989).ConsumerBehaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc.</li> <li>4. Hawkins, D. I.,(1995). Consumer Behaviour Implications for Marketing Strategy, Texas, Business.</li> </ol>		

**Course Title: Data Base Management Systems****Course Code: DSE47103****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: <ul style="list-style-type: none"> <li>❖ The evolution of Database Management system.</li> <li>❖ The importance of database technology in today's environment and to use this technology to manage their own data requirements.</li> <li>❖ The know,how of database design and their applications.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	The students should able to : <ol style="list-style-type: none"> <li>1. Understand the role of Database management system applicable in an organization.</li> <li>2. Analyze the role of keys in designing the database.</li> <li>3. Interpret languages of data and architecture of DBMS.</li> <li>4. Know the handling of file and normalization of data.</li> <li>5. Understand and construct the security system relevant to database management system.</li> <li>6. Categorize the various system devices that apply to database management system.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I : Introduction</b> Data Base Management System: Introduction, Advantages and Disadvantages. Data Models: Network data model, Hierarchical data model, Relational data model. Keys: Primary Key, Foreign Key and Candidate Key. Referential Integrity.		<b>15</b>	<b>1</b>
<b>Module II : Languages of Data and DBMS Architecture</b> DDL and DML. E,R Diagram. Architecture of DBMS. Data Independence. Schema and Subschema. Functions of DBA.		<b>15</b>	<b>1</b>
<b>Module III : File Handling</b> Types of files: Sequential files, Random files and Indexed Sequential files. Functional Dependency. Normalization: 1NF, 2NF, 3NF, BCNF.		<b>15</b>	<b>1</b>

<b>Module IV: System Devices and Security System</b> Input and Output devices, off, line storage devices, Tapes, Disks, Drums Information System and their Application. Programme Files, Security Consideration in Data Base Management System and performance improvements in Data Base.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"><li>1. Leon, Alexis. and Leon ,Matthews., Data Base Management System ,Leon Vikas Publishing.</li><li>2. Ramakrishnan, R. and J. Gehrke., (2000), Database Management Systems, McGrawHill, Company, Higher Education.</li><li>3. Elmasri, R. and S B Navathe.,(2000), Fundamentals of Database Systems, Addison Wesley.</li></ol>		

**Course Title: Marketing of Services****Course Code: DSE47104****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ The understanding of foundation of marketing of services, bank marketing and its marketing mix.</li> <li>❖ A comprehensive description of hotel and tourism industry, its marketing and marketing of some selected services.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic concept of service marketing.</li> <li>2. Illustrate the difference between marketing of goods and services.</li> <li>3. Explain the marketing mix for services.</li> <li>4. Determine the significance of service quality and its measurement.</li> <li>5. Understand the impact of technology in service marketing.</li> <li>6. Identify the marketing mix of banking services.</li> <li>7. Identify and formulate the marketing strategies for Hotel and Tourism industry.</li> <li>8. Discuss the marketing tools and strategies of various other services.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I : Introduction</b>  Basics of Service Marketing, Nature and Types of Services, Difference between Service and Goods, Unique Characteristics of Services, Importance of Service Quality and Service Components, Framework for Marketing of Service, Improving Services, Relationship Marketing.  Environment for Service Marketing: Macro and Micro Environment, Understanding Service Customer, model of Service, Consumer Behaviour.  Market Segmentation and Selection: Service Marketing Segmentation, targeting and Positioning.		<b>15</b>	<b>1</b>
<b>Module II: Service Marketing Mix and International MOS</b>  Service Marketing Mix: Need for Expanded Marketing Mix, Planning		<b>15</b>	<b>1</b>

for Service Offer, Pricing, Promotion and Distribution of Services, Management of People, Process and Physical Evidence, Matching Demand and Supply of Services, Service Marketing Triangle. International Marketing of Services and GATT. The Service Based Business Plan. The Future of Marketing of Services. Technological Changes and The Services.		
<b>Module III: Banking and Tourism Marketing</b> Bank Marketing: The Concept, Users of Banking Services, Structure of Bank Product, The Marketing Mix of Banking Services. Tourism Marketing: Introduction, Tourism Product, Salient Features of Tourism Product, Market Segmentation of Tourism, Formulation of Marketing Mix for Tourism Industry.	<b>15</b>	<b>1</b>
<b>Module IV : Marketing of Selected Services</b> Marketing of Selected Services: Personal Care Service, Hospital Marketing, International Services, Education, Consultancy Services, Transportation Services and Communication Services. Hotel Marketing: The Concept, Hotel and Its Topology, Hotel Product, Market Segmentation of Hotel Industry, Formulation of Marketing Mix of Hotel Industry.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Donald, Cowell., Marketing of Service, Heinemann, London.</li> <li>2. Lovelock, C.H., Services Marketing, Prentice Hall, London.</li> <li>3. Jha, S.M., Services Marketing, Himalaya Publishing House, New Delhi.</li> <li>4. Akhtar, J., Management of Tourism in India, Ashish Publishing House, New Delhi.</li> </ol>		

**Course Title: Auditing****Course Code: DSE47106****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: <ul style="list-style-type: none"> <li>❖ The process of auditing.</li> <li>❖ The role of an auditor and auditor's report.</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	The students should be able to: <ol style="list-style-type: none"> <li>1. Conceptualize the process and importance of auditing.</li> <li>2. Detect the fraud associated with the documents of a company.</li> <li>3. Control the level of fraud through auditing.</li> <li>4. Learn about special audits such as Social Audits etc.</li> <li>5. Understand the importance of auditor.</li> <li>6. Prepare an auditor's report.</li> </ol>		
<b>Module I: Introduction</b> Basic Concepts of Auditing, Distinction between Investigation and Auditing, Classification of Audits, Difference between Government Audit and Commercial Audit, Advantages of Audit, Limitations of Audit		<b>15</b>	<b>1</b>
<b>Module II: Detection and Prevention of Fraud</b> Types of Errors, Location of Errors, Detection and prevention of Fraud, Auditors position as regards to Frauds and errors.		<b>15</b>	<b>1</b>
<b>Module III: Audit of Limited Companies</b> Audit of Limited Companies: Company Auditor , Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate.		<b>15</b>	<b>1</b>
<b>Module IV: Special Audit</b> Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit.		<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Basu B.K., An insight with Auditing</li> <li>2. Gupta Kamal, Contemporary Auditing</li> </ol>			

**Course Title: Entrepreneurship and Small Business Management****Course Code: BBA4601****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Knowledge needed to work in, manage or own a business.</li> <li>❖ Varied aspects of small scale industries and entrepreneurship.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the various entrepreneurial skills, functions as well as entrepreneurial development programs.</li> <li>2. Effectively generate and communicate business ideas in a structured environment.</li> <li>3. Identify the opportunities available for the small scale enterprise and selection of suitable site and technology.</li> <li>4. Describe the role of Financial Institutions in the development of small scale business.</li> <li>5. Prepare project report for the financial feasibility of small business.</li> <li>6. Correlate the importance of management fields namely marketing, finance and operations in the context of small business development.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I: Introduction</b> Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, managers, Entrapreneurs, Theories of Entrepreneurship, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs, Role & Importance in Indian Economy.		<b>15</b>	<b>1</b>
<b>Module II: Small Scale Enterprise</b> Establishing small scale enterprise: opportunities scanning, market, and assessment for small scale enterprise, selection of site and choice of technology.		<b>15</b>	<b>1</b>
<b>Module III: Project Planning and Institutional Arrangements</b> Analysis for financial feasibility, Project report preparation. Institutions for entrepreneurial development, state incentives, role of financial institutions.		<b>15</b>	<b>1</b>

<p><b>Module IV: Management of Small Business</b></p> <p>Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI</p> <p>Operating the small-scale enterprises. Issues in financial management, operations management, marketing management, organizational relations, and performance assessment.</p>	<b>15</b>	<b>1</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Lall and Sahai, Entrepreneurship, Excel Books, 2nd Edition.</li> <li>2. Couger C, Creativity and Innovation, IPP, 1999.</li> <li>3. Kakkar D. N., Entrepreneurship Development, Wiley Dreamtech.</li> <li>4. Rai A.K., Entrepreneurship Development, Vikas Publishing.</li> <li>5. Sehgal and Chaturvedi, Entrepreneurship Development, UDH Publishing, 2013.</li> </ol>		



**Course Title: Goods and Service Tax****Course Code: DSE47107****Course Credit: 4**

<b>COURSE OBJECTIVE</b>	The course aims to provide understanding about salient features of GST law and implications of its various provisions for different classes of suppliers. It also aims to provide an understanding of compliances and procedures laid down in GST law and to provide the understanding about significant provisions of the customs law.	<b>NO. OF CONTACT HOURS</b>	<b>NO. OF CREDIT</b>
<b>LEARNING OUTCOMES</b>	After the completion of the course, the learners will be able to: 1. Explain concept, need, and utility of indirect taxes and understand and analyse the taxable event, i.e., supply under GST; 2. Describe the provisions relating to levy of GST; 3. Identify exemptions for different types of goods and services and examine the various provisions of input tax credit; 4. Analyze provisions regarding penalties and interest and to prepare and file GST return on, line; 5. Understand the significant provisions of the customs law.		
<b>Module I: Basic Concepts</b> Concept and features of Indirect Taxes, Difference between Direct and Indirect Taxes, Concept of GST, Relevant Definitions under GST law, Constitutional aspects of GST. GST Council: Constitution, Structure and functioning.		<b>15</b>	<b>1</b>
<b>Module II: Concept of supply and Levy of GST</b> Concept of supply including composite and mixed supply, Place, Time and Value of taxable supply, Significance of consideration. Basis of Charge of GST, Inter, State Supply, Intra, state supply, GST rates notified for supply of various goods and services, Reverse charge mechanism, Composition levy, Exemptions from GST, Power to grant exemptions, Exempted goods under exemption notifications, Exempted services under exemption notifications, Input tax credit.		<b>15</b>	<b>1</b>
<b>Module III : Procedures under GST</b> Registration under GST law, Tax invoice credit and debit notes, Different GST returns, Electronic liability Ledger, Electronic credit Ledger, Electronic cash ledger, Different assessment under GST, Interest applicable under GST (Period), Penalty		<b>15</b>	<b>1</b>

under GST, Various provisions regarding e,way bill in GST, Mechanism of Tax Deducted at Source (TDS) and tax collected at source (TCS), Audit under GST.		
<b>Module IV: Customs Law</b> Custom Law: Concepts; Territorial waters; High seas; Levy of customs duty, Types of custom duties; Valuation; Baggage rules & exemptions.	<b>15</b>	<b>1</b>
<b>Suggested Readings</b> <ol style="list-style-type: none"> <li>1. Singhania, V. K., &amp;Singhania, M. (2020). Student's Guide to Income Tax Including GST. New Delhi: Taxmann Publication.</li> <li>2. Singhania, V. K., &amp;Singhania, K. (2020). Direct Taxes: Law &amp; Practice. New Delhi: Taxmann Publication.</li> <li>3. Ahuja, G., &amp; Gupta, R. (2020). Direct Taxes Ready Reckoner. New Delhi: Wolters Kluwer India Private Limited.</li> <li>4. The ICAI Study Material for Final Course Group,II, Paper,8: Indirect Tax Laws [Module 1, 2, 3 and 4]</li> </ol>		

**Course Title: Integrated Marketing Communication****Course Code:** DSE47108**Course Credit:** 4

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ Knowledge, understanding and skills in Integrated marketing communication among the student.</li> <li>❖ Understanding about the subject matter by instilling them basic ideas about IMC and advertising</li> <li>❖ The role of E-Commerce in Marketing Communication</li> <li>❖ Apply an IMC approach in the development of an overall advertising and promotional plan.</li> <li>❖ Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Appreciate and use of the range of tools available for marketing communications.</li> <li>2. Get an understanding of the basic principles of planning and execution in Integrated Marketing Communications.</li> <li>3. Evaluate the functions of advertising agency and understand how effective advertisement made.</li> <li>4. Develop a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.</li> <li>5. Evaluate the role of E-Commerce in Marketing Communication and their practical implication in marketing field.</li> <li>6. Apply Sales Promotion schemes with different marketing strategies and to identify relationship between Sales promotion and advertising.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I : Introduction</b>  Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix, Advertising -Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical		<b>15</b>	<b>1</b>

issues in advertising, DAGMAR approach, STP strategies in advertising, Advertising Agencies		
<b>Module II : Advertising Process</b> Process in Advertising: Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget – Top down and Build up approach, methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method.	<b>15</b>	<b>1</b>
<b>Module III: Advertising Creativity and Appeals</b> Advertising Creativity: Meaning of creativity, Creative strategy, Creative tactics. Advertising Appeals, USP theory of creativity, Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content	<b>15</b>	<b>1</b>
<b>Module IV :Media Planning</b> Media Planning and Strategy: Media Types and their characteristics; Setting Media objectives; Steps involved in media planning, evaluation of media, media scheduling strategy, Evaluation of advertising effectiveness – need and purpose of evaluation, pre-testing and post testing techniques, Advertising research, decision areas in international advertising. Role of E-Commerce in Marketing Communication, Corporate Communication.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> 1. George E Belch & Michael A Belch: Advertising and promotion- An integrated Marketing Communication Perspective-McGraw Hill Education 2. Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House 3. Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication.		

**Course Title: Banking & Insurance****Course Code:** DSE47109**Course Credit:** 4

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ The relevant legal banking practices and insurance that can be used to manage the non-speculative risks of individuals and businesses.</li> <li>❖ The contemporary banking instruments, transactions and various types of insurance products including life, health, property and liability insurance contracts.</li> <li>❖ The working of insurance industry, its management of markets, and underwriting of contracts in a complex economic and regulatory environment.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basics of banking law, key statutory provisions and practical understanding of banking laws and policies.</li> <li>2. Identify the legal issues which arise in large financing transactions.</li> <li>3. Identify commercial banking and its operations.</li> <li>4. Understand the concept of insurance, its characteristics, nature, functions and principles.</li> <li>5. Explain life insurance, its policies &amp; policy conditions, features, legal aspects, methods and procedures of life insurance.</li> <li>6. Analyze the general insurance organization and marketing of general insurance &amp; its forms.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I: Indian Financial System</b> Structure of India Financial System, Major issues in Indian Financial System, Financial Sector reforms in India, RBI, Monetary Policy, Credit Control.		<b>15</b>	<b>1</b>
<b>Module II: Commercial Banking</b>		<b>15</b>	<b>1</b>

Commercial Banking, Management of assets and liabilities of Commercial Banking, Regulatory Environment for Commercial Banking in India, Operating Aspects of Commercial Banking.		
<b>Module III :Life Insurance Organizations</b> Life Insurance Organizations, Regulatory framework, Management of Life insurance business, Nature and types of Life Insurance Policies, Operating Aspects of Life Insurance Companies.	<b>15</b>	<b>1</b>
<b>Module IV :General Insurance Organizations</b> General Insurance Organizations, Regulatory Framework , Management of General Insurance Business, Nature and types of General Insurance Policies, Operating Aspects of General Insurance Companies.	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Sethi, Jyotsna., and Bhatia, Nishwan., Elements of Banking and Insurance, PHI Learning Pvt. Ltd.</li> <li>2. Jain, J.N. and Jain, R.K., Modern Banking and Insurance , Regal Publications.</li> </ol>		

**Course Title: Brand Management****Course Code: DSE47110****Course Credit: 4**

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ To develop an understanding of the brand concept.</li> <li>❖ Framework for managing brand equity and distinguishing different ways to leverage and measure brand equity.</li> <li>❖ Variables that drive the success of brands</li> </ul>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to:</p> <ol style="list-style-type: none"> <li>1. Analyze the elements of a managing a brand.</li> <li>2. Establish criteria to develop and maintain sustainable brands.</li> <li>3. Identify the framework and understand variables that drive the success of brands and product lines and the interrelationships among these variables.</li> <li>4. Identify the various elements of brand image building</li> <li>5. Provide comprehensive framework for measuring Brand Performance</li> </ol>		
<b>Module I : Brand Concept</b> Brand concept: Nature and Importance of Brand, Types of brands , Strategic Brand Management Process, Brand Identity perspectives, Brand identity prism and Identity levels. Concepts and Measures of Brand Equity, Brand Loyalty and Measures of Loyalty. Branding strategies: product, line, range and umbrella branding. Brand Image Dimensions.		<b>15</b>	<b>1</b>
<b>Module II: BRAND STRATEGIES</b> Strategic Brand Management process , Building a strong brand, Brand positioning, Establishing Brand values ,Brand vision, Brand Elements Branding for Global Markets, Competing with foreign brands.		<b>15</b>	<b>1</b>
<b>Module IV: Brand Communications</b> Brand image Building, Brand Loyalty programmes, Brand Promotion Methods, Role of Brand ambassadors, On line Brand Promotions.		<b>15</b>	<b>1</b>
		<b>15</b>	<b>1</b>

<b>Module IV : Brand Performance</b> Measuring Brand Performance, Brand Equity Management, Global Branding strategies, Brand Audit, Brand Equity Measurement, Brand Leverage, Role of Brand Managers, Branding challenges & opportunities.		
<b>Suggested Readings:</b> <ol style="list-style-type: none"><li>1. Brand Management, Harish V Verma, 2/e, Excel Book</li><li>2. Best Practice Cases in Branding: Lessons from the World's Strongest Brands, by Kevin Keller, Prentice Hall</li></ol>		



**Course Title: Supply Chain Management****Course Code: DSE47111****Course Credit:4**

<b>COURSE OBJECTIVE:</b>	To familiarize students with: ❖ Develop understanding of basic concepts in Supply Chain Management and allied functions.		
<b>LEARNING OUTCOMES:</b>	The students should be able to: 1. Understanding the basics of different aspects of Supply Chain Management with a focus on creating a successful venture with decision- and system-oriented perspective. 2. Understanding the concept of Supply Chain Management terms. 3. Understanding the applications of Supply Chain Management to the business	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I Supply Chain Concepts:</b> Concept & Definitions in Supply Chain, Brief History of Evolution of Supply Chain Management, Objectives of a Supply Chain, Stages of Supply chain, Cycle view of Supply Chain Process, Decision Phases in Supply Chain Management, Key issues in SCM, Supply Chain Management Framework, Supply Chain Components, Flows in Supply Chain Management, Obstacles of streamlined SCM.		<b>15</b>	<b>1</b>
<b>Module II: Supply Chain Management Structure:</b> Basic Terms from Supply Chain Management such as –Upstream, Downstream, Information/Material Flow, Push/Pull System, Value added services, Structure of a SC, Push based SC, Pull based SC, Tradeoff between Push & Pull, Identifying appropriate Push & Pull Strategy for SC. Understanding the Benchmarking Concept, Benchmarking Process SCM.		<b>15</b>	<b>1</b>

<b>Module III Supply Chain Management Building Blocks:</b> Supply Chain Drivers and Obstacles, Resources & capacity Management, Procurement & supplier focus, Inventory Management, Operations Management, Distribution Management in SCM, Bullwhip effect. Concept of ERP in SCM, Quick Response and Accurate Response System in SCM.	<b>15</b>	<b>1</b>
<b>Module IV: Recent Issues in SCM :</b> Overview of Customer Focus and Demand, Role of Computer / IT in Supply Chain Management, CRM Vs SCM, Green Supply Chain Management, Outsourcing-basic concept, Future of SCM, New Developments in Supply Chain Management	<b>15</b>	<b>1</b>
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.)</li> <li>2. Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5th Ed.)</li> <li>3. Agarwal D.K. - A Text Book of Logistics and Supply chain Management (Macmillan, 1st Ed.).</li> <li>4. Sahay B.S. - Supply Chain Management (Macmillan, 1st Ed.)</li> <li>5. Chopra Sunil and Peter Meindl - Supply chain Management (Pearson, 3rd Ed.)</li> <li>6. Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004</li> </ol>		

**Course Title: Industrial Relations & Labour Laws****Course Code:** DSE47112**Course Credit:** 4

<b>COURSE OBJECTIVE:</b>	<p>To familiarize students with:</p> <ul style="list-style-type: none"> <li>❖ The legal relationship between an employed person, employers and the government, most commonly through a contract of employment.</li> <li>❖ The major Acts and regulations pertaining to employment practices in India.</li> <li>❖ The analysis and interpretation of the role of various labor laws.</li> </ul>		
<b>LEARNING OUTCOMES:</b>	<p>The students should be able to :</p> <ol style="list-style-type: none"> <li>1. Interpret the labor laws in the right perspective with a special reference to the provisions of the constitution of India.</li> <li>2. Understand various parties involved and affected by the labour laws in India.</li> <li>3. Have a broad understanding of the legal principles governing the employment relationship at the individual and collective level.</li> <li>4. Understand the practical problems inherent in the implementation of labour laws.</li> <li>5. Examine and interpret decisions of labor boards, grievance arbitrators and the courts.</li> <li>6. Understand the factual contexts in which legal issues arise and their resolution.</li> </ol>	<b>No. of Contact Hours</b>	<b>No. of Credits</b>
<b>Module I : Industrial Relations</b> Background of Industrial Relations – Definition, scope, objectives, factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations, system of IR in India., code of wages		<b>15</b>	<b>1</b>
<b>Module II : Participative Management</b> . Participative Management: Structure - Scope - Collective Bargaining , Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining		<b>15</b>	<b>1</b>

<p><b>Module III Labour welfare Legislations</b></p> <p><b>The Factories Act 1948</b> : Definition, Scope, approval of licensing and registration of factories, the inspection staff, health safety, welfare, working-hours of adults, employment of women and young persons, leave with wages, penalties and procedure.</p> <p><b>The Payment of Wages Act, 1936:</b> Object, definition, application of the Payment of wage act 1936, deductions, maintenance of registers and authorities, claims.</p> <p><b>The Workmen Compensation Act 1923:</b> Object, definition, employer's liabilities for compensation, amount of compensation, appeals. The Trade Union Act, 1926: Object, definitions, registration, right and liabilities of office bearers, change of name, amalgamation, discussion and returns.</p>	<b>15</b>	<b>1</b>
<p><b>Module IV: Industrial Unrest</b></p> <p><b>The Industrial Disputes Act, 1947</b> :Scope and object of the act , definition, authority, notice of change, reference settlement of industrial disputes, strikes and lockouts, lay-off and retrenchment. Miscellaneous. Industrial conflicts: types and causes of industrial conflicts. Industrial disputes: Preventive measures-bipartite and tripartite bodies, ethical codes, standing orders, grievance procedure, settlement machinery.</p>	<b>15</b>	<b>1</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Mamoria C.B, Industrial Relation, Himalaya Publication.</li> <li>2. Sinha ., Industrial Relations, Trade Unions and Labour Legislation ,Pearson Ed.</li> <li>3. Srivastava, S.C., (2000), Industrial Relations and Labour Laws ,Vikas, 4th Ed.</li> <li>4. Singh B.D. ,Industrial Relations &amp;Labour Laws, Excel, 1st Ed.</li> <li>5. Kogent ., Industrial Relations &amp;Labour Laws ,Wiley Dreamtech.</li> </ol>		