

Babu Banarasi Das University Lucknow

SCHOOL OF MANAGEMENT

Course Curriculum

Bachelor of Business Administration

(As Per National Education Policy 2020)

[Effective from Academic Batch: 2023-24]

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

Version	5N.0
Effective from	1 st July, 2023

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

INTRODUCTION

The BBA undergraduate degree should be either a three-year or four-year Programme with multiple entry and exit options within this period. The programme aims at providing inputs to the students relevant to the business, industry and trades so that they can function in different organizations and face the challenges arising therefrom. 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 **Discipline Specific Course - Core Courses (DSC)**, **Discipline Specific Elective- Core Course (DSE)**, **Generic Elective Courses- Minor Courses (GE)**, **Co-Curricular Courses (CC)** which includes (Multidisciplinary Course and Ability Enhancement Course); **Vocational Courses (VC)** which includes **AIPCM** (Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC) and Value-Added Courses and last category of **Dissertation Report**. In the CC and VC the student has an option to opt from various courses which are also 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 play etc. keeping in mind the current business scenario.

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

Definitions:

1. Academic Credit- An academic credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to fifteen hours of teaching (lecture or tutorial) or thirty hours of practical work/field work per week.

2. Courses of Study – Courses of study indicates pursuance of study in a particular discipline. Every discipline shall offer three categories of courses of study, viz. Discipline Specific Core courses (DSCs), Discipline Specific Electives (DSEs) and Generic Electives (GEs).

a. Discipline Specific Core (DSC): Discipline Specific Core is a course of study, which should be pursued by a student as a mandatory requirement of his/her programme of study. DSCs shall be the core credit courses of that particular discipline which will be appropriately graded and arranged across the semesters of study, being undertaken by the student, with multiple exit options as per NEP.

b. Discipline Specific Elective (DSE): The Discipline Specific Electives (DSEs) shall be a pool of credit courses of that particular discipline (single discipline programme of study) or

those disciplines (multidisciplinary programme of study), as the case may be, which a student chooses to study from his/her particular discipline(s). There shall be a pool of DSEs from which a student may choose a course of study.

c. Generic Elective (GE): Generic Electives shall be a pool of courses which is meant to provide multidisciplinary or interdisciplinary education to students. GEs shall consist of a pool of courses offered by various disciplines of study in groups from which a student can choose.

d. Co-Curricular Course [Ability Enhancement Course (AEC) & Multidisciplinary Course (MDC) & Vocational Course [Skill Enhancement Course (SEC) & Value Addition Course (VAC)]: These two courses shall be a pool of courses offered by all the Departments in groups of odd and even semesters from which students can choose. A student who desires to make Academic Project/Entrepreneurship as Minor has to pick the appropriate combination of courses of GE, SEC, VAC, & Internship/Apprenticeship/Project/Community Outreach (IAPC) which shall be offered in the form of various modules as specified in the scheme of studies. Apart from this if they want to do online courses as Vocational Course then the university will provide these courses at the beginning of every semester.

(i) Co-Curricular Courses are the courses based upon the content that leads to knowledge enhancement through various areas of study. They are Language and Literature and Environmental Science and Sustainable Development which will be mandatory for all disciplines. and skill-based courses in all disciplines and are aimed at providing hands-on-training, competencies, skills, etc. Thus this course is design concerning both AEC & MDC from a pool of courses designed to provide skill and multidisciplinary based instruction.

(ii). VAC courses are value-based courses which are meant to inculcate ethics, culture, constitutional values, soft skills, sports education and such similar values to students which will help in all round development of students. Thus this course is design concerning both SEC & VAC from a pool of courses designed to provide skill and value added based instruction.

The uniquely designed pedagogy of entire three years/ four years teaching curriculum imbibes the contemporary traits and audit oriented projects on specialized streams of commerce. During the three years/ four years of the program, students are required to take-up live problems related to marketing, finance and human resource.

3. Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC(AIPCM)

a. Apprenticeship /Field Study/ Minor Project/ MOOC:

Apprenticeship/Field Study/ Minor Project of two weeks duration at the third semester, to enable the students to have hands on experience in real life business situations and will try to help, uplift and support those who are deprived of certain services and rights. This will

be form a part of third semester. For MOOC and online courses as Vocational Course, the university will provide these courses list at the beginning of every semester.

Apprenticeship/Field Study/ Minor Project of two weeks duration at the fourth semester, to enable the students to have hands on experience in real life business situations and will try to help, uplift and support those who are deprived of certain services and rights. This will be form a part of fourth semester. For MOOC and online courses as Vocational Course, the university will provide these courses list at the beginning of every semester.

b. Summer Internship/ Project/ Community Outreach/ MOOC: Summer Internship of two weeks duration after completion of the fourth semester, to enable the students to have hands on experience in real life business situations, and will try to help, uplift and support those who are deprived of certain services and rights. This will be form a part of fourth semester. For MOOC and online courses as Vocational Course, the university will provide these courses list at the beginning of every semester

4. Research Project Report:

Research Project Report, in the sixth semester, is an integral part of the curriculum. The problem/topic will be assigned by the School of Management, BBD University under the supervision of a core faculty member of the department. The research should be based on primary data and secondary data too. The average size of Report ordinarily will be of 75 typed pages or more in standard font size (12) and double spacing. Three neatly typed and hard bound copies of the report will be submitted to the Head of the BBA program or to the Dean, School of Management. The report will be typed in A-4 size paper.

The evaluation will be based on the report writing, and viva-voice. The students are also required to make a brief presentation of the report. The evaluation will be based on the report writing, and viva-voice.

BBA course structure has **Twenty Core Papers, Sixteen Generic Elective Courses (student will opt one from each semester); Four Co-Curricular Courses in first four semester. Five Vocational Courses offered during five semesters. Twelve Discipline Specific Elective Courses are placed in the last four semesters(student will opt one from each semester)**with an idea to encompass all possible domains of knowledge and skills facilitating interface with various sections of the society so that a student can have a wide choice of courses to have a better living and to lead a meaningful and contented life.

5. Students Exit & Entry:

Students exiting the Programme after securing 44 credits will be awarded Certificate, subject to secure 4 credits in work based vocational courses offered during summer internship. Students exiting the Programme after securing 88 credits will be awarded Diploma, subject to secure 4 credits in work based vocational courses offered during summer internship. A student want to entry in the programme at any year suppose in the

second year must have substantial credit (44 credit in this case) in the previous year of this programme. After the successfully completion of the third year (having 132 credits) get the BBA degree. In the fourth year the students have the option to choose BBA (Hons.) with Internship or BBA (Hons.) with Research. BBA (Hons.) with Research choice is given to those students who had attain more than 75% marks at the third year level.

6. ELIGIBILITY CRITERIA:

As per BBD University Norms.

7. ASSESSMENT AND EVALUATION OF COURSES:

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

PROGRAM OBJECTIVES (POs)

P01	Management Knowledge: Students will acquire adequate understanding about management concepts and principles.
P02	Business Analysis: Use the business and management knowledge gained to analyse the business problems and come up with viable solutions.
P03	Communication: To impart knowledge to the students towards Business Communication for effective and Professional business management.
P04	Entrepreneurship: Build the entrepreneurship acumen.
P05	Individual and Team Work: To inculcate the ability for leading a team and develop group behaviour in achievement of individual, group and organizational goals.
P06	Regulatory Framework: To understand and discuss the broad legal and regulatory framework governing business activities.
P07	Ethics: To recognize and solve business problems in an ethical manner for continuous development of business venture.
P08	Technology Orientation: To develop competency in the use of technology in modern organizational operations.
P09	Conduct Investigations: To stimulate an interest in research and its application to find solutions for business problems.
P010	The Business Leader and Society: To provide an environment that challenges the student's mind through competitive education which emphasizes on inculcating values, thus transforming them into socially responsible managers and business leaders.
P01	Environment and Sustainability: Understand the relevant issues of environmental concern and sustainable development.
P01	Life Long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

PROGRAM SPECIFIC OBJECTIVES (PSOs)

PS01	To prepare students to excel in industry/profession or postgraduate programmes through quality education.
PS02	To inculcate entrepreneurial skills in students so they can provide job opportunities for other sections of the society.

Course Articulation Matrix of DSC, DSE and GE

SUBJECT	SUBJECT CODE	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO2
Fundamentals of Accounting	NBBA5101	2.5	1.5	1.75	2	2.3	1.5	2	1				2.5	2.5	1.25
Business Environment	NBBA5102	2.5	1.75	1.75	2	2.3	1.5	2	1		1		2.5	2.5	2
Quantitative Analysis for Management	NBBA5103	2	1.75	1.75	2	2.25	1.67	2	1				2.75	2.75	1
Essentials of IT	NGE5701	1.75	1.5	1.5	1.5	2	1	1.33	1			1	2	2.25	1.25
Personal Finance & Planning	NGE5702	2.67	1.7	2	2	1.5	1.5	1	2	2		2	1.67	2	2.5
Organizational Behavior & Principles of Management	NBBA5201	2.5	1.5	1.75	2.33	2.33	1.5	1.67	1				2.5	2.5	2
Business Mathematics	NBBA5202	2.5	1.5	1.75	2	2.33	1.5	2	1				2.5	2.5	1.75
Business Organization	NBBA5203	2.5	1.5	1.75	2	2.33	1.5	1.67	1				2.5	2.5	1
Management Information System	NGE5703	1.75	1.5	1.5	1.75	1.75	1.33	1.33	0.5			0.25	2	2.25	1.25
Advertising and Personal Selling	NGE5704	2.67	1.75	2	1.5	1	3	1.5	1.5	2	0.5	1.5	1.67	2.5	2.75
Production Operations Management	NBBA5301	1.0	2.8		2.0	1.8	2.0		2.8	1.8	1.8		2.0	2.8	3.0
Managerial Economics	NBBA5302	1.0	3.0		2.0	2.0	2.0		3.0	2.0	2.0		2.0	3.0	3.0
Marketing Management	NBBA5303	1.3	3.0		2.0	2.0	2.0		3.0	2.0	2.0		2.0	3.0	3.0
E-Commerce	NGE5705	1.0	2.0	1.0	2.0	1.0	2.0	2.0	1.0	2.0	2.0	2.3	2.0	3.0	2.0
New Venture Planning & Development	NGE5706	1.3	2.0	1.0	2.0	1.0	3.0	3.0		1.8	2.0	1.3	1.5	3.0	2.0
Cost & Management Accounting	NBBA5401	2.5	1.75	1.75	1.5	1.75	0.75	1	0.25				2.5	2.5	2
Human Resource Management & Development	NBBA5402	1.75	2	1.5	1.75	1.75	1.67	1	0.25			0.25	2	2.5	1.75
Business Law	NBBA5403	1.75	1.25	1.5	1.75	2	0.75	1	0.25		0.25		2	2.25	1.25
Cyber Security	NGE5707	1.5	2.33	0.75	0.75		2.67	2	2.25	1	0.5	1	1.33	2.75	1.75
Investment Management	NGE5708	2.33	2	0.75	1.5	1	1	1	1.5	1.5	1.5	1.75	1.67	2.5	2.5
Business Policy & Strategy	NBBA5501	2	2	0.75	1.5	1	1.5	1	1.5	1.5	1.75	1.75	1.75	2.5	2.5
Project Management	NBBA5502	1.75	1.5	1.5	1.75	1.75	0.75	1	0.5				2	2.25	1.25
Financial Management	NBBAB5503	1.75	1.75	1.75	1.5	1.75	1	1	0.25		0.25		2	2.75	1.75
Supply Chain Management	NDSE57101	2.25	2	2	2	2.25	0.75	1.5	0.25				2	2	1.5
Consumer Behavior	NDSE57102	2	4	1.75	1.5	2	0.67		2		1	0.25	2.25	3	2.5
Data Base Management System	NGE5709	2	0.5	1.5	3	2	0.25	0.25	3	2	2		3	3	3

Financial Services	NGE5710	2.5	1.75	1.25	1	1	2.34	1.25	1	3	0	1.25	1.75	2	2
International Business Management	NBBA5601	2.5	2	2.25	2.25	2.5	1	1.5	0.25	0.25	0.5		2.75	2.75	1.5
Entrepreneurship & Small Business Management	NBBA5602	1.75	1.25	1.5	1.75	2	0.75	1	0.25		0.25		2	2.5	1.75
Rural Management	NBBA5603	2.5	2	2.25	2.25	2.5	1	1.5	0.25		0.25	0.25	2.75	3	1.5
Business Ethics & Indian Value System	NDSE57103	2.5	2	2.25	2.25	2.5	1	1.5	0.25		0.25	0.25	2.75	2.75	1
Research Methodology	NDSE57104	1.75	1.25	1.75	1.5	1.75	1	1	0.5			0.25	2	2.25	1.25
Digital Governance	NGE5711	0.33	1.33	1.25	1	1.25	2.67	1.5	3	1		1	2	2.5	1.75
Event Management	NGE5712	2	2	0.75	1.5	1	1.5	1	1.5	1.5	1.75	1.75	1.75	2.5	2.5
Banking & Insurance	NBBA5701	2.75	1.75	1.75	2	0.75	2.25	0.5	0.75	2.25	1.5	2.25	2.25	2.75	2.75
Marketing of Services	NDSE57105	2.5	2	2.25	2.25	2.5	1	1.5	0.25	0.25	0.5		2.75	2.75	4
International Financial Management	NDSE57106	1.75	1.75	1.75	1.5	1.75	1	1	0.25		0.25		2	2.75	1.75
Income Tax Law & Practice	NDSE57107	2.5	1.75	1.25	1	1	2.5	1.25	1.5	2	0.5	1.25	1.75	2	2
Indian Economy	NDSE57108	2	1	0.25	1.25	0.75	1	0.75	1	1.5	1	1.5	1.75	2	2.25
System Analysis & Design	NGE5713	1	1	0.25	2	1	0.25	1	3	2	2	0.25	2	2.75	2.25
Creativity & Innovation	NGE5714	1.25	1.25	1.25	2.75	0.75	0.75	1.25	0.75	2	1.5	1.5	1.75	2.5	2.75
Brand Management	NBBA5801	2	2.25	2.25	2.25	1.25					2.25		2	2.75	2
Integrated Marketing Communication	NDSE57109	1.5	2	1.5	1.75	1.75					1.5		1.75	2.25	2
Auditing	NDSE57110	2.75	1.75	1	2	0.75	2.25	0.5	0.75	2.25	1.5	2.25	2.25	2.75	2.75
Industrial Relations & Labour Law	NDSE57111	1		0.5		2.25	2.75	1.75		1.5	1		1.75	2.25	2.25
Goods & Services Tax	NDSE57112	2.5	2	1.25	1.5	1	2.75	1.75	1	2	1.5	1.25	1.75	1.5	1.75
Data Communication & Networks	NGE5715		0.5	0.25			1.5		3				2	1.5	1.25
People Management	NGE5716	2	2	1.5	1.75	2.75		1.25			3	1.5	1.75	2.75	2

BBA PROGRAMME STRUCTURE

Sem	Major Core Course (DSC)	Major Elective Course (DSE)	Minor Course (GE)	Co-Curricular Course (CC)	Vocational Course (VC)	Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC (AIPCM)	Major Dissertation / Internship	GP/ Seminar	Total Credits
	4 Credits	4 Credits	4 Credits	3 Credits	2 Credits	2 Credits	6 Credits	1 Credit	
I	DSC1 DSC2 DSC3		GE1	CC1	VC1			1	22
II	DSC4 DSC5 DSC6		GE2	CC2	VC2			1	22
III	DSC7 DSC8 DSC9		GE3	CC3	VC3 Or AIPCM			1	22
IV	DSC10 DSC11 DSC12		GE4	CC4	VC4 Or AIPCM			1	22
V	DSC13 DSC14 DSC15	DSE1	GE5		VC5 Or AIPCM				22
VI	DSC16 DSC17 DSC18	DSE2	GE6			Project/ Dissertation 2 Credit			22
VII	DSC19	Two DSE and One GE DSE3 DSE4 GE7					Dissertation/ Internship		22
VIII	DSC20	Two DSE and One GE DSE5 DSE6 GE8					Dissertation/ Internship		22

BACHELOR OF BUSINESS ADMINISTRATION (BBA) EVALUATION SCHEME

SEMESTER-I										
Theory/ Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CI A	ESE	Total	
Theory	NBBA5101	DSC-1	Fundamentals of Accounting	3	1	0	40	60	100	4
Theory	NBBA5102	DSC-2	Business Environment	4	0	0	40	60	100	4
Theory	NBBA5103	DSC-3	Quantitative Analysis for Management	3	1	0	40	60	100	4
Theory		*CC-1	Co-Curricular Course	3	0	0	40	60	100	3
Theory		**VC-1	Vocational Course	2	0	0	40	60	100	2
Theory		GE-1	Any One	4	0	0	40	60	100	4
Practical	NGP5101		General Proficiency				100		100	1
Total									700	22

*University offers one course for the first semester either **Communicative English** or **Environmental Studies** under the category of CC-1

* The Syllabus will be offered by different schools of the university

One Generic Elective (GE-1) can be opted from

GE-1	Theory	Course Code	Course Title
	Theory	NGE5701	Essentials of IT
	Theory	NGE5702	Personal Finance and Planning

**VC-1	Course Code	Course Title
	NSMVC5101	Managing Organizational Diversity

**List of VC Courses offered by other schools will be provided centrally.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) EVALUATION SCHEME

SEMESTER-II										
Theory /Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBA5201	DSC-4	Organizational Behavior & Principles of Management	4	0	0	40	60	100	4
Theory	NBBA5202	DSC-5	Business Mathematics	4	0	0	40	60	100	4
Theory	NBBA5203	DSC-6	Business Organization	4	0	0	40	60	100	4
Theory		*CC-2	Co-Curricular Course	3	0	0	40	60	100	3
Theory		**VC-2	Vocational Course	2	0	0	40	60	100	2
Theory		GE-2	Any One	4	0	0	40	60	100	4
Practical	NGP5201		General Proficiency				100		100	1
Total									700	22

*University offers one course for the second semester either **Communicative English** or **Environmental Studies** under the category of CC-2 (Other than the course taught in semester one)

* The Syllabus will be offered by different schools of the university

One Generic Elective (GE-1) can be opted from

ELECTIVE	Theory/Practical	Course Code	Course Title
GE-2	Theory	NGE5703	Management Information System
	Theory	NGE5704	Advertising and Personal Selling

**VC-2	Course Code	Course Title
	NSMVC5201	Logistics Management

**List of VC Courses offered by other schools will be provided centrally.

Note: Students who wish to exit after securing 44 credits in the first two semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG Certificate.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

EVALUATION SCHEME

SEMESTER-III										
Theory /Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBA5301	DSC-7	Production Operations Management	3	1	0	40	60	100	4
Theory	NBBA5302	DSC-8	Managerial Economics	4	0	0	40	60	100	4
Theory	NBBA5303	DSC-9	Marketing Management	3	1	0	40	60	100	4
Theory		*CC-3	Co-curricular Course	3	0	0	40	60	100	3
Theory		**VC-3	VC3 Or AIPCM	2	0	0	40	60	100	2
Theory		GE-3	Any One	4	0	0	40	60	100	4
Practical	NGP5301		General Proficiency				100		100	1
Total									700	22

One Generic Elective (GE-3) can be opted from

ELECTIVE	Theory	Course Code	Course Title
GE-3	Theory	NGE5705	E-Commerce
	Theory	NGE5706	New Venture Planning and Development

ELECTIVE	Theory	Course Code	Course Title
*CC-3	Theory	NSMCC5301	Financial Literacy

*List of CC Courses offered by other schools will be provided centrally.

	Course Code	Course Title
**VC-3	NSMVC5301	Creativity and Design Thinking

**List of VC Courses offered by other schools will be provided centrally.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

EVALUATION SCHEME

SEMESTER-IV										
Theor y/Prac tical	Course Code	Categor y	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBA5401	DSC-10	Cost & Management Accounting	3	1	0	40	60	100	4
Theory	NBBA5402	DSC-11	Human Resource Management & Development	4	0	0	40	60	100	4
Theory	NBBA5403	DSC-12	Business Law	4	0	0	40	60	100	4
Theory		*CC-4	Co-curricular Course	3	0	0	40	60	100	3
Theory		**VC-4	VC4 Or AIPCM	2	0	0	40	60	100	2
Theory		GE-4	Any One	4	0	0	40	60	100	4
Practical	NGP5401		General Proficiency				100		100	1
Total									700	22

One Generic Elective (GE-4) can be opted from

ELECTIVE	Theory/ Practical	Course Code	Course Title
GE-4	Theory	NGE5707	Cyber Security
	Theory	NGE5708	Investment Management

If the student opts for AIPCM in VC-4 it will be of 100 marks and 2 credits.

ELECTIVE	Theory	Course Code	Course Title
*CC-4	Theory	NSMCC5401	Leadership & Personality Development

*List of CC Courses offered by other schools will be provided centrally.

	Course Code	Course Title
**VC-4	NSMVC5401	Technical Charts and Analysis for Stock Markets
	NSMVC5402	Digital Marketing

**List of VC Courses offered by other schools will be provided centrally.

Note: Students who wish to exit after securing 88 credits in the first four semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG Diploma.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) EVALUATION SCHEME

SEMESTER-V										
Theory /Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBA5501	DSC-13	Business Policy & Strategy	4	0	0	40	60	100	4
Theory	NBBA5502	DSC-14	Project Management	4	0	0	40	60	100	4
Theory	NBBA5503	DSC-15	Financial Management	4	0	0	40	60	100	4
Theory		DSE-1	Any One	4	0	0	40	60	100	4
Theory		**VC-5	VC5 Or AIPCM	2	0	0	40	60	100	2
Theory		GE-5	Any One	4	0	0	40	60	100	4
Total									600	22

One Discipline Specific Elective (DSE-1) can be opted from

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE-1	Theory	NDSE57101	Supply Chain Management
	Theory	NDSE57102	Consumer Behavior

One Generic Elective (GE-5) can be opted from

ELECTIVE	Theory/Practical	Course Code	Course Title
GE-5	Theory	NGE5709	Data Base Management System
	Theory	NGE5710	Financial Services

**VC-5	Course Code	Course Title
	NSMVC5501	Entrepreneurial Finance

**List of VC Courses offered by other schools will be provided centrally

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

EVALUATION SCHEME

SEMESTER-VI										
Theory /Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBA5601	DSC-16	International Business Management	4	0	0	40	60	100	4
Theory	NBBA5602	DSC-17	Entrepreneurship & Small Business Management	4	0	0	40	60	100	4
Theory	NBBA5603	DSC-18	Rural Management	4	0	0	40	60	100	4
Theory		DSE-2	Any One	4	0	0	40	60	100	4
Practical			VC6	-	-	-	40	60	100	2
Theory		GE-6	Any One	4	0	0	40	60	100	4
Total									600	22

One Discipline Specific Elective (DSE-2) can be opted from

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE-2	Theory	NDSE57103	Business Ethics & Indian Value System
	Theory	NDSE57104	*Research Methodology

*It is mandatory to take research methodology as an Elective for students who planned to opt for BBA Honours with Research.

One Generic Elective (GE-6) can be opted from

ELECTIVE	Theory/Practical	CourseCode	CourseTitle
GE - 6	Theory	NGE5711	Digital Governance
	Theory	NGE5712	Event Management

Note: Students who wish to exit after securing 132 credits in the first six semesters will be awarded a UG Degree in BBA.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

EVALUATION SCHEME

SEMESTER-VII										
Theory/ Practical	Course Code	Catego ry	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBA5701	DSC-19	Banking & Insurance	4	0	0	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
Theory		GE-7	Any One	4	0	0	40	60	100	4
Practical	NBBA5702		Dissertation/ Internship	-	-	-	80	120	200	6
Total									600	22

One Discipline Specific Elective (DSE-3) can be opted from

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE-3	Theory	NDSE57105	Marketing of Services
	Theory	NDSE57106	International Financial Management

One Discipline Specific Elective (DSE-4) can be opted from

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE-4	Theory	NDSE57107	Income Tax Law & Practice
	Theory	NDSE57108	Indian Economy

One Generic Elective (GE-7) can be opted from

ELECTIVE	Theory/Practical	Course Code	Course Title
GE - 7	Theory	NGE5713	System Analysis and Design
	Theory	NGE5714	Creativity and Innovation

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
EVALUATION SCHEME**

SEMESTER-VIII										
Theory/ Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBA5801	DSC-20	Brand Management	4	0	0	40	60	100	4
Theory		DSE-5	Anyone	4	0	0	40	60	100	4
Theory		DSE-6	Anyone	4	0	0	40	60	100	4
Theory		GE-8	Any One	4	0	0	40	60	100	4
Practical	NBBA5802		Dissertation/ Internship	-	-	-	80	120	200	6
Total									600	22

One Discipline Specific Elective (DSE-5) can be opted from

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE-5	Theory	NDSE57109	Integrated Marketing Communication
	Theory	NDSE57110	Auditing

One Discipline Specific Elective (DSE-6) can be opted from

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE-6	Theory	NDSE57111	Industrial Relations and Labour Laws
	Theory	NDSE57112	Goods & Services Tax

One Generic Elective (GE-8) can be opted from

ELECTIVE	Theory/Practical	CourseCode	CourseTitle
GE - 8	Theory	NGE5715	Data Communication & Networks
	Theory	NGE5716	People Management

Note: Students who exit after securing 176 credits in the overall program will be awarded a UG Degree of BBA with Honours in Research/ Internship.

Program	Bachelor ofBusiness Administration				
Year	First	Semester		First	
Course Name	Fundamentals of Accounting				
Code	NBBA5101				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	10+2 in any discipline.	3	1	0	4
Course Objectives	To Familiarize students with: Basic conceptsandstandards underlying financial accounting systems and Construction of the basic financial accounting statementsas wellas their interpretation.				
Course Outcomes					
CO1	Understandandrecognisethedevelopment of accountingandpurpose of maintaining records.				
CO2	Prepare and analysefinancial statementsofsole proprietor andexplainthe meaningof key terms.				
CO3	Understand and apply the various methods of charging depreciation and valuation of stock. Also explainthe meaningandobjectiveof preparingaBank Reconciliation Statement.				
CO4	Analyse andmakeappropriate accounting entriesregarding issue, forfeiture,redemptionof sharesand debentures.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Meaning and concepts of financial accounting, users of accounting information, fundamental books of accounting, accounting cycle, journal entries, ledger, cash book: three column.	15	1
2	Module II: Financial Statements Trial Balance: need, importance, limitations. Preparation of trading and P&L Account and balance sheet with simple adjustments.	15	2
3	Module III: BRS, Depreciation and Hire Purchase Bank reconciliation statement. Depreciation: concept, rationale and methods of SLM, WDV, SFM. Hire purchase and instalment systems.	15	3
4	Module IV: Company Accounts 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.	15	4

Suggested Readings

1. Chaturvedi C.L., Advanced Accountancy, Shree Mahavir Book Depot.
2. Gupta R.L. and Radha Swami M., Financial Accounting, Sultan Chand & Sons.
3. Gupta R. L., Advanced Accountancy, Sultan Chand and Sons.
4. Maheshwari S.N. & Maheshwari S.K., An Introduction to Accountancy, Vikas Publication

Online Resources

1. eGyanKosh: Financial Accounting online available at <http://egyankosh.ac.in/handle/123456789/49855>
2. NPTEL: Introduction and scope of accounting online available at <https://archive.nptel.ac.in/courses/110/101/110101131/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	1	1									2	2	2
C02	3	1	2	1	2							2	2	1
C03	3	3	3	3	3	1	2					3	3	1
C04	1	1	1	2	2	2	2	1				3	3	1

Program	Bachelor ofBusiness Administration				
Year	First	Semester		First	
Course Name	BusinessEnvironment				
Code	NBBA5102				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	10+2 in any discipline	4	0	0	4
Course Objectives	To Familiarize students with: Various external and internal factors that impact business and understand the economic, cultural, legal and political issues associated with national and international business.				
Course Outcomes					
CO1	Explain the types of business environment vizPolitical, Economic, Socio-cultural, Legal, Technological and Global environment.				
CO2	Analyse the existence of business under various Policies Framework laid by legal environment.				
CO3	Examine the role of public sector along with various government regulatory acts and policies regarding business environment including industrial, monetary and fiscal policies.				
CO4	Analyse and evaluateglobal business environment in terms of Global Trade Policies by respective Institutions along with determining the impact and prospects of Technology in shaping Business.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction 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.	15	1
2	Module II: Industrial and Legal Environment 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.	15	2
3	Module III: Public Sector and Economic Organizations Public Sector: Concept, Rationale, Government Programme, Role of Public Sector in India. Foreign Trade Policies. Development Banks: IFCI, IDBI, SIDBI, IIBI.	15	3

4	Module IV: Recent Economic Trends Recent Economic Trends 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.	15	4
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Suggested Readings

1. Mishra S. K. And Puri V. K., Economic Environment of Business, Himalaya Publication.
2. Paul, Justin., Business Environment Text and Cases, Tata McGraw Hill.
3. Shaikh and Saleem, Business Environment, Pearson, 1st Edition.

Online Resources

1. eGyanKosh: Business Environment online available at <https://egyankosh.ac.in/handle/123456789/2898>
2. NPTEL: Introduction to Business environment available at https://onlinecourses.swayam2.ac.in/imb22_mg02/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	1	1									2	2	2
C02	3	2	2	1	2							2	2	2
C03	3	3	3	3	3	1	2			1		3	3	2
C04	1	1	1	2	2	2	2	1				3	3	2

Program	Bachelor ofBusiness Administration				
Year	First	Semester		First	
Course Name	Quantitative Analysis for Management				
Code	NBBA5103				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	10+2 in any discipline	3	1	0	4
Course Objectives	To Familiarize students with: Quantitative information and mathematical concepts and its application in business decisions.				
Course Outcomes					
CO1	Understand the basic concept of QAM and its implementation in various business situations.				
CO2	Understand and apply the statistical tools and techniques for business decisions.				
CO3	Examine and Recognize problems that linear programming can handle and find optimal solutions subject to some constraints.				
CO4	Understand and apply the probability of events, correlation coefficient of random variables and analyse the regression equations.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Sets and Business Mathematics 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	15	1
2	Module II: Elementary Statistics 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.	15	2
3	Module III: Matrices and Linear Programming Matrices: Types of matrices, algebra of matrices. Solution of equations. Linear programming: Two variables problem, formulation, solution by graphical method.	15	3

4	Module IV: Probability and Correlation 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.	15	4
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Suggested Readings:

1. Tulsian P.C., Business Statistics, S. Chand Publication, New Delhi.
2. Pundir, Mathematical Foundation for Business Administration, PragatiPrakashan.
3. Zameeruddin, Khanna and Bhambri, Business Mathematics, Vikas Publishing.
4. Raghavachari, Mathematics for Management, Tata McGraw Hill, 2004.

Online Resources

1. NPTEL: Introduction to statistics and Data online available at <https://www.digimat.in/nptel/courses/video/110107114/L01.html>
2. eGyanKosh: Business mathematics available at <http://egyankosh.ac.in/handle/123456789/56507>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	2	2	1	2							2	2	1
C02	3	3	3	3	3	1	2					3	3	1
C03	1	1	1	2	2	2	2	1				3	3	1
C04	1	1	1	2	2	2	2	1				3	3	1

Program	Bachelor ofBusiness Administration				
Year	First	Semester		First	
Course Name	Essentials of IT				
Code	NGE5701				
Course Type	Generic Elective	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	4	0	0	4
Course Objectives	To Familiarize students with: Fundamentals of computer hardware & software and different advanced concepts such as security, networking, and operating system.				
Course Outcomes					
CO1	Remember and understand theconcepts of computer and its evolution.				
CO2	Understand the concepts of IPO cycle& analyse input and output components.				
CO3	Analyse the concept of operating system and GUI.				
CO4	Develop an understanding about networking and various modes of transmission.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Basics of Computer and evolution 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.	15	1
2	Module II: Input and Output Devices 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	15	2

	example, Plotter. 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.		
3	Module III: Operating System Concept and GUI Operating System Concept: Introduction to operating system, Function of OS, Types of operating systems. PC-software Packages, An Introduction to Disk. Operating system and windows GUI, Other system softwares. Computer software system, software development process, files design & Report design, Data files types, Master & 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.	15	3
4	Module IV: Concept of Data Communication, Networking and Security 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.	15	4

Suggested Readings:

1. Leon and Leon, Introduction to Information Technology, Leon TechWorld.
2. Microsoft Office-2000 Complete, BPB Publication.
3. Sinha Kr. Pradeep, Sinha Preeti., Foundations of Computing, BPB Publication

Online Resources:

1. eGyanKosh: Introduction to Information technology online available at <http://hdl.handle.net/123456789/7382>
2. NPTEL: An Introduction to information technology available at https://onlinecourses.nptel.ac.in/noc22_ee49/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	1	2							2	2	1

C02	3	3	3	3	3	1	2					3	3	1
C03	1	1	1	2	2	2	2	1				3	3	1
C04					1			1			1		1	2

Program	Bachelor of Business Administration		
Year	First	Semester	First
Course	Personal Finance And Planning		

Name					
Code	NGE5702				
Course Type	Generic Elective	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	4	0	0	4
Course Objectives	To familiarize students with: Different aspects of financial planning like savings, investment, taxation, insurance, and retirement planning and to develop the necessary knowledge and skills for effective financial planning.				
Course Outcomes					
CO1	Understand the meaning and appreciate the relevance of Financial Planning;				
CO2	Familiarize with regard to the concept of Investment Planning and its methods				
CO3	Examine the scope and ways of Personal Tax Planning.				
CO4	Analyze Insurance Planning and its relevance and develop an insight into retirement planning and its relevance.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Financial Planning Financial goals, Time value of money, steps in financial planning, personal finance/loans, education loan, car loan & home loan schemes. Introduction to savings, benefits of savings, management of spending & financial discipline, Net banking and UPI, digital wallets, security and precautions against Ponzi schemes and online frauds such as phishing, credit card cloning, skimming.	15	1
2	Module II: Investment Planning Process and objectives of investment, Concept and measurement of return & risk for various assets class, Measurement of portfolio risk and return, Diversification & Portfolio formation. Gold Bond; Real estate; Investment in Greenfield and brownfield Projects; Investment in fixed income instruments- financial derivatives & Commodity market in India. Mutual fund schemes including SIP; International investment avenues.	15	2
3	Module III: Personal Tax Planning Tax Structure in India for personal taxation, Scope of Personal tax planning, Exemptions and deductions available to individuals under different heads of income and gross total income, Special provision u/s 115BAC vis-à-vis General provisions of the Income-tax Act, 1961. Tax avoidance versus tax evasion.	15	3
4	Module IV: Insurance Planning Need for Protection planning. Risk of mortality, health, disability and property. Importance of Insurance: life and non-life insurance schemes. Deductions available under the Income-tax Act for premium paid for different policies. Retirement Benefits Planning Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension	15	4

	Scheme. Exemption available under the Income-tax Act, 1961 for retirement benefits.		
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Suggested Readings

1. Indian Institute of Banking & Finance. (2017). *Introduction to Financial Planning*. New Delhi: Taxmann Publication.
2. Pandit, A. (2014). *The Only Financial Planning Book that You Will Ever Need*. Mumbai: Network 18 Publications Ltd.
3. Sinha, M. (2008). *Financial Planning: A Ready Reckoner*. New York: McGraw Hill Education.
4. Halan, M. (2018). *Let's Talk Money: You've Worked Hard for It, Now Make It Work for You*. New York: HarperCollins Publishers.
5. Tripathi, V. (2017). *Fundamentals of Investment*. New Delhi: Taxmann Publication
6. Gupta, R. L., & Radhaswamy, M. (2014). *Financial Accounting*. New Delhi: S. Chand Publishing.
7. Lal, J., & Srivastava, S. (2012). *Financial Accounting Text & Problems*. Mumbai: Himalaya Publishing House.
8. Monga, J. R. (2017). *Financial Accounting: Concepts and Applications*. New Delhi: Mayur Paperback Publishing.
9. Goyal, B. K., & Tiwari, H. N. (2019). *Financial Accounting*. New Delhi: Taxmann Publication.

Online Resources

1. eGyanKosh: Personal Finance and Planning online available at egyankosh.ac.in/handle/123456789/45192
2. NPTEL: Personal Finance Planning online available at <https://nptel.ac.in/courses/110105144>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	2		1	2	2	3			2	2	3
CO2	2	2		2		1			2		1	2	1	2
CO3	3	2	2		1	2	1	2	2	2	1	1	3	2
CO4	2	2	2	2	2	2	2	2	1		2	2	2	3

Program	Bachelor of Business Administration				
Year	First	Semester		Second	
Course Name	Organization Behaviour and Principles of Management				
Code	NBBA5201				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	10+2 in any discipline	4	0	0	4
Course Objectives	To familiarizestudents with: Topics and concepts in the field of Organizational Behaviour. Practicalimplicationsofvarious theoriesof human behaviour at work. Specific topics such as leadership, motivation, personality, perception, etc.				
Course Outcomes					
C01	Understand the concept of behaviour at workplaceandanalyzethe workvalues, relations between attitude andbehaviour. Understand the concept of personality, perception, learning and their implication on individual life as wellas on workplace.				
C02	Devise methodsto increasemotivationand handle emotions in worksetting.				
C03	Understand the management practices of business organizations in the dynamic global environment.				
C04	Comprehendeffectivemanagement planning and organizingstaff. Getanunderstandingofthebasicprinciples of motivation and leadership.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Organization Behavior Concept and nature of Organizational behaviour, Contributing disciplines to the field of O.B, O.B. Models, Need to understand human behaviour, Impact of Global and Cultural diversity in OB. Ability & Values. Attitudes: Formation, Theories, And Personality: determinants and traits.	15	1
2	Module II: Motivation and Leadership Motivating and Leading: Nature and Importance of motivation, Types of motivation, Theories of motivation: Maslow, Herzberg, X, Y and Z. Leadership and its Types.	15	2
3	Module III: Introduction to Principles Management 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, behavioural, systems and contingency approaches.	15	3
4	Module IV: Planning & Organizing, Directing	15	4

	&Control Planning: Nature, scope and objectives of planning, Types of plans, Planning process Organizing: Concept, process and significance. Principles of an organization, Types of organization: Formal and Informal Organization. Directing: Concept & principles of directing Controlling: Concept, Principles, Process and Relationship between planning and controlling		
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Suggested Readings

1. Prasad, L.M., Organizational Behaviour, Sultan Chand and Sons, 2003.
2. Stephen P. Robbins, Organizational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi, 2003.
3. Luthans Fred, Organizational Behaviour, Tata McGraw Hill, New Delhi, 2003.
4. Chhabra T.N. and Singh B.P., Organization Behaviour, Sultan Chand and Sons.
5. Stoner, Freeman and Gilbert Jr., Management, Prentice Hall of India, New Delhi, 2003.
6. Gupta, C.B., Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003.
7. Koontz, O. Donnell and Weirich, Management, Tata McGraw Hill Publishing Company, New Delhi, 2001

Online Resources

1. eGyanKosh: OB&POM online available at <https://egyankosh.ac.in/handle/123456789/4736>

2. NPTEL: Principles of Management online available at https://onlinecourses.nptel.ac.in/noc20_mg58/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	1	1				1	1	1			2	2	2
C02	3	1	2	2	2							2	2	2
C03	3	3	3	3	3	1	2					3	3	2
C04	1	1	1	2	2	2	2	1				3	3	2

Program	Bachelor of Business Administration				
Year	First	Semester		Second	
Course Name	Business Mathematics				
Code	NBBA5202				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	4	0	0	4
Course Objectives	To familiarize students with: Important and growing role of Business Mathematics in modern society. Reading cum practical applications of Business Mathematics in every field of management. Working knowledge of current trends, interpretation and relation of these trends to different sectors of firms.				
Course Outcomes					
C01	Use the basic principles of arithmetic and apply mathematical skills to financial decisions.				
C02	Apply the concept of ratio and percentage on calculating cost, discount, commission and profit & loss. Explain the use of interest, annuities and present value of money and apply this in risk and decision making.				
C03	Develop strong problem-solving skills and the ability to handle non-routine problems by applying appropriate concepts and notation. Analyze the procedures for Sets, Matrices and Permutation &Combination.				
C04	Recognize problems that linear programming can handle and find optimal solutions subject to some constraints. Solve basic differentiation and integration problems.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Basic Arithmetic 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.	15	1
2	Module II: Mathematics of Finance 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.	15	2
3	Module III: Algebra and Coordinate Geometry 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.	15	3
4	Module IV: Linear Programming and Calculus 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.	15	4

Suggested Readings

1. Zameeruddin, Khanna and Bhambri, Business Mathematics, Vikas Publishing.
2. Sharma J. K., Business Mathematics: Theory and Application, Ane Books Pvt. Ltd, 2nd Edition.
3. Shukla S. M., Business Mathematics, Sahitya Bhawan Publication, Agra.

Online Resources

1. eGyanKosh: Business Mathematics online available at
<https://egyankosh.ac.in/handle/123456789/56507>

2. NPTEL: Business Mathematics online available at
https://onlinecourses.swayam2.ac.in/nou22_cm08/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	1	1									2	2	2
C02	3	1	2	1	2							2	2	2
C03	3	3	3	3	3	1	2					3	3	2
C04	1	1	1	2	2	2	2	1				3	3	1

Program	Bachelor of Business Administration				
Year	First	Semester		Second	
Course Name	Business Organisation				
Code	NBBA5203				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	4	0	0	4
Course Objectives	To familiarizestudents with: Management and business concepts and practices. Emerging challenges of managing resources, managingbusinessprocesses andmanaging managers.				
Course Outcomes					
C01	Understandtheconceptofbusinessorganizationand principles of organization.				
C02	Examinetheroleofsoleproprietorship,Partnershipfirm, joint stock concerns and companies.				
C03	Analyse the sources and methods of Business Finance and analyse working of financial institutions like IFCI, SFC, ICICI, IDBI and security market.				
C04	Assessingmarketstructure andapplyingitto differentindustriestounderstandthefour P's of marketing structureof theseindustries. Applyingtheconceptsofadvertisementandsales promotion to real lifesituations.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Organization Conceptsandobjectivesof businessorganization,establishmentof a new business, pre-establishment considerations and social responsibilityof business.Meaning,objective andprinciplesof organization, lineandstaff,functional organization, conceptofscalar chain.	15	1
2	Module II: Forms of Business Organization 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.	15	2
3	Module III: Business Finance Business Finance: Concept, need and significance. Methods of financing: long term, medium term and short term. National finance and international finance. Financial institutions: Brief intro	15	3

	uctionto IFCI,SFC,ICICI,IDBI.Securitymarket:Anintroductiontoprim ary and secondary market.		
4	ModuleIV: Marketing Marketing:Conceptof marketing,fourP'sof Marketing. Distribution channel: Meaning, importance, and significance of middlemen. Advertisement andsalespromotion: Meaning and objectives.Introduction to Consumer Behaviour.	15	4

Suggested Readings

1. TulsianP. C. and Pandey V., Business Organization and Management, Pearson Education.
2. Bhushan Y. K., Fundamentals of Business Organization and Management,Sultan Chand and Sons.
3. ChhabraT.N., BusinessOrganisation, DhanpatRai and Sons.
4. Robert., Modern Business Administration, McMillan India.

Online Resources

1. SWAYAM: Business Organization and Management online available at https://onlinecourses.swayam2.ac.in/nou21_mg03/preview
2. eGyanKosh: Business Organisation online available at <https://egyankosh.ac.in/handle/123456789/3592>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	1	1				1	1	1			2	2	1
C02	3	1	2	1	2							2	2	1
C03	3	3	3	3	3	1	2					3	3	1
C04	1	1	1	2	2	2	2	1				3	3	1

Program	Bachelor of Business Administration				
Year	First	Semester		Second	
Course Name	Management Information System				
Code	NGE5703				
Course Type	Generic Elective	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	4	0	0	4
Course Objectives	To familiarize students with: The management information system and its application in organization. The managerial issues relating to information system. Identification and evaluation of various options in management information system				
Course Outcomes					
C01	Understand the concept and importance of information system at various levels of organization.				
C02	Compare & interpret different system analysis and development methodologies. Analyze various stages of SDLC and assess the security needs & practices used to develop Information System.				
C03	Comprehend the building blocks of ERP helps to analyze the basic risk& opportunities of ERP in current scenario.				
C04	Understand the importance & features of SCM & CRM. Construct the model of E-commerce as a competitive strength for businesses.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Introduction to MIS Role of MIS in Organizations, Features and Characteristics of MIS. Organization and Information Systems, The ITES and its influence, Types of Information System. Data, information and its attributes, Level of people and their information needs, Types of Decisions and information, Information System, Categorization of information on the basis of nature and characteristics. System Analysis and Development Methodologies: Need for System Analysis, Stages in System Analysis, Structured SAD and tools like DFD, Context Diagram Decision Table and Structured Diagram. System Development Models: Water Flow, Prototype, Spiral, RAD, Roles and responsibilities of System Analyst, Database Administrator and Database Designer.	15	1
2	Module II : Software Engineering and Management System System Development Life Cycle: Sequential Process of software development, Computer Aided Software Engineering (CASE), Information system audit: Meaning,	15	2

	Importance Supply Chain Management (SCM): Features and Modules in SCM. Customer Relationship Management (CRM): Phases, Knowledge Management and e-governance. Evolution, implementation of supply chain management and e-fulfilment, The basics of supply chain management, Internet-enabled SCM, e-supply chain fusion, Management issues in e-supply chain fusion, The continuing evolution of e-supply chains, A roadmap for managers demystifying e-procurement: buy-side, sell-side, net markets and trading exchanges, Evolution of e-procurement models, Evolution of procurement processes, e-procurement infrastructure: integrating ordering, fulfilment, and payment, e-procurement analysis and administration applications, Marketplace enables, A roadmap for e-procurement managers.		
3	Module III : Building e-business Enterprise Resources Planning (ERP): Features, selection criteria, merits, issues and challenges in implementation. Building the e-business backbone: enterprise resource planning, The basics of enterprise resource planning, ERP decision, Enterprise architecture planning, ERP implementation, ERP architecture and toolkit, Nature of IT decision: Strategic decision, Configuration design and evaluation information technology implementation plan.	15	3
4	Module IV : Building E-Commerce Building an E-commerce Website: The Systems Development Life Cycle, Systems Analysis & Planning: Identify Business Objectives, System Functionality and Information Requirements. System Design: Hardware and Software Platforms. Eight Key Elements of a Business Model: Value Proposition, Revenue Model, Market Opportunity, Competitive Environment, Competitive Advantage and Market Strategy. Major Business to Consumer (B2C) Business Models: Portal & e-tailer. Insight on Technology: Search, ads and Apps. The future for Google (and Microsoft): Content Provider, Transaction Broker, Market Creator, Service Provider, Community Provider. Major Business to business (B2B) Business Model: Edistributor & E-Procurement. Global MIS-Introduction, Features and its Importance.	15	4

Suggested Readings

1. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia.
2. Management Information Systems, Schulthesis, Tata McGraw Hill.

Online Resources

1.eGyanKosh: Management Information System online available at <https://egyankosh.ac.in/handle/123456789/12115>

2.eGyanKosh: Management Information System online available at egyankosh.ac.in/handle/123456789/9883

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	1	2	1	2							2	2	1
C02	3	3	3	3	3	1	2					3	3	1
C03	1	1	1	2	2	2	2	1				3	3	1
C04		1		1		1					1		1	2

Program	Bachelor of Business Administration				
Year	First	Semester		Two	
Course Name	Advertising and Personal Selling				
Code	NGE5704				
Course Type	Generic Elective	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	4	0	0	4
Course Objectives	To familiarize students with:- To teach the basics of advertising and personal selling as promotional tools in marketing and to develop a customer oriented attitude for designing advertising and personal selling messages.				
Course Outcomes					
C01	Identify communication objectives behind advertising and promotions.				
C02	Analyzing various advertising and media elements in the advertising decisions.				
C03	Identify the ethical and legal issues of advertising.				
C04	Assessing the importance, role and overall process of personal selling.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Advertising Communication Process; Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising: Importance, types and objectives; DAGMAR Approach; Target audience selection- basis; Methods of setting of Advertising Budget.	15	1
2	Module II: Advertising: Message and Media Decisions Advertising Message-Advertising appeals; Elements of print and broadcast advertising copy; Types of Advertising Media-strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.	15	2
3	Module III: Advertising Effectiveness and Institutional Framework Rationale of measuring advertising effectiveness; Communication and Sales Effect; Pre and Post- testing Techniques; Advertising Agency: Role, types and selection. Ethical and legal aspects of advertising. Role of Advertising Standards Council of India (ASCI).	15	3
4	Module IV: Introduction to Personal Selling Concept of Personal Selling and Salesmanship; Qualities of a good salesperson. Ethical conduct in selling. Types of salespersons; Role of Personal Selling in CRM; AIDAS model of selling. Buying Motives. Personal Selling Process Prospecting, Pre-Approach; Approach; Presentation and Demonstration; Handling of Objections; Closing the Sale; Follow-Up; Sales Reports and Sales Audit.	15	4

Suggested Readings

1. Desai, V. (2009). *Dynamics of Entrepreneurial Development and Management*. Mumbai: Himalaya Publishing House.
2. Dollinger, M. J. (2008). *Entrepreneurship: Strategies and Resources*. New Jersey: Prentice Hall.
3. Hisrich, R., Peters, M., & Shepherd, D. (2017). *Entrepreneurship*. New York: McGraw Hill Education.
4. Rao, T. V., & Kuratko, D. F. (2012). *Entrepreneurship: A South Asian Perspective*. Boston: Cengage Learning.
5. Yadav, V., & Goyal, P. (2015). *User innovation and entrepreneurship: case studies from rural India*. *Journal of Entrepreneurship & Innovation*, 4(5). Retrieved from <https://link.springer.com/article/10.1186/s13731-015-0018-4.3>

Online Resources

1. eGyanKosh: Advertising and Personal Selling online available at <https://egyankosh.ac.in/handle/123456789/85931>
2. NPTEL: Advertising and Personal Selling online available at archive.nptel.ac.in/courses/110/105/110105122/

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	2	2	1	2	2	3	2		2	2	3
CO2	2	2	2	2		1	1	1	2		1	2	3	3
CO3	3	2	2		1	2	2	2	2	2	1	1	3	2
CO4	3	2	2	2	2	2	2	2	1	2	2	2	2	3

Program	Bachelor of Business Administration				
Year	Second	Semester		Third	
Course Name	Production and Operations Management				
Code	NBBA5301				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	3	1	0	4
Course Objectives	To familiarizestudents with: Different types of Production. Plant decisions and inventory management. Appropriate tools and techniques of quality management andcontrol. Essentials of logistics management.				
Course Outcomes					
C01	Understandthe strategic role of Productionand OperationsManagementand itscompetitive advantage forthegrowthand survivalof organizations. Andunderstandingofthefacility layoutsand location decisionsinproduction system.				
C02	To examine, Identifyandforecasttheproblemsinvolvedin inventory management. ImplementandusetheprinciplesofMaterial Requirement Planning.				
C03	To analysethe varioustypesof production systems. Applyquantitative techniquestocontrolthe quality in organizations. ApplytheknowledgeofJust-In-Timein production systems.				
C04	Assesstheconceptsofoperationsresearchin scare resource allocations.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Operations Management, Layout and Location decisions Definitionandcriteriaof performance forthe productionand operationsmanagementsystem.Jobsor decisionsof productionand operationsmanagement.Classificationof decisionareas.Brief history of the productionandoperationmanagementfunction.Layout: Features, basic principles, types, merit anddemerits. Optimizationin a product/line layout,optimizationina processlayout.Applicationin service industries.Locationdecision,Behavioralaspectsinlocation planning.	15	1
2	Module II:Material Management Inventory Control: EOQ, Simple Deterministic Models, ABC analysis,Valueanalysis/value engineering.Purchasingresearch, vendor relationsandselectionof vendors.MaterialRequirement Planning (MRP): An overview.	15	2
3	Module III: Production Planning and Control, QualityManagement	15	3

	Production planning and control: Concept. Assembly line balancing, types of production and production system, maintenance management. Work-study and work design. Productivity and 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.		
4	Module IV: Introduction to Operation Research Linear programming, Simplex method, Big-M Method, Two Phase Method. Definitions and distinctions between CPM and PERT, Network Diagram and Time Calculations.	15	4

Suggested Readings

1. N.J. Aquilano, R.B. Chase and F.R. Jacob, Operation Management for Competitive Advantage, Tata McGraw Hill, 9th Edition.
2. Chary S.N., Production and Operation Management, Tata McGraw Hill, 4th Edition.
3. Manocha R.C., Production and Operation Management, Latest Edition.
4. Gupta S.P., Statistical Method, Sultan Chand, Latest Edition.

Online Resources

1. eGyanKosh: Production and Operations Management online available at <https://www.egyankosh.ac.in/handle/123456789/4758>
2. NPTEL: Production and Operations Management online available at https://onlinecourses.nptel.ac.in/noc20_mg06/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	2	2	1	2							2	2	1
C02	3	3	3	3	3	1	2					3	3	1
C03	1	1	1	2	2	2	2	1				3	3	1
C04		2		1		2					1		1	2

Program	Bachelor of Business Administration				
Year	Second	Semester		Third	
Course Name	Managerial Economics				
Code	NBBA5302				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	Students had conceptual knowledge about it with basic concepts of Economics.	4	0	0	4
Course Objectives	To familiarize students with: The concept of economics, its application in the real business world, and the matrix of demand and supply. The knowledge of the economic theory with decision making techniques. The application of economic models to identify their relationships and formulate them into a managerial model to which decision making tools can be applied.				
Course Outcomes					
C01	Understand and interpret the concept of managerial economics and the role of managerial economists in forecasting and business decision making.				
C02	Comprehend the concepts of demand, supply along with their elasticity's for effective managerial decision making. Conceptualize and calculate the production function involved in predicting the short run and long run cost curves of the product. Interpret the cost concept with reference to laws of returns.				
C03	Distinguish the different types of market with reference to price determination & strategies.				
C04	Understand application of managerial economics at macro (national) level and the concept of profit and its theories.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Introduction to Economics Introduction to Economics, Micro & Macro Economics, Nature and Scope of Managerial Economics, Significance in decision-making, Incremental Cost & Revenue, Opportunity Cost, Equi-Marginal Utility and Objectives of a firm.	15	1
2	Module II : Demand Analysis & Supply Analysis Demand Analysis Determinants of Demand, Law of Demand and Exceptions to the law of Demand. Elasticity of Demand: Price, Income, Cross and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Measurement of Elasticity of Demand. Demand forecasting: meaning, Criteria of a good demand forecasting and methods of demand forecasting.. Supply Analysis: Law of Supply, Supply Elasticity, Analysis and its uses for managerial decision making. Production concepts & analysis, Production Functions, Short & Long Run Production Functions. Cost concept and analysis, Short-run and long-run cost curves and their managerial use.	15	2
3	Module III : Market Structure Market Equilibrium and Average Revenue Concept. Market structure: Perfect Competition & features, Market	15	3

	Equilibrium and Determination of price under perfect competition. Monopoly & Features, Pricing under monopoly & Price Discrimination. Monopolistic market structure & Features, Pricing under monopolistic competition & product differentiation. Oligopoly & Features, Kinked demand curve, Cartels, Price leadership.		
4	Module IV : Price & Profit Pricing Strategies Price determination, Full cost pricing, Product line pricing, Price skimming, Penetration pricing, Inflation, types and Causes, Business Cycle. Profit concept and major theories of profits: Dynamic Surplus theory, Risk & Uncertainty bearing theory and Innovation theory.	15	4

Suggested Readings

1. Damodaran Suma, Managerial Economics (Oxford, 2006).
2. Dominick Salvatore, Managerial Economics (Oxford, 2007).
3. Hirschey Mark, Economics for Managers (Thomson, India Edition, 2007).
4. Petersen Craig H. et al., Managerial Economics (Pearson Education, 2006).

Online Resources

1.eGyanKosh: Managerial Economics online available at egyankosh.ac.in/handle/123456789/83303

2.NPTEL: Managerial Economics online available at https://onlinecourses.nptel.ac.in/noc20_mg67/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02
C01	3		3	3	3		2		1	3	1	2	2	2
C02	3	3		3	3		2	1	2	1	2	3	3	2
C03	2	3		2	2	2	2	2		2		3	3	2
C04			1				2			1			1	2

Program	Bachelor of Business Administration					
Year	Second		Semester		Third	
Course Name	Marketing Management					
Code	NBBA5303					
Course Type	DSC	L	T	P	Credit	
Pre-Requisite	Students must possess basic knowledge about marketing and its concepts.	3	1	0	4	
Course Objectives	To familiarizestudents with: All aspects of marketing, including product planning &development, promotion, distribution, pricing and branding. Theories of themarketing mix. And practicalapplicationsofmarketingtheoriesin the context ofthe marketing management.					
Course Outcomes						
C01	Understandandappreciatetheconceptof marketing in theory andpractice. Identify different types of marketing environmentand segmentation and learn different waysof selectingthe appropriateproduct inthe market.					
C02	Analyse different types ofproducts, levels of hierarchyandclassificationof productsalong with the concept of branding and its types.					
C03	Describethemarketingchannels,channel dynamics and pricing oftheproducts.					
C04	Evaluate differentpromotionalstrategiesand mediaplanning.					

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction and Marketing Segmentation 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.	15	1
2	Module II: Concepts of Product and Branding Product: Concepts, Product Level Hierarchy, Classification of Products, Product Mix, Product Line, Product Life Cycle, Product Positioning. Brand: Concept, Challenges, Brand Equity, Brand Repositioning.	15	2
3	Module III: Marketing Channels and Pricing 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	15	3

	of pricing and pricing strategies.		
4	Module IV: Promotion and Marketing Program Promotion: Promotion Mix. Managing Advertisement: Objectives, Budget, and Message. Media planning and Sales Promotion Tools.	15	4

Suggested Readings

1. Kotler Philip and Armstrong G., Principles of Marketing, Pearson.
2. Sherlekar S. A., Marketing Management, Himalaya Publishing House.
3. Saxena R., Marketing Management, Tata McGraw Hill

Online Resources

1. eGyanKosh: Marketing Management online available at <https://egyankosh.ac.in/handle/123456789/3415>
2. NPTEL: Marketing Management online available at <https://nptel.ac.in/courses/110104068>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	2	2	1	2							2	2	1
C02	3	3	3	3	3	1	2					3	3	1
C03	1	1	1	2	2	2	2	1				3	3	1
C04			1				1			1			1	2

Program	Bachelor of Business Administration				
Year	Second	Semester		Third	
Course Name	E-Commerce				
Code	NGE5705				
Course Type	Generic Elective	L	T	P	Credit
Pre-Requisite	Student must be aware about basic concepts of electronic commerce.	3	1	0	4
Course Objectives	To familiarize students with:- To give exposure to learners regarding different aspects of E-Commerce.				
Course Outcomes					
C01	To understand the basic concept of E-Commerce.				
C02	Examining the E-Commerce models and world wide web and its functioning.				
C03	Analysing the building of ecommerce website and ecommerce payment system.				
C04	Assessing the different ecommerce marketing concepts.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Ecommerce E-commerce: The revolution is just beginning, Ecommerce : A Brief History, Understanding E-commerce: organizing Themes	15	1
2	Module II:E-commerce business models and concepts: E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process, The Internet: Technology Background, The Internet Today, Internet II- The Future Infrastructure, The World Wide Web, The Internet and the Web : Features	15	2
3	Module III: Building an ecommerce web site Building an E-commerce Web Site: A systematic Approach, The e-commerce security environment, Security threats in the e-commerce environment, Technology solution, Management policies, Business procedures, and public laws, Payment system, E-commerce payment system, Electronic billing presentment and payment	15	3
4	Module IV:E-commerce marketing concept: Consumer online: The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B E-commerce marketing and business strategies, The Retail sector, Analyzing the viability of online firms, E-commerce in action: E-tailing Business Models, Common Themes in online retailing, The service sector: offline and online, Online financial services, Online Travel Services, Online career services	15	4

Suggested Readings

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
3. Electronic Business and Electronic Commerce Management, 2nd edition, Dave Chaffey, Prentice Hall, 2006.
4. e-Learning Tools and Technologies, Horton and Horton, Wiley Publishing.

Online Resources

1. eGyanKosh: E-Commerce online available at egyankosh.ac.in/handle/123456789/72073
2. NPTEL: E-Business online available at https://onlinecourses.nptel.ac.in/noc19_mg54/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	1	2	1	2							2	2	1
C02	3	3	3	3	3	1	2					3	3	1
C03	1	1	1	2	2	2	2	1				3	3	1
C04		1		1		1					1		1	2

Program	Bachelor of Business Administration				
Year	Second	Semester		Third	
Course Name	New Venture Planning & Development				
Code	NGE5706				
Course Type	Generic Elective	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	4	0	0	4
Course Objectives	To familiarize students with:- To give exposure to learners regarding different aspects of setting up a new business.				
Course Outcomes					
C01	To understand how to generate a business idea using different techniques and describe sources of innovative ideas.				
C02	Examining the sources for entrepreneurial capital and ascertaining the criteria for evaluating new venture.				
C03	Analysing the business plan preparation for new ventures.				
C04	Assessing the marketing plan for new ventures on the parameters of Customer analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis, Competition Analysis and Market Research.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Starting New Ventures Meaning and features. Opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: The role of creative thinking.	15	1
2	Module II: Search for Entrepreneurial Capital The Entrepreneur's Search for Capital. The Venture Capital Market. Criteria for evaluating New-Venture Proposals. Evaluating the Venture Capitalist. Financing stages. Alternate Sources of Financing for Indian Entrepreneurs. Bank Funding. Government Policy Packages. State Financial Corporation's (SFCs). Informal risk capital: Angel Investors. Government schemes for new : ventures like: Start up India, Stand Up India, Make in India, etc.	15	2
3	Module III: Business Plan Preparation for New Ventures Business Plan: Concept. Pitfalls to Avoid in Business Plan. Benefits of a Business Plan. Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description. Marketing: Market Niche and Market Share. Research, Design and Development. Operations. Management. Finances. Critical-Risk. Harvest Strategy. Milestone Schedule.	15	3

4	Module IV: Marketing Aspects of New Ventures Developing a Marketing Plan: Customer Analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis and Competition Analysis. Market Research. Sales Forecasting. Evaluation. Pricing Decision.	15	4
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Suggested Readings

1. Allen, K. R. (2015). Launching New Ventures: An Entrepreneurial Approach. Boston: Cengage Learning.
2. Barringer, B. R., & Ireland, R. D. (2015). Entrepreneurship: Successfully Launching New Ventures. London: Pearson.
3. Kuratko, D. F., & Rao, T. V. (2012). Entrepreneurship: A South-Asian Perspective. Boston: Cengage Learning.

Online Resources

1.eGyanKosh: New Venture Planning & Development online available at <https://egyankosh.ac.in/bitstream/123456789/90643/1/Unit-23.pdf>

2.eGyanKosh: New Venture Planning and Development online available at <https://egyankosh.ac.in/bitstream/123456789/9673/1/Unit-12.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	3	2	2	2		2	1	3	2	3	2
CO2	2	1	1	3		2	1	1	2	2	2	2	3	1
CO3	2	2	2	2	2	2	2		2	2	2	1	2	2
CO4	3	2	2	3		2	1	1	1		2	2	3	2

Program	Bachelor of Business Administration				
Year	Second	Semester		Fourth	
Course Name	Cost and Management Accounting				
Code	NBBA5401				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	Student must be aware of basic concepts of accounting.	3	1	0	4
Course Objectives	To familiarizestudents with: Managementaccountingconceptsrelatedto the managementfunctions of planning, control, and decision making. To familiarize with tools and quantitative techniques that can be used to analyze how business processes consume resources and create value for a firm. To evaluatedataandanalytical skills necessary to diagnose complex business problems in accounting context.				
Course Outcomes					
C01	To understandthe usefulness of management accounting in management decision making. And also assess the role of management accounting within an organization.				
C02	To illustrate the use of financial statement analysis and methods of financial statement analysis.				
C03	To analyse how costs behave and use this information in arangeofdecisions using Marginal Costing and Standard Costing techniques.				
C04	To assess the budget and budgetary control and different types of budgets.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Management Accounting 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.	15	1
2	Module II: Financial Statements Analysis Meaning and components of financial statements. Objectives of financial statement Analysis, Methods of financial Statement 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.	15	2
3	Module III: Marginal and Standard Costing	15	3

	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.		
4	Module IV: Budgeting for Profit Planning and Control 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.	15	4

Suggested Readings

1. Khan, M. Y. and Jain, P.K., Management Accounting, Tata McGraw Hill Education.
2. Maheshwari, S. N., Management Accounting, Sultan Chand and Sons.
3. Sharma, R. K., Management Accounting, Kalyani Publishers.
4. Arora, M.N., Cost and Management Accounting, Vikas Publishing.

Online Resources

1. eGyanKosh: Cost and Management Accounting online available at <https://egyankosh.ac.in/handle/123456789/71348>
2. NPTEL: Cost Accounting online available at https://onlinecourses.nptel.ac.in/noc20_mg53/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02
C01	3	1	1									2	2	2
C02	3	2	2	1	2							2	2	2
C03	3	3	3	3	3	1	2					3	3	2
C04	1	1	1	2	2	2	2	1				3	3	2

Program	Bachelor of Business Administration				
Year	Second	Semester		Fourth	
Course Name	Human Resource Management & Development				
Code	NBBA5402				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	4	0	0	4
Course Objectives	To familiarizestudents with: Importanceand functionof HR department. Process of recruitment and selection. Different training methods used for employees. Wagedetermination andwelfare activities for employees.				
Course Outcomes					
C01	UnderstandHRManditsobjectivesandidentify itsimportance andfunctionsinpresentscenario. To understand meaningandimportance ofHumanResource Development, Manpowerplanningandpersonnel policies.				
C02	To examine the training and development methods and its role, performance appraisal objectives and methods.				
C03	To analyse Human Resource Development meaning, mechanism process and task analysis.				
C04	To assess Job Enrichment concept, quality circles process and stress management concept, sources and consequences.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Basic of HRM: Concept, objectives, importance and functions of HR department. Manpower planning. Personnel policies, programs and procedures. Staffing: Recruitment: Factors affecting recruitment, sources of recruitment. Selection: Process, selection test, interview, group discussion, orientation, placement, promotion, demotion, transfer and job analysis.	15	1
2	Module II: Training & Development and Performance Appraisal Objectives and importance of training. Training methods: on the job training, vestibule training, and apprenticeship. Development methods:	15	2

	casestudy,businessgames,inbasket,role playing,sensitivitytraining, transactionalanalysis,specialcourses,coaching,understudy, position rotation, multiple management, selective readings, special meetings and special projects. Welfareactivities, Health and safety to workers, social security measures. Wages and salary determination, Performance appraisal: objectives, methods and job evaluation.		
3	Module III: HumanResourceDevelopment HRD: Meaning, need, mechanism, processes andoutcomes, HRD strategies, HRD areas, individual employee, the role, theteam, the Organization. HRM matrix. Role of linemanager in HRD. Various forms of HRD Organization, HRD departments and theirtasks. Trends of issues relating to HRDfunctions. Task Analysis: Meaning & Uses. Potential Appraisal.	15	3
4	Module IV:JobEnrichment &Stress Management Job Enrichment: Concept, Principles, stepsforjob enrichment, hurdles in job enrichment, making job enrichment effective,job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, roleof management, quality circles inIndia. Stress Management:Definition, sources of stress,consequences of stress, managing stress.	15	4

Suggested Readings

1. AswathappaK., HumanResource and PersonnelManagement, TMH, 5thEdition.
2. RaoV.S.P.,HumanResourceManagement:TextandCases,ExcelBooks,2nd Edition.
3. Ivansevich, Human ResourceManagement, TataMcGrawHill, 10th Edition.

Online Resources

1. NPTEL: Human Resource Management & Development online available at https://onlinecourses.nptel.ac.in/noc20_hs48/preview
2. eGyanKosh: Human Resource Management and Development online available at <https://egyankosh.ac.in/handle/123456789/25214>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	2	2	1	2							2	3	2
C02	3	3	3	3	3	1	2					3	3	2
C03	1	1	1	2	2	2	2	1				3	3	1
C04		2		1		2					1		1	2

Program	Bachelor of BusinessAdministration				
Year	Second	Semester		Third	
Course Name	Business Law				
Code	NBBA5403				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	4	0	0	4
Course Objectives	To familiarizestudents with: Essential features of various business laws.Emerging legal issues in business.Ethical and logical approaches to deal with business issues and conflicts.				
Course Outcomes					
CO1	HavesoundknowledgeoflawrelatedtoIndian contract act and understand essential features of valid contract.Distinguishbetweenindemnityandguarantee, bailmentandpledgeandwouldknow aboutthe contingentcontracts,remediesfor breachof contacts.				
C02	Examinethesalesofgoodsactwithreference toformationofcontractofsaleandagreement to sell, conditions and warranties, sale ofgoods by non-owner, delivery of goods.				
C03	Analysingthenature&definitionofcompanieswith theirtypes.				
C04	Evaluatingthebasics ofpartnershipandits formation. Understandingthekindsofnegotiableinstruments and their endorsements.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Indian Contract Act 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.	15	1
2	Module II: The Sale of Goods Act Formation of contract of sale, and agreement to sell, conditions and warranties, implied conditions, caveat emptor, sale of goods by the non-owners, delivery	15	2

	of goods, unpaid seller and his rights, remedies for breach of contract of sale.		
3	Module III: The Companies Act, 2013 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.	15	3
4	Module IV: Partnership Act and Negotiable Instrument Act 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.	15	4

Suggested Readings

1. Kuchhal M. C., Business Law, Vikas Publishing House, New Delhi, 2004.
2. Kapoor N. D., Elements of Mercantile Law, Sultan Chand and Sons, New Delhi, 2003.
3. Gulshan J. J., Business Law Including Company Law, 13th Edition, New Age International Publisher.
4. Avtar Singh, Principles of Mercantile Law, 7th Edition, Eastern Book Company.

Online Resources

1. eGyanKosh: Business Law online available at <https://egyankosh.ac.in/handle/123456789/56324>
2. Utkal University: Business Law online available at https://ddceutkal.ac.in/Downloads/UG_SLM/Commerce/Core_2.pdf

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	1	2	1	2							2	2	1
C02	3	3	3	3	3	1	2					3	3	1
C03	1	1	1	2	2	2	2	1				3	3	1

CO4				1	1					1			1	2
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Program	Bachelor of Business Administration				
Year	Second	Semester		Fourth	
Course Name	Cyber Security				
Code	NGE5707				
Course Type	Generic Elective	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	4	0	0	4
Course Objectives	To familiarizestudents with: Various aspectof cyber security including digitalsignatures,electronic records, data protection, and government regulatory framework.				
Course Outcomes					
CO1	To understand the various domains of cyber security.				
CO2	Describetheuseofdigitalsignaturesandtheir usein electronicrecords.				
CO3	Examine the concept of data privacy and the scopeofITAct, 2000.				
CO4	Assessvarious issues, challenges and threats in cyber security.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction 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.	15	1
2	Module II: Digital Signatures and Electronic Records Cryptography–Encryption and Decryption; Concept of public key	15	2

	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.		
3	Module III: Data Protection 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.	15	3
4	Module IV: Cyber Security-Issues and Challenges Cyber Crimes; Sources of cybercrime law (substantive and procedural); Cyber Crimes Vs. Conventional Crime; Reasons for cyber-crimes and cybercriminals; Cyber Crimes against Individuals, Institution and State; Cyber Crimes: Hacking, Digital Forgery, Cyber Stalking/Harassment, Identity Theft & Fraud, Cyber Terrorism, Cyber Defamation, Salami attacks- Webjacking, Malware, DDoS attacks, and Botnets; Preventive measures under IT Act, 2000. Block-chain.	15	4

Suggested Readings

1. Craig, B. (2012). *Cyber Law: The Law of the Internet and Information Technology*. London: Pearson Education.
2. Dietel, H. M. (2001). *E-business and E-commerce for managers*. London: Pearson Education.
3. Ismail, N., & Cie, E. L. Y. (2013). *Beyond Data Protection: Strategic Case Studies and Practical Guidance*. Berlin: Springer.
4. Rattan, J. (2017). *Cyber Laws & Information Technology*. New Delhi: Bharat Law House Pvt. Ltd.

Online Resources

1. eGyanKosh: Cyber Security online available at <https://egyankosh.ac.in/handle/123456789/48331>
2. NPTEL: Cyber Security online available at https://onlinecourses.nptel.ac.in/noc23_cs127/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01		3				3	2	3	3	1		1	2	1
C02	1	2	2	2		2	1	3	1		2	1	3	2
C03	2	2	1			3	3	3	1		1	2	3	2
C04	1	2		1		3	3		3	1	1	1	3	2

Program	Bachelor of Business Administration						
Year	Second			Semester		Fourth	
Course Name	Investment Management						
Code	NGE5708						
Course Type	Generic Elective			L	T	P	Credit
Pre-Requisite	10+2 from any discipline			4	0	0	4
Course Objectives	To familiarize students with:- To familiarize learners with different aspects of investment management and risks, introduce them to the framework of their analysis and valuation and highlight the process of portfolio management.						
Course Outcomes							
C01	To understand the basics of investment management and different investment avenues available.						
C02	To examine the components of risk and to measure the same.						
C03	To analyse the value of bonds and the role of credit rating agencies.						
C04	To assess how to invest in mutual funds.						

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Introduction Investment management- concept and need; Investment Process; Avenues for investment- features and classes; Security and Portfolio- concept and features; Difference between investment, speculation, and gambling; Meaning of Security Analysis; Primary and Secondary Market. International Investment concept, challenges, and opportunities.	15	1
2	Module II: Risks and Equity Valuation Models Risk- concept, elements, types (systematic and unsystematic); Measurement of risk; Risk and Return Analysis- individual security and portfolio; Security Pricing; Factors influencing	15	2

	valuation of securities; Security Pricing Models- Capital Asset Pricing Model, Constant growth model, Dividend capitalization Model, Earning Capitalization Model, P/E Ratio Model and Whitbeck-Kishor Model.		
3	Module III: Debt Instruments and Valuation Bonds & Debentures- meaning, types and features; Public Deposits, Public Sector Bonds, Risk in bond market; Calculation of Return on Bond and debentures- Yields on bonds, yield to maturity; Bond Valuation Theories; Sovereign Debt; Credit Rating; Scenario of Indian Debt Market.	15	3
4	Module IV: Portfolio Management , Mutual Fund and Derivatives Portfolio Management- Concept, Need, Dimensions, and Theories; Condition of Certainty; Opportunity Set with Uncertainty; Measurement of Portfolio Risk; Ways to Minimize Risk; Diversification-Markowitz Theory; Return on Portfolio Risk and Return; Regression Equation- Alpha, Beta, and Rho. Mutual Fund- concept and types; Offshore Fund, Performance Evaluation; Derivatives- concept, types, and purpose.	15	4

Suggested Readings

1. Avadhani, V. A. (2019). Security Analysis & Portfolio Management. Mumbai: Himalaya Publishing House.
2. Bhalla, V. K. (2008). Investment Management, Security Analysis and Portfolio Management. New Delhi: S. Chand Publishing.
3. Chandra, P. (2008). Investment Analysis & Portfolio Management. New Delhi: Tata McGraw Hill Education.
4. Khatri, D. K. (2012). Investment Management and Security Analysis. New Delhi: Trinity Press Pvt. Ltd.
5. Kevin, S. (2015). Security Analysis and Portfolio Management. New Delhi: PHI Learning.
6. Ranganatham M., & Madhumathi R. (2nd Edition) Security Analysis and Portfolio Management. Noida: Pearson (India) Education.
7. Pandian, P. (2012). Security Analysis and Portfolio Management. New Delhi: Vikas Publishing House.

Online Resources

1.eGyanKosh: Investment Management online available at
<https://egyankosh.ac.in/handle/123456789/4056>

2.NPTEL: Investment Management online available at
https://onlinecourses.nptel.ac.in/noc23_mg62/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	2	1	1	2	2		2	2	3	2	3	3	2
CO2	3	2	1	2	1	1	2	2		1	2	1	2	3

C03	2	2	1	1	1	1	1		2	2		1	2	2
C04	1	2		2		2	1	2	2	1	3	2	3	3

Program	Bachelor of BusinessAdministration					
Year	Third			Semester		Fifth
Course Name	Business Policy and Strategy					
Code	NBBA5501					
Course Type	DSC	L	T	P	Credit	
Pre-Requisite	Students had conceptual knowledge about it with OB & POM studied in second semester.	4	0	0	4	
Course Objectives	To familiarizestudentswith: The core concepts, frameworks, and techniques of strategic management.Themajorinitiatives taken by a company’s top management involving resources and performancein internaland external environments					
Course Outcomes						
C01	Understand the basic concept of policy and strategy its implementation in business practices and corporate governance.					
C02	Apply and build the firm’s competitive advantage and integrate key functional areas into a unified strategic plan.					
C03	Demonstrate the importance of changes in economic, technological, government, political and social focus on the formulation of a firm’s strategy.					
C04	Evaluate and recommend the implementation strategy through established models.					

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Nature & importance of Business Policy, Development Classification of Business Policy; Mechanism of policy making Business Policy and strategy. Business policy and corporate governance.	15	1
2	Module II: Strategic Planning and Management	15	2

	Concept of corporate strategies Strategic Planning: Process, importance and 7S framework. Strategic planning for: Multinationals, small businesses, non-profit organizations and public sector.		
3	Module III: Strategy Formulation, Strategic Analysis and Choice 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.	15	3
4	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.	15	4

Suggested Readings

1. Lawrence R. Jauch. And Glueck William F., Business Policy and Strategic Management, Frank Brothers.
2. Kazmi, Azhar, Business Policy, Tata McGraw-Hill, New Delhi, 2000.
3. Pearce II John A. And Robinson J.R. and Richard B., Strategic Management, AITBS.
4. Wheelen Thomas L., Hunger J. David. And Rangarajan Krish., Concepts in Strategic Management and Business Policy, Pearson Education, 1st Ed.

Online Resources

1. eGyanKosh: Business Policy and Strategy online available at <https://egyankosh.ac.in/bitstream/123456789/16016/1/Unit-3.pdf>
2. Krishna Kanta Handiqui State Open University: Business Policy and Strategy online available at https://kkhsou.ac.in/eslm/E-SLM_Main/3rd%20Sem/Master%20Degree/MBA%203rd%20Sem/Business%20policy%20and%20strategic%20Management/BP&SM%20-2/BPSM%20PDF%20file/BPSM%20Block-1/Unit-1.pdf

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02
C01	2	2	1	1	2	2		2	2	3	2	3	3	2
C02	3		1	2	1	1	2	2		1	2	1	2	3
C03	2	2	1	1	1	1	1		2	2		1	2	2
C04	1	2		2		2	1	2	2	1	3	2	3	3

Program	Bachelor of Business Administration				
Year	Third	Semester		Fifth	
Course Name	Project Management				
Code	NBBA5502				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	Student must have basic knowledge regarding projects, sources of finance.	4	0	0	4
Course Objectives	To familiarizestudents with: The concepts, processes, methods, techniques andtoolsrequiredfor theproperselectionand management ofeachstageof the project and techniques of project appraisal and risk control, neededformeeting stakeholder expectations.				
Course Outcomes					
C01	Understand the principles of the project management and project lifecycle				
C02	Analyse the different techniques tools and approaches to project management				
C03	Apply project appraisal methods				
C04	Evaluate the project risk and problems				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Project Management Introduction to project management, starting a new venture, concept of projects. Characteristics, need and scope of project management. Project financing. Identification of	15	1

	investment opportunities. Preliminary screening and Project formulation. Feasibility study: Pre feasibility and project feasibility. Lifecycle phases of project.		
2	Module II: Marketing and Technological Appraisal 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.	15	2
3	Module III: Financial and Socio, Economic Appraisal Financial analysis of projects. Discount rates as project appraisal criteria. Social cost, benefit analysis. Environmental appraisal of projects.	15	3
4	Module IV: Risk and Cost Control 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.	15	4

Suggested Readings

1. Marwah., Project Management, Wiley Dreamtech.
2. Chaturvedi and Jauhari., Project Management, Himalaya Publishing.
3. Chandra, Prasanna. , Project: Preparation, Appraisal, Budgeting and Implementation, TMH, 5th Ed.
4. Mishra, Project Management, Excel Books.
5. Goyal, B.B., Project Management: A Development Perspective, Deep and Deep.
6. Gopalan., Project Management Core Text Book, Wiley.

Online Resources

1. eGyanKosh: Project Management online available at <https://www.egyankosh.ac.in/handle/123456789/10726>

2. Project Management online available at <https://www.manage.gov.in/studymaterial/PM.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	1	2	1	2							2	2	1
C02	3	3	3	3	3	1	2					3	3	1
C03	1	1	1	2	2	2	2	1				3	3	1
C04		1		1				1					1	2

Program	Bachelor of Business Administration					
Year	Third	Semester			Fifth	
Course Name	Financial Management					
Code	NBBA5503					
Course Type	Core	L	T	P	Credit	
Pre-Requisite	Student must possess basic knowledge regarding finance.	4	0	0	4	
Course Objectives	To familiarizestudents with: Financial decisions made by financial managers. Theories of finance. Techniqueswhichassistinthedecisionmaking process. CapitalStructureforthevaluemaximizationof thefirm.					
Course Outcomes						
C01	Understandfinancialmanagementtechniqueswith theirimplications in business. Understandinginvestmentandfinancialdecisions to maximize the value of the firm and Shareholder'swealth maximization.					
C02	Evaluateandmakecapitalbudgetingdecisions based on NPV,IRR andPIconcepts.					
C03	AnalysingtherelevanceofCostofcapitaland weighted averagecost ofcapital. Preparethe workingcapitalrequirementsof different projectsandfirms.					
C04	Assessinghow specifictechniquesand decisionrulescanbe usedtodevelopCapital structureforan organization. Reconciletheleverageeffectofcapitalmixand impact of leverage.					

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Nature and scope of financial management, finance function,	15	1

	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.		
2	Module II: Capital Budgeting Meaning, objectives, nature of investment decisions. Payback methods, net present value method, profitability index, and internal rate of return method.	15	2
3	Module III: Cost of Capital and Management of Working Capital 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.	15	3
4	Module IV: Capital Structure 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.	15	4

Suggested Readings

1. Maheshwari S.N., Financial Management, Principles and Practice, Sultan Chand and Sons, 9th Edition 2004.
2. Khan M.Y. and Jain P.K., Financial Management, Tata McGraw Hill, 2001, 3rd Edition.
3. Pandey I. M., Financial Management, Vikas Publishing House, Revised Ed., 2003

Online Resources

1. eGyanKosh: Financial Management online available at <https://www.egyankosh.ac.in/handle/123456789/3161>
2. NPTEL: Financial Management for Managers online available at <https://nptel.ac.in/courses/110107144>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	3	2	1	2							2	2	2
C02	3	3	3	3	3	1	2					3	3	2

C03	1	1	1	2	2	2	2	1				3	3	1
C04			1			1				1			3	2

Program	Bachelor of Business Administration				
Year	Third	Semester		Fifth	
Course Name	Supply Chain Management				
Code	NDSE57101				
Course Type	DSE	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	4	0	0	4
Course Objectives	To familiarize students with: Develop understanding of basic concepts inSupply Chain Management and allied functions.				
Course Outcomes					
C01	Understand the basics of different aspects of supply chain management with focus on creating a successful venture				
C02	Apply benchmarking concept and process in supply chain management				
C03	Analyse the supply chain drivers and obstacles, resources and capacity management				
C04	Evaluate the recent issues in supply chain management				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I Supply Chain Concepts: 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	15	1

	Components, Flows in Supply Chain Management, Obstacles of streamlined SCM.		
2	Module II: Supply Chain Management Structure: 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, Trade off between Push & Pull, Identifying appropriate Push & Pull Strategy for SC. Understanding the Benchmarking Concept, Benchmarking Process SCM.	15	2
3	Module III Supply Chain Management Building Blocks: 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.	15	3
4	Module IV: Recent Issues in SCM: 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.	15	4

Suggested Readings:

1. Raghuram G. (I.I.M.A.) -Logistics and Supply Chain Management (Macmillan, 1st Ed.)
2. Krishnan Dr. Gopal- Material Management, (Pearson, New Delhi, 5th Ed.)
3. Agarwal D.K. -A Text Book of Logistics and Supply chain Management (Macmillan, 1st Ed.).
4. Sahay B.S.-Supply Chain Management (Macmillan, 1st Ed.)
5. Chopra Sunil and Peter Meindl- Supply chain Management (Pearson, 3rd Ed.)
6. Sarika Kulkarni :Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004

Online Resources

1. eGyanKosh: Supply Chain Management online available at <https://egyankosh.ac.in/handle/123456789/81765>
2. eGyanKosh: Supply Chain Management online available at <https://sjce.ac.in/wp-content/uploads/2021/10/jnu-Supply-Chain-Management.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	2	2	1	2							2	2	2
C02	3	3	3	3	3	1	2					3	3	2
C03	2	2	2	2	2		2							
C04	1	1	1	2	2	2	2	1				3	3	2

Program	Bachelor of Business Administration						
Year	Third			Semester		Fifth	
Course Name	Consumer Behaviour						
Code	NDSE57102						
Course Type	DSE			L	T	P	Credit
Pre-Requisite	Student must possess basic knowledge regarding consumer and its buying behaviour.			4	0	0	4
Course Objectives	Tofamiliarizestudents with: Theprocessofconsumerdecisionmakingand its determinants consumer analysisandthedevelopmentof effectivemarketing strategies. Thepsychologicalsidesofthemarketplaceto betterunderstand thewhy behind the buy.						
Course Outcomes							
C01	Understand the mental processes that guide consumer perceptions, attitudes, memory and choices						
C02	Analyse the differences in these processes as a consequence of social, cultural and group influences						
C03	Demonstrate the knowledge of opinion leadership, innovation diffusion and various models to help understand buying behaviour						
C04	Evaluate intricacies involved in organisational buying process in domestic and global perspective						

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Introduction 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	15	1

	nature of Consumer Behaviour. Profiling the consumer and understanding their needs. Relevance of Market Research with Consumer Behaviour. Approaches to Consumer Behaviour Research.		
2	Module II : Consumer Behaviour Theory, Application and its Determinants Consumer Behaviour Theory and Its Application to Marketing Strategy: Consumer buying Process, Extensive, Limited and Routine Problems-solving Behaviour. Internal Determinants of Consumer Behaviour: Needs, Motivation and Involvement, Information Processing and Consumer Perception, Learning, Attitude and Attitude Change, Personality, Psychograph, Values and Lifestyle. External Determinants to Buying Behaviour: Family and House Hold influences, Reference Groups and Social Class, Influence of Culture and Sub-culture.	15	2
3	Module III: Opinion Leadership, Innovation & Diffusion and CB Models Opinion Leadership, Innovation & Diffusion: Opinion Leadership Process, Measurement and Profile, Opinion Leadership and Firms' Promotional Strategy, Innovation, Diffusion and Adaptation Process, Innovator as Opinion Leader. Models of Consumer and Individual Buying Behaviour. Model of Consumers Decision Making. Marketing, consumer behaviour and society. Consumption and persuasion: Issues of manipulation and long term impacts on society and children. Consumer materialism.	15	3
4	Module IV: Organizational Buying Differences between: Industrial Markets & Consumer Market and Organizational & 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. Webster and Wind model of Organizational buying behaviour. The Sheth model of Industrial buying. Cross-cultural Consumer and Individual Buying Behaviour: Globalization of Consumer Markets and Market Implications, Impact of Information Technology on Consumer Behaviour.	15	4

Suggested Readings

1. Schiffman and Kanuk, Consumer Behaviour, Prentice hall.
2. Loudon, D.A., Consumer Behaviour, Concepts and Application, Tata McGraw Hill.

3. Howard, John A., (1989). Consumer Behaviour in Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc.

4. Hawkins, D. I., (1995). Consumer Behaviour Implications for Marketing Strategy, Texas, Business.

Online Resources

1. eGyanKosh: Consumer Behavior online available at <https://egyankosh.ac.in/handle/123456789/9758>

2. Pondicherry University: Consumer Behavior online available at <https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/General/1ConsumerBehaviour.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	2	2	2		2			1		1	1	2	3	3
C02	2	2	1		2	1		1		2		3	3	2
C03	2	2	2	3	2			2				2	3	3
C04	2	2	2	3	2	2		2		2		2	3	2

Program	Bachelor of Business Administration					
Year	Third		Semester		Fifth	
Course Name	Database Management System					
Code	NGE5709					
Course Type	Generic Elective		L	T	P	Credit
Pre-Requisite	10+2 from any discipline		4	0	0	4
Course Objectives	To familiarizestudents with: The evolution of DatabaseManagement system. The importance of database technology in today'senvironmentandtouse thistechnology to manage their own data requirements. To know, aboutdatabase design and their applications.					
Course Outcomes						
C01	Understand the role of database management system applicable in an organisation					
C02	Interpret languages of data and architecture of DBMS					
C03	Analyse the handling of file and normalisation of data					
C04	Evaluate the security system relevant to database management system					

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Introduction Data Base Management System: Introduction, Advantages and	15	1

	Disadvantages. Data Models: Network data model, Hierarchical data model, Relational data model. Keys: Primary Key, Foreign Key and Candidate Key. Referential Integrity.		
2	Module II : Languages of Data and DBMS Architecture DDL and DML. E, R Diagram. Architecture of DBMS. Data Independence. Schema and Subschema. Functions of DBA.	15	2
3	Module III : File Handling Types of files: Sequential files, Random files and Indexed Sequential files. Functional Dependency. Normalization: 1NF, 2NF, 3NF, BCNF	15	3
4	Module IV: System Devices and Security System Input and Output devices, offline 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.	15	4

Suggested Readings

1. Leon, Alexis and Leon, Matthews., Database Management System, Leon Vikas Publishing.
2. Ramakrishnan, R. and J. Gehrke., (2000), Database Management Systems, McGraw Hill, Company, Higher Education.
3. Elmasri, R. and S. Navathe., (2000), Fundamentals of Database Systems, Addison Wesley.

Online Resources

1. eGyanKosh: Database Management System online available at <https://egyankosh.ac.in/handle/123456789/35788>
2. eGyanKosh: Database Management System online available at <https://www.egyankosh.ac.in/handle/123456789/971>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	2		2	3	2			3	2	2		3	3	3
C02	2			3	2	1		3	2	2		3	3	3
C03	2	1	2	3	2		1	3	2	2		3	3	3
C04	2	1	2	3	2			3	2	2		3	3	3

Program	Bachelor of Business Administration						
Year	Third			Semester		Fifth	
Course Name	Financial Services						
Code	NGE5710						
Course Type	Generic Elective			L	T	P	Credit
Pre-Requisite	Students had conceptual knowledge about financial instruments available in market.			4	0	0	4
Course Objectives	To familiarize students with:- To provide learners an overview of financial services in India.						
Course Outcomes							
C01	To understand the functions of merchant banking.						
C02	Examining the credit rating process and methodology.						
C03	Analyzing the usage of hire purchase and leasing business.						
C04	Assessing the functioning of mutual funds and venture capital industries and explain factoring and forfeiting services.						

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Merchant Banking Meaning; Merchant Banks and Commercial Banks; Services of	15	1

	Merchant Banks; Regulation by SEBI; Merchant Banking in India. Underwriting: Meaning and Nature of Underwriting; Underwriting of Capital Issues in India.		
2	Module II: Meaning and Functions of Credit Rating; Significance of Credit Rating; Credit Rating in India; Rating Process and Methodology; Credit Rating Agencies in India; Limitations of Rating; Future of Credit Rating in India. Factoring and Forfeiting Factoring-Meaning; Modus Operandi; Terms and Conditions; Functions; Types of Factoring; Factoring Vs. Discounting; Factoring in India; Forfeiting – Definition, Working of Forfeiting; Factoring Vs. Forfeiting.	15	2
3	Module III: Hire-Purchase and Leasing Conceptual Framework; Features; Hire-purchase and Credit Sale; Hire-purchase and Installment Sale; Legal Framework; Taxation Aspects; Banks and Hire-purchase Business; Bank Credit for Hire-purchase Business. Leasing and its types. Financial Evaluation of Leasing.	15	3
4	Module IV Mutual Fund and Venture Capital Fund Meaning and Classification of Mutual Funds; Organisation of the Funds; Operation of the Funds; Net Asset Value; Mutual Funds in India; Regulation of Mutual Funds in India. Venture Capital Financing; Alternative Investment Funds.	15	4

Suggested Readings

1. Khan, M. Y. (2005). *Financial Services*. New Delhi: Tata McGraw Hill Education.
2. Gordon E. and Natarajan K. (2019). *Financial Markets and Services*. New Delhi: Himalaya Publishing House.
3. Shanmugham, R. (2016). *Financial Services*. New Delhi: Wiley India
4. Machiraju, H. R. (2010). *Indian Financial System*. New Delhi: Vikas Publishing House.
5. Wright, M., Watkins, T, & Ennew, C. (2010). *Marketing of Financial Services*. Abingdon: Routledge.

Online Resources

1. eGyanKosh: Financial Services online available at <https://egyankosh.ac.in/handle/123456789/16964>

2. NPTEL: Financial Institution and Markets online available at https://onlinecourses.nptel.ac.in/noc20_mg10/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3		1		1	3	1	2	3		1	2	1	1
C02	2	2		2		3			2		1	2	2	2
C03	3	3	2		1	2	2	2	2	2	1	1	3	2

CO4	2	2	2	2	2	2	2	2	1		2	2	2	3
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Program	Bachelor of Business Administration						
Year	Third			Semester		Sixth	
Course Name	International Business Management						
Code	NBBA5601						
Course Type	DSC			L	T	P	Credit
Pre-Requisite	Student must possess basic knowledge regarding international corporations and their working.			4	0	0	4
Course Objectives	To familiarizestudents with: The theories of international dimensionsof Business and external influencesaffecting the international business organization. The designand structure ofInternational Organizations. Labour market differences and labour compensationsand internationalbusiness strategies. The roleof strategiesanddifferentpolicieson the waya businessisconductedininternational context.						
Course Outcomes							
CO1	Identify the role of external influences on international business scenario.						
CO2	Demonstrate the concept of international corporations by their organisational design, structure, attitude and strength						
CO3	Apply the functionality of global financial markets, foreign exchange markets exchange rate method and different international business strategy						
CO4	Evaluate the global competitiveness and international business strategy						

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I :Dimensionsof International Business The field of international business: scope, challenges and opportunities, means of engaging in international business, external influences on international business. International trade theories.	15	1
2	Module II : International Corporations Design and Structure: Organizational design and structure, forms of organizational structure, their attitudes and strengths. Functional based, area based and matrix structure, Methods of entry.	15	2
3	Module III: India's foreign trade 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.	15	3
4	Module IV: International Finance and Strategies Balance of Payment, Global financial market, foreign exchange market. Exchange rate determination methods. Global competitiveness and international business strategies. International strategic alliances.	15	4

Suggested Readings

1. Agarwal, Raj., International Trade, Excel, 1st Ed.
2. Albaum, Duerr., International Marketing and Export management, Pearson, 7th Ed.
3. Cherunilam, F. (2007), International Trade and Export Management, Himalaya.
4. Hill C.W., International Business, TMH, 5th Ed.

Online Resources

1. eGyanKosh: International Business Management online available at <https://egyankosh.ac.in/handle/123456789/90024>
2. eGyanKosh: International Business Management online available at <https://egyankosh.ac.in/handle/123456789/3154>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	3	3	3	3	1	2		1	1		3	3	2
C02	3	1	2	1	2					1		2	2	2
C03	3	3	3	3	3	1	2					3	3	1
C04	1	1	1	2	2	2	2	1				3	3	1

Program	Bachelor of Business Administration					
Year	Third	Semester			Sixth	
Course Name	Entrepreneurship and Small Business Management					
Code	NBBA5602					
Course Type	DSC	L	T	P	Credit	
Pre-Requisite	Student must possess basic awareness regarding entrepreneurship .	4	0	0	4	
Course Objectives	To familiarize students with: Knowledge needed to work in, manage or own a business. Varied aspects of small-scale industries and entrepreneurship.					
Course Outcomes						
C01	Understand the various entrepreneurial skills functions as well as entrepreneurial development programs					
C02	Describe the small-scale enterprise with challenges and opportunities					
C03	Analyse the role of financial institutions for entrepreneurial development					
C04	Evaluate the operations of small scale enterprise and its performance assessment					

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of	15	1

	entrepreneur, managers, Entrepreneurs, Theories of Entrepreneurship, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs, Role & Importance in Indian Economy.		
2	Module II: Small Scale Enterprise Establishing small scale enterprise: opportunities scanning, market, and assessment for small scale enterprise, selection of site and choice of technology.	15	2
3	Module III: Project Planning and Institutional Arrangements Analysis for financial feasibility, Project report preparation. Institutions for entrepreneurial development, state incentives, role of financial institutions.	15	3
4	Module IV: Management of Small Business 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 Operating the small-scale enterprises. Issues in financial management, operations management, marketing management, organizational relations, and performance assessment.	15	4

Suggested Readings

1. Lall and Sahai, Entrepreneurship, Excel Books, 2nd Edition.
2. Couger C, Creativity and Innovation, IPP, 1999.
3. Kakkar D. N., Entrepreneurship Development, Wiley Dreamtech.
4. Rai A. K., Entrepreneurship Development, Vikas Publishing.
5. Sehgal and Chaturvedi, Entrepreneurship Development, UDH Publishing, 2013.

Online Resources

1. eGyanKosh: Entrepreneurship and Small Business Management online available at <https://egyankosh.ac.in/handle/123456789/56499>
2. Swami Vivekanand Subharti University: online available at <https://dde-ac.in/Books/M229.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	1	2	1	2							2	3	2
C02	3	3	3	3	3	1	2					3	3	2
C03	1	1	1	2	2	2	2	1				3	3	1
C04				1	1					1			1	2

Program	Bachelor of Business Administration				
Year	Third	Semester		Sixth	
Course Name	Rural Management				
Code	NBBA5603				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	Student must possess basic knowledge regarding management and its relevance in rural areas.	4	0	0	4
Course Objectives	To familiarize students with: The role of rural sector in the development of the country's economy in recent years. The rural market, consumers and marketing strategies for the rural sector. The working of Co-operative Credit Societies and various financial schemes for rural development.				
Course Outcomes					
C01	To understand rural management, its scope and the rural problems & their remedies.				
C02	Identify the characteristics of rural consumers, their sources and structure of income. Understand the rural financial environment for rural development. Understanding the Credit policies, deposits schemes and various credit programmes for rural development.				
C03	Analyzing various marketing strategies adopted by rural industry for seeds, fertilizers and other rural products.				

C04	Assessing the working of Co-Operative Credit societies. Illustrate some successful co-operative organizations.
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Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Introduction Definition, Scope and Importance of Rural Management. Agriculture and Non-Agriculture sections of Economy. Rural Development problems and Remedies.	15	1
2	Module II: Rural Consumer and Rural Finance 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.	15	2
3	Module III : Rural Marketing Marketing: Meaning, principles and practice. Rural marketing for Seed, Fertilizers, Pesticides Machinery and other inputs of Rural Industry. Marketing Strategies for rural industry.	15	3
4	Module IV: Co-operative Management Co-operation: Meaning, Objectives and Scope. Development of Cooperatives in Rural Area: Co-operative Credit Societies & Cooperative Marketing. Some successful Co-operative organization.	15	4

Suggested Readings

1. Kashyap ,Pradeep., Raut, Siddhartha. And Biztantra ., Rural Marketing.
2. GopalSwamy, T.P. , Rural Marketing, Vikas Publishing House, 2/e
3. Barkar, J.W., Agricultural Marketing, Oxford University Press, New York.
4. Mathur., Rural Marketing, Excel Books.

Online Resources

1. eGyanKosh: Rural Development- Planning and Management online available at <https://egyankosh.ac.in/handle/123456789/32074>
2. eGyanKosh: Rural Management Overview online available at <https://egyankosh.ac.in/handle/123456789/10126>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	3	3	3	3	1	2					3	3	2
C02	3	1	2	1	2							2	3	2

C03	3	3	3	3	3	1	2					3	3	1
C04	1	1	1	2	2	2	2	1		1	1	3	3	1

Program	Bachelor of Business Administration				
Year	Third	Semester		Six	
Course Name	Business Ethics and Indian Value System				
Code	NDSE57103				
Course Type	DSE	L	T	P	Credit
Pre-Requisite	Student must aware of basic concept of human values and ethics.	4	0	0	4
Course Objectives	To familiarizestudents with: Theethicalissuesand dilemmaasfacedbythe managers in mostbusinessorganizations and theconceptsofCSR,ConsumerProtection, Success, Dharma, Karma, etc.				
Course Outcomes					
C01	Understand the relevance of ethics and values in business.				
C02	Describe and demonstrate the concept of corporate governance				
C03	Apply transformation and make use of the stories of business gurus				
C04	Evaluate the relationship between ethics, corporate excellence and corporate mission.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Introduction 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, Hierarchy as an organizational value. Ethical Dilemma in business, whistle blowing.	15	1
2	Module II: Corporate Social Responsibility and Consumer Protection 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.	15	2
3	Module III: Understanding Progress & Results, Managing Transformation and Success Progress & Results: Definition and functions of progress. Transformation: Need for transformation, process and challenges of transformation. Understanding Success: Definition of success, Principles for competitive success, pre-requisites to create blueprint for success. Successful stories of business Gurus.	15	3
4	Module IV: Ethical Philosophies 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.	15	4

Suggested Readings

1. Chakraborty, S.K., Human values for Managers.
2. Chakraborty, S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.
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.

Online Resources

1.eGyanKosh: Business Ethics and Human Values online available at <https://egyankosh.ac.in/handle/123456789/82251>

2. Pondicherry University: Business and Human Values online available at https://backup.pondiuni.edu.in/storage/dde/dde_ug_pg_books/Business%20ethics.pdf

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02
C01	3	3	3	3	3	1	2					3	3	1
C02	3	1	2	1	2							2	2	1
C03	3	3	3	3	3	1	2					3	3	1
C04	1	1	1	2	2	2	2	1		1	1	3	3	1

Program	Bachelor of Business Administration						
Year	Third			Semester		Sixth	
Course Name	Research Methodology						
Code	NDSE57104						
Course Type	DSE			L	T	P	Credit
Pre-Requisite	Student must have basic knowledge regarding research and different aspects of report writing.			4	0	0	4
Course Objectives	To familiarize students with: Concept and relevance of marketing research. Marketing research process and report preparation.						
Course Outcomes							
C01	UnderstandthebasicconceptofResearch methodologyand its implementation in various businesssituations.						
C02	Examining the impact of sampling and its techniques and sources of data collection.						
C03	Analysing measurement scale and data processing. Applyandrelateddecisionstoformulateagood hypothesis.						
C04	Assessingclearandmeaningfulunderstandingof businessreports and its characteristics.						

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Research and Research Design Introduction of Research: Definition, aims and objectives of research, Applications of research, Marketing information system, Evaluation and control of research, Value of information in decision making, Steps in marketing research. Research Design: Formulating the research problem, Choice of research design, Types of research design and Sources of experimental errors.	15	1
2	Module II: Sample and Sampling Design Sample and Sampling Design: Some basic terms, Advantages and limitation of sampling, Sampling process, Types of sampling, Types of sample designs, Determining the sample size, Sampling distribution of the mean, Testing of hypothesis	15	2
3	Module III: Data Collection, Data Processing and Tabulation Methods of data collection: Secondary data, Sources of secondary data, Primary data, Collection of primary data, Observation, Questionnaire, Designing of questionnaire, Interviewing. Data Processing and Tabulation: Editing, Coding, Problems in editing, Tabulation.	15	3
4	Module IV: Data Analysis, Interpretation and Report Writing Data Analysis: Measurement of central tendency, Dispersion, Univariate analysis, Bivariate analysis, Multidimensional analysis I, Multivariate analysis II, Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis. Interpretation and Report Writing: Interpretation, Types of research reports, Guidelines for writing a report, report format, Evaluation of research report.	15	4

Suggested Readings

1. Beri, G.C., Marketing Research, Tata McGraw Hill, 2003.
2. Gupta, S.L., Marketing Research, Excel Books, 2004.
3. Aaker, Marketing Research, John Willey & Sons, 2001.
4. Tull & Hawkins, Marketing Research, Prentice Hall of India, 2000.

Online Resources

1. NPTEL: Research Methodology online available at https://onlinecourses.nptel.ac.in/noc22_ge08/preview
2. eGyanKosh: Research Methodology online available at <https://egyankosh.ac.in/handle/123456789/4812>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	1	2							2	2	1
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1				3	3	1

C04			1			1		1			1		1		2
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Program	Bachelor of Business Administration				
Year	Third	Semester		Sixth	
Course Name	Digital Governance				
Code	NGE5711				
Course Type	Generic Elective	L	T	P	Credit
Pre-Requisite	10+2 in any discipline	4	0	0	4
Course Objectives	To familiarise students about Generating human resources with the right skills, knowledge, and aptitude and leadership qualities for effective implementation of e-GovernanceProjects, by studying e-Governance models and itscharacteristics.To make aware students about scope of e-Governance in the State through various sectors andservices.				
Course Outcomes					
C01	Understand and critique the various roles attributed to government.				
C02	Apply legal/human/Technological /Infrastructural preparedness in digital system.				
C03	Describe about data mining and data warehousing.				
C04	Evaluate the e-governance in Indian perspective through case studies.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module 1 Overview of E-Governance and its Models: Introduction to E-Governance: Needs of E-Governance, Issues in E-Governance applications and Digital Divide; Evolution of E-Governance, its scope and content; Present global trends of growth in E-Governance; Evolution in E-Governance and Maturity Models: Five Maturity Levels; Characteristics of Maturity Levels; Key areas; Towards Good Governance through E-Governance Models.	15	1
2	Module 2 E-Governance Infrastructure, Strategies: E-readiness: Digital System Infrastructure, Legal Infrastructural Preparedness, Institutional Infrastructural Preparedness, Human Infrastructural Preparedness, Technological Infrastructural Preparedness; Evolutionary Stages in E-Governance	15	2
3	Module 3 Applications of Data Mining in E-Governance: Introduction of Data warehousing and Data mining in E-Governance; National Data Warehouses: Census Data, Prices of Essential Commodities; Other areas for Data Warehousing and Data Mining: Agriculture, Rural Development, Health, Planning, Education, Commerce and Trade, Other Sectors	15	3
4	Module 4 Case Studies of E-Governance in Indian perspective NICNET-Role of Nationwide Networking in E-Governance <ul style="list-style-type: none"> • Smart Nagarpalika-Computerization of Urban Local Bodies (Municipalities) • Ekal Seva Kendra • Aadhar • E-Suvidha • Bhulekh 	15	4

Suggested Readings

1. C.S.R. Prabhu, "E-Governance: Concepts and Case Studies", Prentice-Hall of India Private Limited, 2004.
2. N. Gopalsamy, "Information Technology & e-Governance", New Age Publication, First Edition, 2009.
3. Backus, Michael, "e-Governance in Developing Countries", IICD Research Brief, No. 1, March 2001.
4. Subhash Bhatnagar, "Unlocking E-Government Potential: Concepts, Cases and Practices."

Online Resources

1.eGyanKosh: Digital Governance online available at <https://egyankosh.ac.in/bitstream/123456789/25880/1/Unit-1.pdf>

2.NPTEL+: Digital Governance online available at learn.nptel.ac.in/shop/iit-workshops/completed/digital-transformation-and-it-it-infrastructure-landscape-o365-security-zero-trust-it-and-governance/

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01					1	3	2	3	1		2	2	2	1
C02	1	1	3	1	2	3	2	3	1		1	2	3	2
C03		3		2	2	2	1	3	1		1	2	3	2
C04	2	2	2	1		3	2	3	1		2	1	2	2

Program	Bachelor of Business Administration						
Year	Third			Semester		Sixth	
Course Name	Event Management						
Code	NGE5712						
Course Type	Generic Elective			L	T	P	Credit
Pre-Requisite	Student must have studied NBBA5303			4	0	0	4
Course Objectives	To familiarizestudents with: The skills to plan and manageevents.						
Course Outcomes							
C01	Exhibit the capability to organizeaformalevent.						
C02	Planning and Organizing events. Assessing risk management in event.						
C03	Analysing event marketing, Public relations and promotional tools.						
C04	Assessing Plans and preparesponsorship proposals, vent associates and event sponsor.						

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction 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.	15	1
2	Module II: Planning and Organizing for Events 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.	15	2
3	Module III Event Marketing Advertising, & PR 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.	15	3
4	Module IV: Sponsorship Event Partners, Event Associates, Event Sponsor 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.	15	4

Suggested Readings

1. Conway, D.G. (2006). The Event Manager's Bible. Devon: Howto books Ltd.
2. Goldblatt, J. (2005). Special Events: Event Leadership for a New World. New Jersey: John Wiley & Sons Inc.
3. Hoyle, L.H. (2002). Event Marketing. New Jersey: John Wiley & Sons Inc.

Online Resources

1. eGyanKosh: Basics of Event Management online available at <https://www.egyankosh.ac.in/handle/123456789/69654>

2. NPTEL: Basics of Event Management online available at https://onlinecourses.swayam2.ac.in/nou20_ge01/preview

Course Articulation Matrix														
PO-PSO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012	PS01	PS02
C01	2	2	1	1	2	2		2	2	3	2	3	3	2
C02	3	2	1	2	1	1	2	2		1	2	1	2	3
C03	2	2	1	1	1	1	1		2	2		1	2	2
C04	1	2		2		2	1	2	2	1	3	2	3	3

Program	Bachelor of Business Administration					
Year	Four			Semester		Seven
Course Name	Banking and Insurance					
Code	NBBA5701					
Course Type	DSC	L	T	P	Credit	
Pre-Requisite	Student must aware of working of commercial banks and different forms of insurance available in market.	4	0	0	4	
Course Objectives	To familiarizestudents with: The relevantlegalbankingpracticesand insurancethat can beused to manage the non-speculative risksof individuals and businesses. Thecontemporarybankinginstruments, transactions and various types of insurance products including life, health, propertyand liability insurance contracts. Theworkingofinsuranceindustry,its management ofmarkets,and underwritingof contractsina complex economic and regulatoryenvironment.					
Course Outcomes						
C01	Understand the basics of banking laws, key statutory provisions and policies					
C02	Apply commercial banking and its operations in India					

C03	Analyse the regulatory framework and management of life insurance business
C04	Evaluate general insurance organizations, marketing of general insurance and its forms

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Indian Financial System Structure of India Financial System, Major issues in Indian Financial System, Financial Sector reforms in India, RBI, Monetary Policy, Credit Control.	15	1
2	Module II: Commercial Banking Commercial Banking, Management of assets and liabilities of Commercial Banking, Regulatory Environment for Commercial Banking in India, Operating Aspects of Commercial Banking.	15	2
3	Module III : Life Insurance Organizations Life Insurance Organizations, Regulatory framework, Management of Life insurance business, Nature and types of Life Insurance Policies, Operating Aspects of Life Insurance Companies.	15	3
4	Module IV : General Insurance Organizations General Insurance Organizations, Regulatory Framework, Management of General Insurance Business, Nature and types of General Insurance Policies, Operating Aspects of General Insurance Companies.	15	4

Suggested Readings

1. Sethi, Jyotsna, and Bhatia, Nishwan., Elements of Banking and Insurance, PHI Learning Pvt. Ltd.
2. Jain, J.N. and Jain, R.K., Modern Banking and Insurance, Regal Publications.

Online Resources

1. eGyanKosh: Banking and Insurance online available at <https://egyankosh.ac.in/handle/123456789/8092>
2. eGyanKosh: Banking and Insurance online available at <https://egyankosh.ac.in/handle/123456789/17014>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	3	2	3	1		2	3	3	3	3	3
CO2	2	2	2	1		2		1	3	1	2	2	3	3
CO3	3	2	1	1	1	2			2	2	2	2	2	2

C04	3	2	2	3		2	1	2	2		2	2	3	3
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Program	Bachelor of Business Administration						
Year	Four			Semester		Seven	
Course Name	Marketing of Services						
Code	NDSE57105						
Course Type	DSE			L	T	P	Credit
Pre-Requisite	Student must possess knowledge regarding NBBA5303 and different forms of service industry.			4	0	0	4
Course Objectives	To familiarizestudents with: Theunderstanding offoundation of marketing of services,bank marketingand itsmarketing mix. A comprehensivedescription of hotel and tourismindustry, itsmarketing andmarketing of somelected services.						
Course Outcomes							
C01	Understand the basic concept of services marketing						
C02	Illustrate the marketing mix for services and impact of technology						
C03	Analyse banking and tourism marketing services						

C04	Evaluate and formulate the marketing strategies for hotel and various other services
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Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Introduction 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.	15	1
2	Module II: Service Marketing Mix and International MOS Service Marketing Mix: Need for Expanded Marketing Mix, Planning 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.	15	2
3	Module III: Banking and Tourism Marketing 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.	15	3
4	Module IV : Marketing of Selected Services 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	15	4

Suggested Readings

1. Donald, Cowell., Marketing of Service, Heinemann, London.
2. Lovelock, C.H., Services Marketing, Prentice Hall, London.

3. Jha, S.M., Services Marketing, Himalaya Publishing House, New Delhi.
4. Akhtar, J., Management of Tourism in India, Ashish Publishing House, New Delhi

Online Resources

1. eGyanKosh: Marketing of Services online available at <https://egyankosh.ac.in/handle/123456789/4612>

2. Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya: Marketing of Services online available at <https://kanchiuniv.ac.in/coursematerials/T5MM1servicesmarketing.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3	3	3	3	1	2		1	1		3	3	1
CO2	3	1	2	1	2					1		2	2	1
CO3	3	3	3	3	3	1	2					3	3	1
CO4	1	1	1	2	2	2	2	1				3	3	1

Program	Bachelor of Business Administration					
Year	Four	Semester		Seven		
Course Name	International Financial Management					
Code	NDSE57106					
Course Type	DSE	L	T	P	Credit	
Pre-Requisite	Student must have studied NBBA5503	4	0	0	4	
Course Objectives	To familiarizestudents with: Internationalfinancialmanagementand internationaltrade.Foreignexchangeratefluctuations and political riskthathaveabasicbearingonmanagement ofglobal investment andfinancing decisions.Institutionsof internationalfinancialmarkets, instruments, trademodalities.Impacts and responses of governments,					

	markets, and firms to various international situations.
Course Outcomes	
C01	Understand the globalised and integrated economic environment of international trade.
C02	To examine the foreign exchange market and exchange rate determination and risk management in country.
C03	To analyse the concept of International Working Capital Management and Export Import Financing.
C04	To assess Project Appraisal in international context, multinational capital finance and International Capital Budgeting.

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: International Financial Environment 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.	15	1
2	Module II: Foreign Exchange Risk Management Foreign exchange markets and instruments. Exchange rate determination and Factors forecasting: Foreign exchange risk, Management of Risk, Currency Risk Management, Country Risk Management	15	2
3	Module III: International Working Capital Management and Export & Import Financing 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	3
4	Module IV: Multinational Business Financing 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,	15	4

	strategic tie-up mergers and takeovers.		
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Suggested Readings

1. Apte P.G., International Financial Management, Tata McGraw Hill.
2. Somnath V.G., International Financial Management, I. K. International Pvt. Ltd.
3. Jain P.K., International Financial Management, Macmillan India Limited, 1st Edition.
4. Cheol S. Eun and Bruce G. Resnick, International Financial Management, Tata McGraw Hill.

Online Resources

1. eGyanKosh: International Financial Management online available at <https://www.egyankosh.ac.in/handle/123456789/4057>
2. NPTEL: International Financial Management online available at <https://archive.nptel.ac.in/courses/110/105/110105057/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	3	3	2	1	2							2	2	2
C02	3	3	3	3	3	1	2					3	3	2
C03	1	1	1	2	2	2	2	1				3	3	1
C04			1			1				1			3	2

Program	Bachelor of Business Administration					
Year	Four	Semester		Seven		
Course Name	IncomeTax Law &Practices					
Code	NDSE57107					
Course Type	DSE	L	T	P	Credit	
Pre-Requisite	10+2 In Any Subject	3	1	0	4	

Course Objectives	To familiarize students with: The fundamental concepts in income tax and the practical aspect of computing taxable income.
Course Outcomes	
CO1	Understand the important terms of income tax. Concept of residential status and the types of residents like individual, HUF, firms and companies.
CO2	Calculate the income under the heads- Salary and different provisions in salary under Income Tax Act, 1961.
CO3	Calculate the income under the heads- Income from House Property, Business & Profession and different provisions in this head under Income Tax Act, 1961.
CO4	Calculate the income under the heads- Income from capital gains and other sources. And identification of deductions available under different sections. As well as determination of the amount of income on which tax has to be calculated.

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Income Tax and Residential status Definition of important terms used in Income Tax, Agricultural Income, Gross Total Income, Total Income, Assesses, Assessment year, Previous year. Residential status & Tax liability. Types of Residents: Individual, HUF, Firm & Other Association of Persons & Companies.	15	1
2	Module II: Income from Salary 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.	15	2
3	Module III: Income from House Property, Business & Profession 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.	15	3
4	Module IV: Income from Capital gains and other sources Income from capital gains: meaning, kinds of capital assessed, meaning of transfer, exempted capital gains, calculation of capital gains. Income from Other	15	4

	Sources:Provisions regardingdividendand interestandintereston securities,determinationofincome fromother sources.Assessmentofindividual,clubbingofincome,setoff and carryforwardoflosses,deductionfromgrosstotalincome(u/s80C-80U), determination oftaxable income.		
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Suggested Readings

1. Ahuja & Gupta., SystematicApproach toIncomeTax.
2. Agarwal, B. K., AyakarVidhanAvamLekhe.
3. Agarwal, B. K.,IncomeTax Lawand Practice.
4. Chandra, Girish.,IncomeTax.

Online Resources

1. eGyanKosh: Income Tax Law and Practice online available at <https://egyankosh.ac.in/handle/123456789/66965>
2. SWAYAM: Direct Tax Law and Practices online available at https://onlinecourses.swayam2.ac.in/cec21_cm02/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02
CO1	3		1		1	3	1	2	3		1	2	1	1
CO2	2	2		2		3			2		1	2	2	2
CO3	3	3	2		1	2	2	2	2	2	1	1	3	2
CO4	2	2	2	2	2	2	2	2	1		2	2	2	3

Program	Bachelor of BusinessAdministration				
Year	Four	Semester		Seven	
Course Name	Indian Economy				
Code	NDSE57108				
Course Type	DSE	L	T	P	Credit
Pre-Requisite	Students were familiar with basic concept of Indian Economy at 10 + 2 level.	4	0	0	4

Course Objectives	To familiarize students with: 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. The course also aims to enable the learners to examine the role and impact of planning process on economic development of India.
Course Outcomes	
CO1	Understanding the magnitude, size, and dimensions of Indian economy and to study effect of privatization and liberalization on Indian economy.
CO2	Evaluating the role of population as an economic resource.
CO3	Analyze contribution of industrial and service sector in Indian economy.
CO4	Assessing the recent trends in economic planning of India as well as role and functions of central bank and commercial bank.

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Overview of Indian Economy: Major features and problems. Role of public and private sector in Indian Economy; Functions and problems of public sector; disinvestment; Privatization – its importance in Indian Economy. Globalization, Liberalization and its impact on Indian Economy.	15	1
2	Module II: Demography and Indian Economy 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 Development Index.	15	2
3	Module III: Industrial Economy and Service Sector of India 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.	15	3
4	Module IV: Planning Process in India: 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	15	4

	and Features.Role and functions of central bank and commercial bank.		
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Suggested Readings

1. Acharya, S., & Mohan, R.(2010). India's Economy: Performanceand Challenges. New Delhi:OUP India.
2. Datt, G., &Sundharam, A. (2017). IndianEconomy. New Delhi: SultanChand Publishing.
3. Puri, V. K., &Mishra, S. K. (2018). IndianEconomy. Mumbai: Himalayan Publishing House.

Online Resources

1. eGyanKosh: Indian Economy online available at <https://egyankosh.ac.in/handle/123456789/84827>
2. NPTEL: Indian Economy online available at <https://nptel.ac.in/courses/109104184>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02
CO1	2			2	2	1	1		2	1	3	3	1	2
CO2	2	1	1	2		1		1	1	1		1	2	2
CO3	2	1			1		1	1	2	2	1	1	2	2
CO4	2	2		1		2	1	2	1		2	2	3	3

Program	Bachelor of Business Administration				
Year	Four	Semester		Seven	
Course Name	System Analysis and Designing				
Code	NGE5713				
Course Type	Generic Elective	L	T	P	Credit
Pre-	10+2 in any subject	4	0	0	4

Requisite	
Course Objectives	<p>To familiarize students with:</p> <p>System analysis and design skill in information management. To provide the students with the skills to identify business problems which may be solved by technology-based solutions and develop design which form the basis for implementing systems as well as a strong foundation in systems analysis and design concepts, methodologies, techniques and tools. This also include waterfall model (system development life cycle), system analysis and Design Technique (Process Modelling (DFDs), Logical Modelling (decision tree, decision table, structured English).</p>
Course Outcomes	
C01	Understanding the different phases of systems development life cycle.
C02	Applying the different fact-finding techniques in system analysis and design.
C03	Examine the system design and form designing.
C04	Assessing the system testing and quality assurance. Manage implementation and maintenance of hardware and software.

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I Overview of Systems Concepts Introduction to System Concept: Characteristics of the system, Elements of a System, Types of Systems, Physical and Abstract System, Open and Closed System, Formal and Informal System; Types of Information System, Needs of Information Systems, Qualities of Information System; Software Development Life Cycle (SDLC); Role and Attributes of System Analyst.	15	1
2	Module II System Analysis Fact Finding Technique (Information gathering tools): Review of Literature, On-Site observation, Interviews and Questionnaires; The Tools of Structured Analysis: Data Flow Diagram, Components of a DFD, Zero Level DFD, DFD Transformation and Decomposition, Context Diagram, Leveling a DFD; Data Dictionary, Structured English, Decision Tree, Decision Table, Feasibility Study: Economic Feasibility (Cost & Benefit Analysis), Organizational Feasibility, Technical Feasibility, Behavioral Feasibility study, Steps in Feasibility study.	15	2
3	Module III System Design Process of Design: Logical and Physical Design, Structured Design, Functional Decomposition. Form Design, Classification of Forms, Requirement of Form Design, Input Design, Output Design.	15	3
4	Module IV System Testing And Quality Assurance	15	4

	System Testing, Types of System Tests, Quality Assurance, Quality factors specifications, Levels of Quality Assurance. Audit Trail; Software Maintenance. Hardware and Software Selection Procedure.		
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Suggested Readings

1. System Analysis and Design Methods, Whitten, Bentley and Barlow, Galgotia Publication.
2. System Analysis and Design Elias M. Award, Galgotia Publication
3. Modern System Analysis and Design, Jeffrey A. Hofer Joey F. George Joseph S. Valacich Addison Wesley.

Online Resources

1. NPTEL: System Analysis and Design online available at <https://nptel.ac.in/courses/106108102>
2. eGyanKosh: System Analysis and Design online available at <https://egyankosh.ac.in/handle/123456789/952>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	1	1		2	1		1	3	2	2	1	2	3	3
C02	1	2	1	2	1		1	3	2	2		2	3	2
C03	1	1		2	1	1	1	3	2	2		2	2	2
C04	1	1		2	1		1	3	2	2		2	3	2

Program	Bachelor of BusinessAdministration				
Year	Four	Semester		Seven	
Course Name	Creativity and Innovation				
Code	NGE5714				
Course Type	Generic Elective	L	T	P	Credit
Pre-Requisite	10+2 in any subject	4	0	0	4

Course Objectives	To familiarize students with: Approaches used by managers and organizations for creating and sustaining high levels of innovation.
Course Outcomes	
CO1	Analyze the creative thoughts of renowned personalities in the past and its contribution towards the success and shortcomings of business mode.
CO2	Generate Innovative idea for business and defend/ justify the same.
CO3	Interpret the Business Competence achieved by various organisations by using the Innovative Business Model.
CO4	Assessing the significance of Innovative Leadership.

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction 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.	15	1
2	Module II: Idea Generation & Creativity in Problem Solving 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.	15	2
3	Module III: Innovation 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.	15	3
4	Module IV Setting the Right Ecosystem for Innovation 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.	15	4

Suggested Readings

1. Harvard BusinessEssentials. (2003). Managing Creativity and Innovation. Boston: Harvard Business School Publishing.
2. Prather, C.(2010). TheManager'sGuidetoFosteringInnovation and Creativity in Teams. New York: McGraw-HillEducation.

Online Resources

1. eGyanKosh: Creativity and Innovation online available at <https://egyankosh.ac.in/handle/123456789/56543>
- 2.NIOS: Creativity and Innovation online available at https://nios.ac.in/media/documents/249_Enterpreneurship/English_pdf/249_Enterpreneurship_Lesson_4.pdf

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	1	1	2	3	2		2		2	3	3	3	3	3
C02	2		2	2		1	1	1	2	1		1	2	3
C03	1	2	1	3	1		1		2	2	1	1	2	2
C04	1	2		3		2	1	2	2		2	2	3	3

Year	Four	Semester		Eight	
Course Name	Brand Management				
Code	NBBA5801				
Course Type	DSC	L	T	P	Credit
Pre-Requisite	10+2 in any subject	4	0	0	4
Course Objectives	To familiarizestudentswith: To developanunderstandingofthe brand concept. Framework for managing brand equity and distinguishing differentwaystoleverage and measurebrand equity.Variables that drivethe success of brands				
Course Outcomes					
C01	Understand the elements of brand , brand image and dimensions				
C02	Apply brand strategy in Indian and Global markets				
C03	Analyse the various elements of brand building through communication				
C04	Evaluate and provide comprehensive framework for measuring brand performance				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I :BrandConcept Brandconcept:Nature andImportance ofBrand,Typesofbrands,Strategic BrandManagementProcess,BrandIdentityperspectives, Brandidentityprism andIdentitylevels.ConceptsandMeasuresof Brand Equity, Brand Loyalty and Measures ofLoyalty. Branding strategies:product,line,rangeandumbrella branding.BrandImage Dimensions.	15	1
2	Module II:BrandStrategies StrategicBrand Management process, Building a strongbrand, Brand positioning, Establishing Brand values, Brand vision, Brand Elements Branding forGlobalMarkets, Competing with foreign brands.	15	2
3	Module III: BrandCommunications BrandimageBuilding,BrandLoyalty programmes,BrandPromotion Methods, RoleofBrandambassadors, On lineBrandPromotions.	15	3
4	Module IV: BrandPerformance Measuring Brand Performance,Brand Equity Management, Global Brandingstrategies,BrandAudit,BrandEquity Measurement,Brand Leverage,Role of BrandManagers, Brandingchallenges& opportunities.	15	4

Suggested Readings

1. Brand Management, Harish V Verma, 2/e,ExcelBook
2. BestPracticeCasesinBranding:LessonsfromtheWorld'sStrongestBrands,by Kevin Keller, PrenticeHall

Online Resources

1.eGyanKosh: Brand Management online available at
<https://egyankosh.ac.in/bitstream/123456789/90627/1/Unit-11.pdf>

2.eGyanKosh: Brand Management online available at
<https://egyankosh.ac.in/handle/123456789/70032>

Course Articulation Matrix														
PO-PSO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012	PS01	PS02
C01	2	2	2	2						2		2	2	2
C02	2	2	2	3						2		2	3	2
C03	2	2	3	2	2					2		2	3	2
C04	2	3	2	2	3					3		2	3	2

Year	Four	Semester		Eight	
Course Name	Integrated Marketing Communication				
Code	NDSE57109				
Course Type	DSE	L	T	P	Credit
Pre-Requisite	10+2 in any subject	4	0	0	4
Course Objectives	To familiarizestudents with: Knowledge, understanding and skills in Integrated marketing communication among the student. Understanding aboutthe subject matter by instillingthembasic ideasaboutIMCand advertising The role of E-Commerce in Marketing Communication Apply anIMC approach in thedevelopment of an overalladvertising andpromotional plan. Enhance creativity, critical thinking and analyticalability through developing an integrated marketing communication campaign				
Course Outcomes					
C01	Understand the basic principles of planning and execution in integrated marketing communication				
C02	Apply advertising approaches and knowledge in the field of marketing				
C03	Demonstrate a managerial perspective in advertising appeal and copy writing content				
C04	Evaluate the role of E commerce in Marketing communication and their practical implications in marketing field				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I :Introduction Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix, Advertising-Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Advertising Agencies.	15	1
2	Module II :Advertising Process 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.	15	2
3	Module III: Advertising Creativity and Appeals 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.	15	3
4	Module IV:Media Planning Media Planning and Strategy: Media Types and their characteristics; Setting Media objectives; Steps involved in media planning, evaluation of media, media scheduling	15	4

	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.		
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Suggested Readings

1. George E. Belch & Michael A. Belch: Advertising and promotion-An integrated Marketing Communication Perspective-McGraw Hill Education.
2. Chundawala & Sethia: Foundations of Advertising Theory & Practice; Himalaya Publishing House.
3. Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication.

Online Resources

1. eGyanKosh: Integrated Marketing Communication online available at <https://egyankosh.ac.in/handle/123456789/57047>
2. eGyanKosh: Integrated Marketing Communication online available at <https://egyankosh.ac.in/handle/123456789/71193>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02
C01	2	2	1	1	1							1	2	2
C02		2		2	2					2		2	2	2
C03	2	2	3	2	2					2		2	3	2
C04	2	2	2	2	2					2		2	2	2

Program	Bachelor of Business Administration				
Year	Four	Semester		Eight	
Course Name	Auditing				
Code	NDSE57110				
Course Type	DSE	L	T	P	Credit
Pre-Requisite	10+2 in any subject	4	0	0	4
Course Objectives	To familiarize students with: The process of auditing. The role of an auditor and auditor’s report.				
Course Outcomes					
C01	Understand the concept process and importance of auditing				
C02	Illustrate and detect the frauds associated with the documents				
C03	Analyse the importance of auditor				
C04	Evaluate the importance of special audit in different forms of companies				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Introduction 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	15	1
2	Module II: Detection and Prevention of Fraud Types of Errors, Location of Errors, Detection and prevention of Fraud, Auditors position as regards to Frauds and errors.	15	2
3	Module III: Audit of Limited Companies Audit of Limited Companies: Company Auditor, Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate.	15	3
4	Module IV: Special Audit 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.	15	4

Suggested Readings:

1. Basu B.K., An insight with Auditing.
2. Gupta Kamal, Contemporary Auditing.

Online Resources

1. eGyanKosh: Auditing online available at <https://egyankosh.ac.in/handle/123456789/14357>
2. eGyanKosh: Elements of Auditing online available at egyankosh.ac.in/handle/123456789/5030

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02
C01	3	1		3	2	3	1		2	3	3	3	3	3
C02	2	2	2	1		2		1	3	1	2	2	3	3
C03	3	2		1	1	2			2	2	2	2	2	2
C04	3	2	2	3		2	1	2	2		2	2	3	3

Program	Bachelor of Business Administration				
Year	Four	Semester		Eight	
Course Name	Industrial Relations and Labour Laws				
Code	NDSE57111				
Course Type	DSE	L	T	P	Credit
Pre-Requisite	10+2 in any subject	4	0	0	4
Course Objectives	To familiarizestudents with: The legalrelationshipbetweenanemployed person, employersandthe government,most commonly through a contractof employment. The major Actsandregulationspertainingto employment practices inIndia.The analysisandinterpretationof therole of various labourlaws.				
Course Outcomes					
C01	Understand the labour laws in the right perspective with a special reference to the provisions of the constitutions of India				
C02	Apply legal principles governing the employment relationship at the individual and collective level				
C03	Analyse and interpret decisions of labour boards, grievances arbitrators and the courts				
C04	Evaluate the factual contexts in which legal issues arise and their residents				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Industrial Relations 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	15	1
2	Module II : Participative Management Participative Management: Structure - Scope - Collective Bargaining , Works Committee - Joint Management Councils - Pre- Requisite for successful participation - Role of Government in Collective Bargaining.	15	2
3	Module III Labour welfare Legislations The Factories Act 1948 : 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. The Payment of Wages Act, 1936: Object, definition, application of the Payment of wage act 1936, deductions, maintenance of registers and authorities, claims. The Workmen Compensation Act 1923: 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.	15	3
4	Module IV: Industrial Unrest	15	4

	The Industrial Disputes Act, 1947 :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.		
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Suggested Readings:

1. Mamoria C.B, Industrial Relation, Himalaya Publication.
2. Sinha ., Industrial Relations, Trade Unions and Labour Legislation ,Pearson Ed.
3. Srivastava, S.C., (2000), Industrial Relations and Labour Laws ,Vikas, 4th Ed.
4. Singh B.D. ,Industrial Relations &Labour Laws, Excel, 1st Ed.
5. Kogent ., Industrial Relations&Labour Laws ,Wiley Dreamtech.

Online Resources

1. eGyanKosh: Industrial Relations and Labour Laws online available at <https://egyankosh.ac.in/handle/123456789/6912>
2. Dr. Baba Saheb Ambedkar Open University: Industrial Relations and Labour Laws online available at https://baou.edu.in/assets/pdf/PGDHR_201_slm.pdf

Course Articulation Matrix														
PO-PSO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012	PS01	PS02
C01						3	2		2	1		2	2	3
C02	2		2		3	3	2		2	1		1	2	2
C03	2				3	3	2		1	1		2	3	2
C04					3	2	1		1	1		2	2	2

Program	Bachelor of Business Administration				
Year	Four	Semester		Eight	
Course Name	Goods & Services Tax				
Code	NDSE57112				
Course Type	DSE	L	T	P	Credit
Pre-Requisite	10+2 in any subject	4	0	0	4
Course Objectives	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.				
Course Outcomes					
C01	Understand the concept, need, and utility of indirect taxes and understand and analyse the taxable event, i.e., supply under GST				
C02	Analyse the provisions relating to levy of GST				
C03	Identify exemptions for different types of goods and services and examine the various provisions of input tax credit				
C04	Analyze provisions regarding penalties and interest and to prepare and file GST return online. Understand the significant provisions of the customs law				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Basic Concepts 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.	15	1
2	Module II: Concept of supply and Levy of GST 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.	15	2
3	Module III : Procedures under GST 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 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.	15	3
4	Module IV: Customs Law Custom Law: Concepts; Territorial waters; High seas; Levy of customs duty, Types of custom duties; Valuation; Baggage rules & exemptions.	15	4

Suggested Readings:

1. Singhania, V. K., &Singhania, M. (2020). Student's Guide to Income Tax Including GST. New Delhi: Taxmann Publication.
2. Singhania, V. K., &Singhania, K. (2020). Direct Taxes: Law & Practice. New Delhi: Taxmann Publication.
3. Ahuja, G., & Gupta, R. (2020). Direct Taxes Ready Reckoner. New Delhi: Wolters Kluwer India Private Limited.
4. The ICAI Study Material for Final Course Group,II, Paper,8: Indirect Tax Laws [Module 1, 2, 3 and 4]

Online Resources

- 1.eGyanKosh: Goods & Services Tax online available at egyankosh.ac.in/handle/123456789/60517
- 2.eGyanKosh: Goods & Services Tax online available at <https://egyankosh.ac.in/bitstream/123456789/60519/1/Unit%202%20Concept%20of%20supply.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02
C01	3	1	1	1	1	3	1		3	2	1	2	1	1
C02	2	2		2		3	2		2	1	1	2	2	2
C03	3	3	2	1	1	3	2	2	2	2	1	1	1	1
C04	2	2	2	2	2	2	2	2	1	1	2	2	2	3

Program	Bachelor of Business Administration				
Year	Four	Semester		Eight	
Course Name	Data Communication and Networks				
Code	NGE5715				
Course Type	Generic Elective	L	T	P	Credit
Pre-Requisite	10+2 in any subject	4	0	0	4
Course Objectives	To Familiarize students with: To study the different aspects of data communication service integrated over the IP networks, focusing on protocol design, implementation and performance issues. To debate the current trends and leading research in the computer networking area				
Course Outcomes					
C01	Understand concepts data communication and signal transmission				
C02	Different networking elements and protocols in each layer of references models gain the knowledge of network deployment.				
C03	Select the transport protocol appropriate for a given application.				
C04	To assess Transport Layer and User Defined Layer.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Data Communication and Network Models: Data and Signals: Analog and Digital, Transmission Digital Signals, Noisy and Noiseless channel, Bandwidth and Throughput, Attenuation and Noise; Digital and Analog Transmission: Transmission modes, PCM, DM, AM, FM, PM; Multiplexing and Spread Spectrum; Guided and Unguided Media; Switching; Modem; ISDN and PSTN; Introduction to Computer Network: Introduction, Application of Network, Types of Network, Network Protocols and Standards, Switched and Broadcast Network; Topology; References Models: OSI Model, TCP/IP Protocol Suite, Example of Networks.	15	1
2	Module II: Data Link Layer and Multiple Access: Basic Function of Data Link Layer: Fixed and variable size Framing, Flow and Error control, Redundancy, Block Coding, Noisy and Noiseless Channel, HDLC; Multiple Access: ALOHA, CSMA/CD, CSMA/CA, Polling, FDMA, TDMA, CDMA; Wired and Wireless LAN's: IEEE Standards, Standard-Ethernet, Gigabit Ethernet, IEEE 802.11; Intermediary Network Devices; Frame Relay and ATM; Categories of Satellites, SONET/SDH.	15	2
3	Module III: Network Layer: Basic Function of Network Layer; Logical Addressing: IPv4, IPv6; Address Mapping: ARP, RARP, BOOTP, DHCP; Routing	15	3

	Protocols: Delivery, Forwarding Techniques, Routing Table, Distance Vector Routing, Link State Routing, Path Vector Routing, Multicast Routing, Flooding, Hierarchical Routing; Internetworking: Tunneling, Fragmentation, OSPF, BGP, Mobile IP; Congestion Control: Data Traffic, Network Performance, Congestion Control Mechanism.		
4	Module IV: Transport Layer and User Defined Layer: Basic Function of Transport Layer; Process-to-Process Delivery: TCP, UDP; QoS; Basic Function of Presentation and Session Layer; Application Layer: Namespace, Domain Namespace, Distribution of Namespace, Resolution, DDNS, TELNET, EMail, SMTP, SNMP, POP, IMAP, FTP, WWW and HTTP; Basic Terminology of Cryptography; Security in Internet: IPSec, PGP Algorithms, Packet-filter and Proxy Firewall.	15	4

Suggested Readings

1. Andrew S Tanenbaum, David. J. Wetherall, "Computer Networks", Pearson Education, 5th Edition
2. Behrouz A. Forouzan, "Data Communications and Networking", Tata McGraw-Hill, Fourth Edition
3. Ying-Dar Lin, Ren-Hung Hwang, Fred Baker, "Computer Networks: An Open Source Approach", Mc Graw Hill Publisher, 2011
4. Dayanand Ambawade, Dr. Deven shah, Prof. Mahendra Mehra, "Advance Computer Network", Wiley India.
5. Todd Lammle, "CCNA Intro – Study Guide", Sybex.

Online Resources

- 1.eGyanKosh: Data Communication and Networks online available at <https://egyankosh.ac.in/handle/123456789/1005>
- 2.NCERT: Data Communication and Networks online available at <https://ncert.nic.in/textbook/pdf/lcs111.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02
C01		1				2		3				2	2	2
C02		1	1			2		3				2	2	1
C03						1		3				2	1	1
C04						1		3				2	1	1

Program	Bachelor ofBusiness Administration				
Year	Four	Semester		Eight	
Course Name	People Management				
Code	NGE5716				
Course Type	Generic Elective	L	T	P	Credit
Pre-Requisite	10+2 in any subject	4	0	0	4
Course Objectives	To Familiarize students with: The concepts of Motivation, leadership and team building for a better understanding of people and their management at work.				
Course Outcomes					
C01	Remember and understand the concept of people management and its relevance in organizations.				
C02	Understand and analyse the applicability of People First Strategy in an Organisation.				
C03	Demonstrate team building skills and leadership qualities in work setting.				
C04	Understand and apply team building and conflict resolution skills in organization.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Managing and Evaluating Oneself: 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.	15	1
2	Module II: Managing and Motivating Others 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.	15	2
3	Module III: Building Team and Peer Networks 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 to team members, Importance of peer	15	3

	networks in an Organisation.		
4	Module IV: : Leading People & Resolving Conflicts 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.	15	4

Suggested Readings

1. Wellington, P. (2011). Effective People Management: Improve Performance Delegate More Effectively. London: Kogan Page Publishers.
2. Thomas, M. (2007). Mastering People Management. London: Thorogood Publishing.
3. Randall, J., & Sim, A. J. (2013). Managing People at Work. Abingdon: Routledge.
4. Thomson, R., & Thomson, A. (2012). Managing People. Abingdon: Routledge.

Online Resources

1. eGyanKosh: People Management online available at <http://egyankosh.ac.in/handle/123456789/77171>

2. NPTEL: Introduction to HRM available at <https://www.digimat.in/nptel/courses/video/110105069/L01.html>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02
C01	2	2	1	3	2		1			3	2	2	2	2
C02	2	2	1	2	3		1			3	1	2	3	2
C03	2	2	2	1	3		2			3	1	2	3	2
C04	2	2	2	1	3		1			3	2	1	3	2