



DETAILED CURRICULUM OF

BBA PROGRAM –

MARKETING, ACCOUNTING & FINANCE, HUMAN RESOURCE MANAGEMENT,
INFORMATION TECHNOLOGY MANAGEMENT

SCHOOL OF MANAGEMENT



BBA Program is designed in such a way to give invaluable experience to the students. The Course is focused on developing industry ready students by giving them maximum exposure to the practical aspects of the corporate sector. During the course in each semester students go for internship where they are exposed to various disciplines.

The BBA program is best suited for the students wanting to join their family business or wanting to start an entrepreneurial venture of their own after graduation. Towards this end the program gives specific focus on projects for development of entrepreneurial abilities.

PROGRAM OUTCOMES

- To prepare graduates who will be industrial ready, futuristic approach, encouraging student centric culture.
- To prepare graduates who will be proficient in business communication and use of contemporary technologies with academic excellence and pedagogical innovations.
- To prepare graduates with managerial competencies that act as foundation for their successful professional and personal development.
- To prepare graduates with comprehensive exposure of basic business situations and encourage them to pursue life-long learning to fulfil their goals.

Course Matrix BBA (HR, Marketing, Accounting & Finance, IT Management)

Year	FIRST YEAR				SECOND YEAR				THIRD YEAR (HR, Marketing, Finance)				Total Credit for Degree	
	SEMESTER	1st		2nd		3rd		4th		5th		6th		
		Course Name	Credits	Course Name	Credits	Course Name	Credits	Course Name	Credits	Course Name	Credits	Course Name		Credits
A	Ability Enhancement Compulsory Courses	Fundamentals of English	2	Communication Skills	2	Entrepreneurship Development	2	Environmental Studies	2	Disaster Risk Management	2	Project work	3	
B	Skills Enhancement Compulsory Courses	Industrial Internship	2	Industrial Internship	2	Industrial Internship	2	Industrial Internship	2	Industrial Internship	2			
		Foundation Course	2											
C	CORE COURSES					Electives		Electives		Electives		Electives		
1		Business Environment	3	Fundamentals of Business	3	Financial Management	3	Business Research Methodology	3	Production & Operation Management	3	Strategic Management	3	
2		Principles of Management	3	Business Law	3	Principle of Marketing	3	mercantile law	3	E - Commerce for Business	3	Import – Export Management	3	
3		Business Mathematics	3	Business Statistics	3	Cost Accounting	3	Business Taxation	3	International Business	3	Supply - Chain Management	3	
4		Computer Applications	3	Management Information System	3	Principle of HRM	3	Organization Behavior	3	Brand Management	3	International Marketing	3	
5		Accounting for Management	3	Financial Accounting	3	Consumer behavior	3	Rural Marketing	3	Digital Marketing	3	Consumer Relationship Management	3	
6		Micro Economics	3	Macro Economics	3	Service Marketing	3	Retail Marketing	3	Sales & Distribution Management	3	Advertising and Promotion	3	

Course Matrix BBA (HR, Marketing, Accounting & Finance, IT Management)

Year	FIRST YEAR				SECOND YEAR				THIRD YEAR (HR, Marketing, Finance)				Total Credit for Degree
SEMESTER	1st		2nd		3rd		4th		5th		6th		
	Course Name	Credits	Course Name	Credits	Course Name	Credits	Course Name	Credits	Course Name	Credits	Course Name	Credits	
					Financial Systems & Markets	3	Working Capital Management	3	Fundamentals of Derivatives	3	Strategic Financial Management	3	
					Financial Institutions and Services	3	Financial Reporting	3	Management Accounting	3	Financial Planning	3	
					HR Planning & Recruitment	3	Employee Empowerment	3	Security Analysis & Portfolio Management	3	Risk Management	3	
					Psychology & HRM	3	Training & Development	3	Talent Management	3	Performance Management & Appraisal	3	
					Computer programming with C, C+	3	Object - Oriented Programming with JAVA	3	Organizational changes & Development	3	Compensation Management	3	
					Web Technology	3	Data Base Management System	3	Participative Management	3	Industrial Relations & Labour Laws	3	
									Network Technology & Operating System	3	Introduction of cloud Computing	3	
									Mobile Application Development using ANDROID	3	AIML Application for Business	3	

Course Matrix BBA (HR, Marketing, Accounting & Finance, IT Management)

Year	FIRST YEAR				SECOND YEAR				THIRD YEAR (HR, Marketing, Finance)				Total Credit for Degree	
SEMESTER	1st		2nd		3rd		4th		5th		6th			
	Course Name	Credits	Course Name	Credits	Course Name	Credits	Course Name	Credits	Course Name	Credits	Course Name	Credits		
										Cyber Security	3	Data Science & Power IB	3	
	Total Credit		24		22		22		22		22		21	133
	Generic Elective Course (Any Two)													
D	Life Skills	Yoga & Meditation	2	Fine Arts	2	Cyber Law and Ethics	2	Leadership & Team Building Skills	2	Presentation & Placement Skills				
E	Humanities Courses	Indian History and Culture	2	Introduction to Social Work	2	World Geography	2	Introduction to International Relations	2	Human Rights, World History 1500				
F	Engineering Specific Electives	Programming Language Python	2	Fundamental of Artificial Intelligence	2	3D Printing Technology	2	Introduction of Clod Computing	2					
G	Management Specific Electives	Project Management	2	Personal Finance	2	Total Quality Management	2	Tourism Management	2	Event Management				
	TOTAL CREDITS with CBCS		26		24		24		24		24		21	143

**SEMESTER I
BUSINESS ENVIRONMENT**

SCHOOL OF MANAGEMENT



COURSE CODE BBA101	COURSE NAME Business Environment	L	T	P	C
		03	-	-	03
Total Credits:3	Total Hours in semester:45	Total Marks: 100			
1	Course Pre-requisites: Basic Awareness				
2	Course Category: Foundation Generic				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives				
4.1 To help understand importance of scanning environment on continuous basis					
4.2 To sensitize the class that there are continuous changes taking place in the environment					
4.3 To understand the impact of external factors (micro and macro) on an organisation.					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Introduction Concepts and Importance of Business Environment, Environmental Analysis- Definition, Uses and Limitation, Process of Environmental Analysis, Types of Environment: Internal Environment, External Environment- Micro, Macro	20%	9	Power point presentations, cases, lectures, discussion, videos
Unit 2: Economic Environment Nature & structure of Economic Environment, Economic Systems, Economic policies - Privatisation, Monetary Policy, Fiscal Policy, Constituents Financial Market, Economic Planning	20%	9	
Unit 3: Technological Environment Meaning and Features, Impact of Technology on Society, Economy, Organization, Management of Technology, Transfer of Technology.	20%	9	
Unit 4 : Legal and Political Environment Three political Institutions- Judiciary, Legislation, Executive, Price and distribution Control: Objectives, Different types of price Controls, Public Distribution System, Competition Policy and law: Nature and Scope, Pre requisites for a competition policy, contours of competition law, Competition Act, 2002. Government policies and distortions to competitions, interface of FDI and competition law,	20%	9	
Unit 5: Social Environment Concept and significance of Socio-cultural Environment, Social responsibility concept and stake holder	20%	9	



<p>approach, For Social Responsibilities models- Ackerman’s Model, Carroll’s Four Part model, Arguments for and against social responsibility, Limits of Social Responsibility, BusinessEthics, Consumerism, Consumer Protection Act: 1986</p>			
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Learning Resources	
1.	Textbook: <i>Aswathapa K, “ Essentials of Business Environment” , Himalaya Publishing House</i>
2.	Reference books: 1. A.C. Fernando, Business Environment, Pearson Publication 2. Shaikh Salim, Business Environment, Pearson Publication 3. Francis Cherunillam, Business Environment, Himalaya Publishing House 4. .Ian Worthington & Chris Britton, The Business Environment, Pearson Publication.
3.	Journals & Periodicals: 1. International journal of Business Environment, Inderscience Publishers 2. Business Strategy and the Environment, Wiley library 3. International Journal of Business environment, scimago
4.	Other Electronic resources \https://www.abacademies.org/articles/walmartbharti-joint-venture-formation-breakup--strategies-6553.html

Evaluation Scheme	Total Marks: 100	
Mid semester Marks	30 Marks	
End Semester Marks	50 Marks	
Continuous Evaluation Marks 20	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks
Course Outcomes	1. Learn how changes influence business decisions.	
	2. Learn economic Policies and systems	
	3. Learn effects of political changes and social aspects on the business	



SEMESTER I COMPUTER APPLICATION

SCHOOL OF MANAGEMENT

COURSE CODE BBA 102	COURSE NAME COMPUTER APPLICATIONS	L	T	P	C
		02	0	01	03
Total Credits: 03	Total Hours in semester : 45	Total Marks: 100			
1	Course Pre-requisites : passionate for computer learning				
2	Course Category: Skill Generic				
3	Course Revision/ Approval date : Academic Council meet				
4	Course Objectives : This course attempts to help students				
4.1 to acquaint the students with the knowledge and use of computers					
4.2 To introduce the student to the internet and its applications and thereby empowering him to utilize e-sources for upgrading his knowledge base.					
4.3 To give an orientation about the increasing role of computers in corporate, business world					
4.4 To acquire a high degree of proficiency in Windows and Excel based applications in various functional areas of management					
4.5 To give an orientation to prepare presentations for business					

Course Content	Weightage	Contact hours	Pedagogy
Unit1:INTRODUCTION TO COMPUTER & OPERATING SYSTEMS 1. Computers - Introduction, Characteristics, History, Generations, Types, Devices Advantages of Using Computers, Use of computers in Business 2. Operating Systems - Introduction, Types of user interfaces, Functions of OS, Types of OS, Examples of OS.	20%	9 Hours	Lecture
Unit 2:WORD PROCESSOR 1. Creating, navigating and editing word document 2. Page set up, page background, Formatting navigating and viewing a document, Page breaks and section breaks, Headers and footers, 3. Find and replace function, Table of content, footnotes, citations and bibliographies,	20%	9 Hours	Lab session

**SEMESTER I
COMPUTER APPLICATION**

SCHOOL OF MANAGEMENT

Unit 3: MICROSOFT EXCEL 1. Basics - Workbook, worksheet, workspace, Formatting workbook, Conditional formatting, Working with charts, Excel shortcuts. 2. Data Analysis using Excel - Use of Built in data form in excel, Correlation and Regression, Introduction to Database Creating, editing and sorting database,	20%	9 Hours	Computer Lab session
Unit 4 :POWER POINT PRESENTATION 1. Creating, browsing and saving presentations, Editing and formatting presentations, 2. slide layouts, Editing and formatting slides, Inserting objects in slides, Slide transition, 3. Animation effects, Rehearsing timings, Slide show options	20%	9 Hours	Computer Lab session
Unit 5:INTERNET AND NETWORKING 1. Internet - Introduction, History, Internet, Intranet and Extranet, Various Internet services, e-mail. 2. Networking - Concepts, Components, Types, Topologies, Transmission technologies	20 %	9 Hours	Lecture/ Assignment/

Learning Resources	
1.	Textbook : Jain & Tiwari, Fundamentals of Computer Applications in Business, Taxman
2.	Reference books : 1. ShusilKumar & Bansal, Computer Application in Business, Taxman 2. P.Mohan, Fundamental of Computer 3. R Parmeshwaram, Computer Applications in business, Sultan Chand 4. Anthony Raj, Computer Applications in Business, Himalaya Publication House.
3.	Journals & Periodicals : 1. Journal of Computer Science by Science Publication 2. International Journal of Computer Application by R.S. Publication 3. International Journal of Computer Application 4. International Journal of Research in Computer Application and Management
4.	Other Electronic resources : www.ijrcar.com

EvaluationScheme		Total Marks
Mid semester Marks	30 Marks	
End Semester Marks	50 Marks	

**SEMESTER I
COMPUTER APPLICATION**

SCHOOL OF MANAGEMENT

Continuous Evaluation Marks	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks

Course Outcomes	1. Gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications.
	2. Explore various methods where Information Technology can be used to support existing businesses and strategies.
	3. Investigate emerging technology in shaping new processes, strategies and business models.
	4. Achieve hands-on experience with productivity/application software to enhance business activities.
	5. Accomplish projects utilizing business theories, teamwork, Internet resources and computer technology.



**SEMESTER I
BUSINESS MATHEMATICS**

SCHOOL OF MANAGEMENT

COURSE CODE BBA 103	COURSE NAME BUSINESS MATHEMATICS	L 03	T 0	P 0	C 03
Total Credits: 03	Total Hours in semester : 45	Total Marks: 100			
1	Course Pre-requisites : a rigorous understanding on calculations				
2	Course Category: Foundation Generic				
3	Course Revision/ Approval date : Academic Council Meet				
4	Course Objectives : This course attempts to help students to:				
	4.1 To create a better understanding of Mathematical concepts and terminology.				
	4.2 to apply simple applications of Mathematics in managerial decisions				
	4.3 To serve as a good foundation for further study in management, accounting, marketing and finance.				
	4.4 To interpret and solve business-related word problems				
	4.5 To develop simple mathematical models from a business perspective.				

Course Content	Weightage	Contact hours	Pedagogy
Unit1:SET THEORY 1. Introduction 2. Types of Sets 3. Venn Diagrams 4. Operations on Sets 5. Cartesian Product of two Sets 6. Applications	20%	9 Hours	Lecture/ Assignments/ Cases/
Unit 2:FUNCTION & LIMIT 1. Function : ● Definition ● Types of functions ● Some functions in Commerce and Economics ● Applications 2. Limit ● Introduction ● Definition and working rules of Limit ● Some Standard Limits	20%	9 Hours	Lecture/ Assignments/ Cases/
Unit 3:PERMUTATIONS AND COMBINATIONS 1. Introduction 2. Important notations, meaning 3. Applications	20%	9 Hours	Lecture/ Assignments/ Cases/
Unit 4 :MATRICES 1. Matrices and Determinants 2. solution of system of linear equations	20 %	9 Hours	Lecture/ Assignments/ Cases/
Unit 5: Probability & Theoretical Distribution 1. Probability, 2. Independent and depended events 3. Mutually exclusive events, total and compound probability	20%	9 Hours	Lecture/ Assignments/ Cases/



SEMESTER I BUSINESS MATHEMATICS

SCHOOL OF MANAGEMENT

<ol style="list-style-type: none"> 1. Mathematical Expectation 2. Binominal Distribution 3. Poisson Distribution <p>Basic Application and normal Distribution– Basic Application</p>				
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Learning Resources	
1.	Textbook : 1. Business Mathematics: Sancheti and Kapoor 2. Business Mathematics: Kashyap Trivedi and Chirag Trivedi
2.	Reference books : 1. Business Mathematics . (Second Edition) – QaziZameeruddin, Vijay K Khanna, SK Bhambri. (Vikas Publication) 2. Business Mathematics –II – J. K. Singh ,Deepti Rani. (Himalaya Pubklishing House) 3. Mathematics for Management An Introduction – M Raghavachari (Tata Mc Graw Hill)
3.	Journals & Periodicals : 1. Journal of Mathematics by Hindawia 2. Journal of American Mathematical Society 3. Indian Journal of Pure and Applied Mathematics 4. Khayyam Journal of Mathematics
4.	Other Electronic resources : www.ams.org

Evaluation Scheme		Total Marks
Mid semester Marks	30 Marks	
End Semester Marks	50 Marks	
Continuous Evaluation Marks	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks

Course Outcomes	1. helps to think analytically and create better reasoning abilities
	2. Practically every career uses math in some or other way
	3. It can be helpful for balancing a budget
	4. Visualization tools, such as graphs, can support in data interpretation



SEMESTER I
PRINCIPLES OF MANAGEMENT

SCHOOL OF MANAGEMENT

COURSE CODE BBA 104	COURSE NAME PRINCIPLES OF MANAGEMENT	L	T	P	C
		03	0	0	03
Total Credits: 03	Total Hours in semester : 45	Total Marks: 100			
1	Course Pre-requisites : H.S.C. from any stream				
2	Course Category: Core Course				
3	Course Revision/ Approval date : Academic Council Meet				
4	Course Objectives :				
4.1 To familiarize students with fundamental principles of management					
4.2 To understand basic management functions to accomplish business objectives.					
4.3 To acquaint students with various functional areas of management.					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: INTRODUCTION TO MANAGEMENT 1. Definition, Functions, Process, Scope and Significance of Management 2. Nature of Management 3. Managerial Roles and Managerial Skills 4. Difference between Management and Administration.	20 %	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ Class participation
Unit 2: EVOLUTION OF MANAGEMENT THOUGHT: 1. Early Management, 2. Classical Approach - Scientific Management, Administrative Management 3. Neo - Classical Approach - Hawthorne Experiments 4. Modern Approach- System and Contingency approach	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ Class participation
Unit 3: PLANNING & DECISION MAKING 1. Meaning & Definition of Planning 2. Nature and Importance of Planning 3. Planning Process 4. Types of Plans 5. Decision Making- Concept, Definitions, Process, 6. Individual vs. Group Decision Making	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ Class participation
Unit 4 : ORGANISING & STAFFING 1. Nature & Significance of Organization, 2. Authority & Responsibility Relationships	20 %	9 Hours	Lecture/ Assignment/ Quizzes/



SEMESTER I
PRINCIPLES OF MANAGEMENT

SCHOOL OF MANAGEMENT

3. Span of Control, 4. Centralization & Decentralization. 5. Organization Structures, Types, Advantages & Disadvantages. 6. Factors affecting staffing 7. Recruitment & Selection			Cases/ Class participation
Unit 5: DIRECTION & CONTROL 1. Direction: Meaning, Definition, Features, Principles 2. Control: Meaning, Definitions, Process, Reason for Resistance to control 3. Methods: TQM, Budgetary Control, Break Even Control, Kaizen, Six Sigma	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ Class participation

Learning Resources	
1.	Textbook : L.M. Prasad, Principles of Management, Sultan Chand Sons
2.	Reference books : 1. . Harold Koontz and Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education. 2. Stephen P Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education. 3. George Terry, Principles of Management, Richard D. Irwin 4. Griffin, Management Principles and Application, Cengage Learning 5. Peter F Drucker, Practice of Management, Mercury Books, London
3.	Journals & Periodicals : 1. Journal of Management 2. Prabandhan : Indian Journal of Management 3. Journal of International Management 4. Journal of Management and Organisation
4.	Other Electronic resources : www.omicsonline.org

Evaluation Scheme		Total Marks	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	



SEMESTER I
PRINCIPLES OF MANAGEMENT

SCHOOL OF MANAGEMENT

Course Outcomes	1. Provide a broad and integrative introduction to the theories and practice of management.
	2. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.
	3. The course focuses on the basic areas of the management process and functions from an organizational viewpoint.



SEMESTER I
ACCOUNTING FOR MANAGEMENT

SCHOOL OF MANAGEMENT

COURSE CODE BBA 105	COURSE NAME ACCOUNTING FOR MANAGEMENT	L	T	P	C
		03	0	0	03
Total Credits: 03	Total Hours in semester : 45	Total Marks: 100			
1	Course Pre-requisites : focuses on calculation and on developing a rigorous understanding				
2	Course Category: Core Course				
3	Course Revision/ Approval date : Academic Council Meet				
4	Course Objectives : This course attempts to help students to:				
4.1 To impart working knowledge of accounting concepts.					
4.2 To gain knowledge of documentation involved in basic accounting system					
4.3 To impart skills for recording various kinds of business transactions.					
4.4 To impart knowledge of accounting practices and its techniques with special reference to Sole-Proprietorship					

Course Content	Weightage	Contact hours	Pedagogy
Unit1:FUNDAMENTALS OF ACCOUNTANCY 1. Need for accounting 2. Functions of Accounting 3. Objectives of Accounting 4. Book Keeping and accounting 5. Users and uses of accounting information	20%	9 Hours	Lecture/ Assignments/
Unit2:Accounting process: 1. Recording Business Transactions 2. Accounting Terminologies 3. Accounting Equation 4. Journalising Transactions - Subsidiary Books - Ledger Posting - Trial balance 5. Final accounts	20%	9 Hours	Lecture/ cases



SEMESTER I
ACCOUNTING FOR MANAGEMENT

SCHOOL OF MANAGEMENT

<p>Unit 3: ACCOUNTING CONCEPTS, CONVENTIONS & PRINCIPLES:</p> <ol style="list-style-type: none"> 1. Generally Accepted Accounting Principles, 2. Identification of different Accounting concept applied in various transactions 3. Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. 4. Indian Accounting Standard (Ind-AS). 5. International Financial Reporting Standards (IFRS): - Need and procedures. 	20%	9 Hours	Lecture/ Cases/
<p>Unit 4 ::Depreciation</p> <ol style="list-style-type: none"> 1. Meaning 2. objectives and methods of depreciation 3. examples of depreciation calculation (Straight Line Method and Diminishing Balance Method without retrospective effect) 4. Recognition - Determination of Amount of Expense 5. Capital and Revenue: Classification of Income - Classification of Expenditure - Classification of Receipts 	20%	9 Hours	Lecture/ Assignments
<p>Unit 5:Bank Reconciliation Statement:</p> <ol style="list-style-type: none"> 1. Meaning and objectives of Bank Reconciliation Statement 2. Importance and techniques of Bank Reconciliation Statement 3. Rectification of errors: Classification of Errors 4. Rectifying Accounting Entries - Effect on Profit 	20%	9 Hours	Lecture/ Assignments/

Learning Resources	
1.	<p>Textbook :</p> <p><i>T. S. Grewal, Introduction of Accounting, Sultan Chand & Co.</i></p>
2.	<p>Reference books :</p> <ol style="list-style-type: none"> 1. Maheshwari, S.N. and S. K. Maheshwari: An Introduction to Accountancy, Eighth Edition, Vikas Publishing House 2. <i>Rupam Gupta, Principles of Accounting, Sultan Chand & Co.</i> 3. <i>Hanif and Mukharjee, Modern Accounting, Tata McGrawHill</i> 4. Gupta, R.L. and V.K. Gupta; Financial Accounting: Fundamental, Sultan Chand Publishers



SEMESTER I
ACCOUNTING FOR MANAGEMENT

SCHOOL OF MANAGEMENT

3.	Journals & Periodicals : 1. Journal of Accounting Auditing and Finance 2. International Journal of Accounting 3. Journal of Accountancy 4. Journal of Accounting Research.
4.	Other Electronic resources : www.onlinelibrary.wiley.com

Evaluation Scheme		Total Marks	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks	Attendance		5 marks
	Quiz		5 marks
	Skill enhancement activities / case study		5 marks
	Presentation/ miscellaneous activities		5 marks

Course Outcomes	1. Recognize commonly used financial statements, their components and how information from business transactions flows into these statements.
	2. Apply knowledge of generally accepted accounting principles (GAAP) and managerial accounting theories to business organizations, state and local.
	3. Demonstrate knowledge of preparation of Financial Statements.
	4. Develop an understanding of internal control issues and the effects of the regulatory environment on financial reporting.



SEMESTER I MICRO ECONOMICS

SCHOOL OF MANAGEMENT

COURSE CODE BBA106	COURSE NAME MICRO ECONOMICS	L	T	P	C	
		03	00	00	03	
Total Credits: 03	Total Hours in semester : 45	Total Marks: 100				
1	Course Pre-requisites : Basic commerce Knowledge					
2	Course Category: Core Course					
3	Course Revision/ Approval date : Academic Council Meet					
4	Course Objectives :					
4.1 To learn the basic economic principles so that you can examine a variety of social issues from the perspective of economics.						
4.2 Be able to apply the concepts studied in class to the real world, and understand the political and economic jargon in everyday news.						
4.3 To familiarize students with the basic concepts of micro economics.						
4.4 To understand the effect of micro economics principles on the business decisions.						
4.5 To recognize that even though economic ideas are often abstract and ideologically driven, they are nevertheless a powerful tool for social change.						

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Fundamentals of Micro Economics: Meaning and concepts : Wants, Desire, Demand, Utility and Satisfaction Indifference Curves	20 %	9 Hours	Lecture/ Assignment/
Unit 2: Demand Analysis: The demand function Demand curve, Determinants of demand Elasticity of demand Estimation and forecasting of demand	20%	9 Hours	Lecture/ Quizzes
Unit 3 :Production and Cost Analysis : Basic production and cost concepts, Short run and long run estimation of cost, Economics of scope	20 %	9 Hours	Lecture/ Assignment/ Quizzes/
Unit 4 : Revenue Concepts: Total Revenue Variable and Fixed Revenue Average and Marginal Revenue	20%	9 Hours	Lecture/ Cases/ Class participation
Unit 5:Market conditions: Market Structure: Perfect Competition – Monopoly - Imperfect Market Price Output determination under different market conditions	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ Class participation

Learning Resources	
1.	Textbook : P L Mehta, Managerial Economics, Sultan Chand



SEMESTER I MICRO ECONOMICS

SCHOOL OF MANAGEMENT

2.	<p>Reference books :</p> <ol style="list-style-type: none"> 1. Allen, W. B., Doherty N. A., Weigelt, K., & Mansfield. E. <i>Managerial economics: theory, applications and cases</i> London: W. W. Norton & company. 2. Baumol, W.J. <i>Economic theory and operations analysis</i>. New Delhi: Prentice Hall. 1. Brickley, J. A, Smith, C. W. & Zimmerman, J. L. <i>Managerial economics & organizational architecture</i> New Delhi: McGraw Hill
3.	<p>Journals & Periodicals :</p> <ol style="list-style-type: none"> 1. Journal of Monetary Economics 2. Journal of International Economics 3. The American Economic Review 4. Journal of Economics & Business
4.	Other Electronic resources : www.economicsonline.co.uk

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case Study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Recognize the ideas of Economics		
	2. Be able to apply the concepts studied in class to the real world, and understand the political and economic jargon in everyday news.		
	3. Develop critical thinking skills by challenging the existing economic paradigm		
	4. Become familiar with some major economic debates.		
	5. Understand the effect of micro economics principles on the business decisions.		



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**SEMESTER II
FUNDAMENTALS OF BUSINESS**

SCHOOL OF MANAGEMENT

COURSE CODE BBA201	COURSE NAME Fundamentals of Business	L 03	T 0	P 0	C 03	
Total Credits:03	Total Hours in semester:45	Total Marks:100				
1	Course Pre-requisites:Basic Knowledge of commerce.					
2	Course Category: Core Allied					
3	Course Revision/ Approval Date:Academic Council Meet					
4	Course Objectives : As Below					
4.1. To provide elementary knowledge of the different aspects of business.						
4.2. To understand the complex and dynamic structure of modern businesses						
4.3. To show implications of corporate structure in the form of business combinations.						

Course Content	Weight age	Contact hours	Pedagogy
Unit 1 : : Fundamentals of Business Activities (a) Characteristics of Business Activities (b) Business as an Activity – How it is different from (i) Profession (ii) Employment (c) Characteristics of vocational activities (d) Business as an economic activity (e) Factors affecting business (i) Economic (ii) Social (iii) Political (f) Industries – concept (g) Commerce – concept	15%	7 Hours	Lecture/ Assignment
Unit 2: Forms of Business Organization Sole Proprietorship : Meaning , Characteristics Partnership : “ Meaning, Characteristics Joint Stock Company : Meaning; definition under the Company’s Act 1956; types; difference between Public Ltd. and Pvt. Ltd. companies; formation procedure (promotion, incorporation, subscription and commencement); detailed study of Memorandum of Association,Articles of Association, Prospectus and Statement in lieu of Prospectus.	25%	10Hours	Lecture/ Assignments
Unit 3: Company Management i. Director – meaning; definition under Company’s Act 1956; position;qualifications and disqualifications of a director; number of directors; powers, duties and liabilities of directors. ii. Managing Director – definition under Company’s Act 1956; position;appointment and disqualifications; remuneration to Managing Director. iii. Company Secretary – definition under Company’s Act 1956; position,qualifications; appointment; powers and duties of a Company Secretary.	20%	10 Hours	Lecture/ Quiz/ Audio-visual Material



**SEMESTER II
FUNDAMENTALS OF BUSINESS**

SCHOOL OF MANAGEMENT

Unit 4: Company Meetings, Resolutions and Minutes: Company meetings - Meaning; types i. Shareholders meetings – statutory meeting; AGM and EGM; provisions regarding quorum, agenda, time and place of holding the meetings, notice; purpose of holding these meetings; business transacted at these meetings. ii. Board Meetings – provisions regarding time, place, notice, quorum, agenda; purpose of holding board meetings. Resolutions – meaning; types; Minutes – meaning; signing	25%	11Hours	Lecture/ Quizzes/ Cases/
Unit 5:Business Combinations Business Combinations - Meaning; causes/reasons of combinations; economies(benefits) and diseconomies (evils) of combinations; types – horizontal, verticalforward and backward, lateral convergent and divergent, circular; forms –associations, federations, partial and total consolidations.	15%	7Hours	Lecture/ cases

Learning Resources	
1	Textbooks:M C Shukla; Business Organization and Management; S. Chand Publication
2	Reference Books: 1. Fundamentals of Business Organisation& Management by Y.K.Bhushan by Sultan chand& Sons 2. Management & Organization by C.B. Gupta
3	Journals & Periodicals: 1 American Business Law journal 2.India Today 3.International small business journal 4. Journal of Business and Organisation
4	Other Electronic Resources:www.onlinelibrary.wiley.com

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / casestudy	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Demonstrate a basic understanding of business management.		
	2. Use business terms and concepts when communicating.		
	3. Utilize information by applying a variety of business functions.		
	4. Gain knowledge for commencement of business activities.		



**SEMESTER II
BUSINESS LAW**

SCHOOL OF MANAGEMENT

COURSE CODE BBA202	COURSE NAME BUSINESS LAWS	L	T	P	C	
		03	0	0	03	
Total Credits:03	Total Hours in semester: 45	Total Marks:100				
1	Course Pre-requisites: Doman knowledge of commerce and business					
2	Course Category: Core Course					
3	Course Revision: Academic Council Meet					
4	Course Objectives : As Below					
4.1 To develop an understanding of significant provision of select business laws						
4.2 To acquire the ability to address basic application –oriented issues						
4.3 To create awareness in respect of rules and regulations affecting various managerial functions.						
4.4 To aware partnership act						
4.5 To know companies act, 2013						

Course Content	Weight age	Contact Hours	Pedagogy
<p><u>Unit 1: The Indian Contract Act, 1872:</u> An overview of Sections 1 to 75 covering the general nature of contract, consideration, other essential elements of a valid contract, performance of contract, breach of contract, contingent and quasi contract.</p>	20%	9 Hours	Lecture/ Assignment/ Quizzes
<p><u>Unit 2: The Sales of Goods Act, 1930:</u> Formation of the contract of sale, conditions and warranties Transfer of ownership and delivery of goods, Unpaid seller And his rights</p>	20%	9 Hours	Lecture//Audio-visual Material
<p><u>Unit 3: The Indian Partnership Act, 1932</u> General nature of Partnership, Rights and Duties of partners, Reconstitution of firms, Registration and dissolution of a firm.</p>	20%	9 Hours	Lecture// participation/Audio-visual Material



SEMESTER II BUSINESS LAW

SCHOOL OF MANAGEMENT

Unit 4: The Limited Liability Partnership Act, 2008 Introduction – covering nature and scope, essential features, characteristics of LLP, Incorporation and differences with other forms of organization.	20%	9 Hours	Lecture/ Quizzes/ Cases
Unit 5: The Companies Act, 2013 Essential features of company, corporate veil theory, classes of companies, types of share capital, Incorporation of company, Memorandum of Association, Articles of Association, Doctrine of Indoor Management	20%	9 Hours	Lecture/ Quizzes/

Learning Resources	
1	Textbooks:K. R. Bulchandani, Business Laws for Management,Himalaya
2	Reference Books: . 1S SGulshan, Business Law, Excel 2. Ramaswamy,B S, Contracts and their management, Lexis Nexis 3.Prof.(Cmde) P KGoel, Business Law for Managers, Biztantra
3	Journals & Periodicals: . 1 Indian Journal of Finance 2.Business India 3.Business Today 4. Business World
5	Other Electronic Resources: . 1.“Vikalpa” –Journal of Indian Institute of Management, Ahmedabad

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance		5 marks
	Quiz		5 marks
	Skill enhancement activities / case study		5 marks
	Presentation/ miscellaneous activities		5 marks



SEMESTER II BUSINESS LAW

SCHOOL OF MANAGEMENT

Course Outcomes	1. Recognize the basics of terminology of laws
	2. Enhance students knowledge and application of laws
	3. To aware business laws cases and its impact
	4. Describe complex accounting concepts
	5. To include the manipulation and analysis of numerical data



SEMESTER II
BUSINESS STATISTICS

SCHOOL OF MANAGEMENT

COURSE CODE BBA203	COURSE NAME Business Statistics	L	T	P	C	
		3	0	0	3	
Total Credits:03	Total Hours in semester:45	Total Marks:100				
1	Course Pre-requisites: basic knowledge of formula and Mathematical Symbols					
2	Course Category: Core Course					
3	Course Revision/ Approval Date: Academic Council meet					
4	Course Objectives : As Below					
4.1. To develop the student stability to deal with numerical and quantitative issues in business						
4.2. To enable the use of statistical, graphical and algebraic techniques wherever relevant.						
4.3To have proper understanding of statistical applications in Economics and Management.						
4.4 Toapply discrete and continuousprobability distribution to various business problems.						

Course Content	Weight age	Contact hours	Pedagogy
<u>Unit 1:Statistical Description of Data</u> 1. Statistical Representation of Data, 2. Diagrammatic representation of data, 3. Frequency distribution, 4. Graphical representation of Frequency Distribution – Histogram, Frequency , Polygon, Ogive, Pie- chart	20%	8Hours	Lecture/ Chalk &Talk/Quizzes
<u>Unit 2: Measure of Central Tendency and Dispersion</u> 1. Measure of Central tendency 2. Dispersion, 3. Mean, Median, Mean Deviation, 4. Quartile and Quartile Deviation, 5. Standard Deviation Co-Efficient of Variation	25%	12Hours	Chalk &Talk /participation
<u>Unit 3: Time Series analysis:</u> Components of Time Series and calculation of Trend of Moving Average Method	10%	5Hours	Lecture/ Chalk &Talk /Examples/ Cases
<u>Unit 4: Correlation and Regression</u> 1. Scatter diagram, Karl Person’s Coefficient of Correlation 2. Rank Correlation, 3. Probable Error and Probable Limits, 4. Regression Lines, 5. Regression Equations, 6. Regression Coefficient	20%	8 Hours	Lecture/ Chalk &Talk /Examples/ Cases
<u>Unit 5: Index Numbers</u> Index Numbers: Use of Index Numbers. Problems involved in construction of index Numbers, Methods of construction of Index Numbers.	25%	12 Hours	Lecture/ Chalk &Talk /Examples/ Cases



SEMESTER II
BUSINESS STATISTICS

SCHOOL OF MANAGEMENT

Learning Resources	
1	Textbooks: Business Statistics by S.P. Gupta & M.P. Gupta Introduction to Statistics by C.B. Gupta
2	Reference Books: 1. Business Statistics by Mr. R.S>Bharadwaj, Excel Book Publication 2. Business Statistics by Richard Levin 3. Business Statistics by Ken Black, Tata McgrawHiil Publication 4. Mathematical statistics by Ray, Sharma and Choudhary 5. Business Sttaatistics by V.K. Kapoor, Sultan Chand Publication
3	Journals & Periodicals: 1. Journals of Applied Statistics 2. Journal of the American Statistical Association 3. Journal of the Royal Statistical Society 4. Statistical Science by Institute of Mathematical Statistics
4	Other Electronic Resources: www.ss-pub.org

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case Study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis. 2. Critically evaluate the underlying assumptions of analysis tools 3. Understand and critically discuss the issues surrounding sampling and significance 4. Discuss critically the uses and limitations of statistical analysis 5. Solve a range of problems using the techniques covered 6. Conduct basic statistical analysis of data.		



SEMESTER II
MANAGEMENT INFORMATION SYSTEM

SCHOOL OF MANAGEMENT

COURSE CODE BBA 204	COURSE NAME Management Information Systems	L	T	P	C
		03	-	-	03
Total Credits:3	Total Hours in semester:45	Total Marks: 100			
1	Course Pre-requisites: Basic Information about Information Technology				
2	Course Category: Skill Enhancement				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives:				
4.1 To understand the basic principles and working of information technology.					
4.2 To describe the role of information technology and information systems in business.					
4.3 To contrast and compare how internet and other information technologies support business processes.					
4.4.To give an overall perspective of the importance of application of internet technologies in business administration.					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Organizations, Management, and the Networked Enterprise <ul style="list-style-type: none"> • Information Systems in Global Business Today • Global E-Business and Collaboration • Information Systems, Organizations, and Strategy • Ethical and Social Issues in Information Systems 	20%	9	Power point presentations, cases, lectures, discussion, videos
Unit 2: Information Technology Infrastructure <ul style="list-style-type: none"> • IT Infrastructure and Emerging Technologies • Telecommunications, the Internet, and Wireless Technology 	20%	9	
Unit 3: Database Management <ul style="list-style-type: none"> • Foundations of Business Intelligence: Databases and Information Management • Managing Knowledge Enhancing Decision Making 	20%	9	
Unit 4: Information System Applications for the Digital Age <ul style="list-style-type: none"> • Achieving Operational Excellence and Customer Intimacy • Enterprise Applications • Building Information System 	20%	9	
Unit 5: Managing Knowledge: The knowledge management landscape, Enterprise-wide knowledge management system, Knowledge work systems, Intelligent techniques.	20%	9	



SEMESTER II
MANAGEMENT INFORMATION SYSTEM

SCHOOL OF MANAGEMENT

Enhancing Decision Making: Decision making and information systems, Business intelligence in the enterprise. Business intelligence constituencies.			
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Learning Resources	
1.	Textbook: Kenneth C. Laudon and Jane P. Laudon: Management Information System, Managing the Digital Firm, Pearson Education,
2.	Reference books: 1. James A. O' Brien, George M. Marakas: Management Information Systems, Global McGraw Hill, 2. Steven Alter: Information Systems: The Foundation of E-Business, Pearson Education. 3. W.S. Jawadekar: Management Information Systems, Tata McGraw Hill
3.	Journals & Periodicals: 1. Journal of Information Technology Management 2. Information Technology and Management 3. International Journal of Information Technology and Management
4.	Other Electronic resources https://www.guru99.com/rol-component-mis.html https://www.tutorialspoint.com/management_information_system/quality_of_information.htm

Evaluation Scheme	Total Marks: 100		
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Understand and apply the fundamental concepts of information systems.		
	2. Develop the knowledge about management of information systems.		
	3. Interpret and recommend the use of information technology to solve business problems.		
	4. Apply a framework and process for aligning organization's IT objectives with business strategy		



SEMESTER II FINANCIAL ACCOUNTING

SCHOOL OF MANAGEMENT

COURSE CODE BBA 205	COURSE NAME FINANCIAL ACCOUNTING	L	T	P	C
		03	0	00	03
Total Credits: 03	Total Hours in semester : 45	Total Marks: 100			
1	Course Pre-requisites : passionate for practical knowledge				
2	Course Category: Core Course				
3	Course Revision/ Approval date : Academic Council Meet				
4	Course Objectives : This course attempts to help students to:				
	4.1 To provide knowledge on Goodwill				
	4.2. To understand the terms used in accounting system.				
	4.3 To know the accounting system for non profit organisation.				
	4.4. To enable the students to prepare different kinds of Financial Statements				

Course Content	Weightage	Contact hours	Pedagogy
Unit1: Analysis and interpretation of financial statement Advantages and limitations of financial statement analysis, techniques of financial statement analysis: comparative financial statement, common size statement and trend percentage, Ratio analysis: Advantages and limitation of ratio analysis, Liquidity and solvency ratio, Profitability Ratio, Efficiency ratio:	20%	9 Hours	Lecture/ Chalk Talk/Project
Unit 2: Fund Flow Analysis Preparation of statement showing changes in working capital, preparation of fund flow statement (Including additional information), and adjusted profit and loss account	20 %	9 Hours	Chalk Talk/Cases
Unit 3: Cash Flow Statement Cash Flow Statement Uses, Advantages, Cash from Operations, cash from Financing and Cash from Investing	20%	9 Hours	Chalk talk/ Assignment
Unit 4 : VALUATION OF GOODWILL AND SHARES Valuation of good will, Factors affecting value of goodwill – Methods of valuation of shares, Computation of valuation of shares.	20%	9 Hours	Chalk Talk/ Assignment
Unit 5: ACCOUNTING FOR NON TRADING CONCERNS: Meaning of Non Trading Concern, Annual Financial Statements of Non Trading Concerns (NTC), How NTC differs from Trading Concern, Identification of	20 %	9 Hours	Lecture/ Assignment/



SEMESTER II FINANCIAL ACCOUNTING

SCHOOL OF MANAGEMENT

Capital and Revenue Items for non trading organizations, Receipts and Payments Account, Income and Expenditure Account, Balance Sheet. (Practical Examples of Clubs & Hospitals)			
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Learning Resources	
1.	Textbook : P.C. Tulsian, “ Financial Accounting”, Tata MC Graw Hill Ltd
2.	Reference books : 1. T.S.Reddy&A.Murthy, “Financial Accounting”, Margham Publications 2. Assish K. Bhattacharyya, “Financial Accounting”, Prentice of hall of India 3. 3. N. Vinayagam and B. Charumaki, “Financial Accounting”, S.Chand& Company Ltd.
3.	Journals & Periodicals : 1. International Journal of Accounting 2. Journal of Accountancy 3. Journal of Accounting Research. 4. International Journal of Managerial and Financial Accounting
4.	Other Electronic resources : www.onlinelibrary.wiley.com

Evaluation Scheme		Total Marks
Mid semester Marks	30 Marks	
End Semester Marks	50 Marks	
Continuous Evaluation Marks	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks
Course Outcomes	1. Maintain the financial statements of a Non Profit business entity.	
	2. Gains knowledge on Goodwill and shares valuation.	
	3. Enables knowledge to compare the financial performance of the Organisation.	
	4. Analyse the financial statements of the Organisation	



SEMESTER II MACRO ECONOMICS

SCHOOL OF MANAGEMENT

COURSE CODE BBA 206	COURSE NAME Macro Economic	L	T	P	C	
		03	0	0	03	
Total Credits:03	Total Hours in semester:45	Total Marks:100				
1	Course Pre-requisites:Basic Knowledge of Economics at 12 th std.					
2	Course Category: Core Allied					
3	Course Revision/ Approval Date:Academic Council Meet					
4	Course Objectives : As Below					
	4.1. To understand the functioning of economy at the macro level.					
	4.2. To Understand how the economy is regulated through monetary and fiscal policies.					
	4.3. To study the important indicators of the economy and their significance.					
	4.4. To understand the functioning of economy at the macro level.					

Course Content	Weight age	Contact hours	Pedagogy
Unit 1 : Introduction to Macro Economics Definition, Scope, Importance and Limitations of Macro Economics National Income-Meaning of NI and Circular Flow of NI, Various concepts of NI (GNP, GDP, NNP, NDP), Personal Income, Disposable Income, Methods for measurement of NI	25%	12 Hours	Lecture/ Assignment/ participation/
Unit 2: Monetary policy/Fiscal Policy/Balance of Payments Monetary Policy :Meaning, Objectives and Tools Fiscal Policy: Meaning, Objectives and Tools Balance of Payments :Meaning, Structure, Causes of Disequilibrium and Methods of Correcting Disequilibrium	20%	8Hours	Lecture/ Quizzes/
Unit 3: Business Cycle Meaning Phases Features Causes behind these Cycles	15%	8 Hours	Lecture/ Assignment/ Audio-visual Material



SEMESTER II MACRO ECONOMICS

SCHOOL OF MANAGEMENT

Unit 4: Indian Economy 1. Money, Banking, Inflation and Deflation 2. Nature and functions of money, (M1,M2,M3 AND M4), value of money, Measurement of money supply 3. Central bank-functions, Commercial banks-functions, credit creation. 4. Inflation and deflation-meaning, causes and control, inflation and unemployment	25%	12Hours	Lecture/ Quizzes/ Cases/
Unit 5: Unemployment Meaning, Types, Causes, Remedies	15%	5Hours	Lecture/ cases

Learning Resources	
1	Textbooks:Gregory Mankiw. Macroeconomics, Worth Publishers . Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill
2	Reference Books: . 1. .Macro Economics by D.M.Mithani (Himalaya Publication) 2. Macro Economics by R. Cauvery (S.Chand Publication.) 3. Olivier Blanchard, Macroeconomics, Pearson Education, Inc., 4. David Colander, Macroeconomics, McGraw-Hill Education,
3	Journals & Periodicals: . 1Journal of Macroeconomics 2.American Economic Journal : Macro Economics 3.South Asian Journal of Macro economics and Public Finance 4.Journal of Monetary economics
5	Other Electronic Resources: . www.researchgate.net

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20		Attendance	5 marks
		Quiz	5 marks
		Skill enhancement activities / case study	5 marks
		Presentation/ miscellaneous activities	5 marks
Course Outcomes	1. Understands the concept of macroeconomics and its implication on economy. 2. Provides an idea regarding Balance of trade and Payment. 3. Creates learning of components of money and credit creation in Banks 4. Integrate the role of fiscal and monetary policies in regulating economy		



**SEMESTER III
FINANCIAL MANAGEMENT**

SCHOOL OF MANAGEMENT

COURSE CODE BBA 301	COURSE NAME Financial Management	L	T	P	C
		03	-	-	03
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Prerequisites: Basic Knowledge of Business.				
2	Course Category: Core Course				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives				
4.1 The purpose of the course is to offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.					
4.2 To apply future value and present value concepts to single sums, mixed streams, and annuities.					
4.3 To apply time value, risk, and return concepts. To apply valuation techniques to bonds.					
4.4 To apply time value, risk, and return concepts to constant and variable growth models. To apply valuation techniques to stocks.					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Financial Management: An Overview - Forms of Business Organisation -Financial Decisions in a Firm - Goal of Financial Management - The Fundamental Principle of Finance -Building Blocks of Modern Finance - Risk-Return Tradeoff - Agency Problem- Business Ethics and Social Responsibility - Organisation of the Finance Function -Relationship of Finance to Economics and Accounting - Emerging Role of the Financial Manager in India	20%	9	Power point presentations, cases, lectures, discussion, videos
Unit 2: The Time Value of Money Rationale -Techniques -Practical applications of Compounding and Present Value Techniques	20%	9	
Unit 3: Risk and Return: Risk and return of a Single Asset -Average rate of return-variability of rates of return-Expected return and risk	20%	9	
Unit 4: Valuation of Bonds and Stocks: Bond Valuation-Bond Yields-Bond Market – Valuation of Preference Stock Equity Valuation: Dividend Discount Model The P/E Ratio Approach -The Relationship between Earnings-Price Ratio -Expected Return, and Growth - Stock Market	20%	9	
Unit 5: Dividend Policy Factors influencing dividend policy-Practical Considerations-Stability-forms of dividend	20%	9	



**SEMESTER III
FINANCIAL MANAGEMENT**

SCHOOL OF MANAGEMENT

Learning Resources	
1.	Textbook: I.M.Pandey; Financial Management, Vikas Publication; S.Chand Publication
2.	References: Prasanna Chandra; Financial Management; McGraw Hill M Y Khan and P K Jain; Financial Management; McGraw Hill
3.	Journal & Periodicals: Journal of Applied Corporate Finance Journal of Money, Credit and Banking The Journal of Computational Finance IMF Economic Review
4.	Other Electronic resources https://www.coursera.org/specializations/financial-management https://www.lsbfi.org.uk/blog/news/importance-of-financial-management/117410 https://www.investopedia.com/terms/t/timevalueofmoney.asp https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/risk-and-return/

Evaluation Scheme	Total Marks: 100								
Mid semester Marks	30 Marks								
End Semester Marks	50 Marks								
Continuous Evaluation Marks 20	<table border="1"> <tr> <td>Attendance</td> <td>5 marks</td> </tr> <tr> <td>Quiz</td> <td>5 marks</td> </tr> <tr> <td>Skill enhancement activities / case study</td> <td>5 marks</td> </tr> <tr> <td>Presentation/ miscellaneous activities</td> <td>5 marks</td> </tr> </table>	Attendance	5 marks	Quiz	5 marks	Skill enhancement activities / case study	5 marks	Presentation/ miscellaneous activities	5 marks
	Attendance	5 marks							
	Quiz	5 marks							
	Skill enhancement activities / case study	5 marks							
Presentation/ miscellaneous activities	5 marks								
Course Outcomes	1. To apply time value of money concept to single sums, mixed streams, and annuities with reference to investments.								
	2. To apply time value, risk, and return concepts in valuation techniques for bonds.								
	3. To apply time value, risk, and return concepts in constant and variable growth models in valuation techniques for stocks.								



**SEMESTER III
PRINCIPLE OF MARKETING**

SCHOOL OF MANAGEMENT

COURSE CODE 21BBA 302	COURSE NAME Principle of Marketing	L	T	P	C
		3	-	-	3
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Basic knowledge of commerce.				
2	Course Category: Core Course				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives				
4.1 To introduce students to basic principles of marketing.					
4.2 To provide understanding of marketing as a business function					
4.3 To understand the role of the basic marketing framework.					
4.4 To understand practical implications of marketing principles					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Basic concepts: Nature & Scope of Marketing, Concepts -Core marketing concepts, production, product, selling marketing & societal marketing,	20 %	9	Lecture/ Quiz/ Audio-visual Material/Case study
Unit 2: Consumer buying behaviour: Consumer decision making process (five step model), factors affecting buying behaviour, buyer's role. <i>Market Segmentation:</i> Meaning, Definition, Different ways to Segmentation <i>Targeting:</i> Meaning, effective segmentation criteria, evaluating and selecting the market segments <i>Positioning:</i> Developing and establishing Brand Positioning.	20 %	9	
Unit 3:Product decisions : Developing Product Strategy Product characteristics and Classification,Product hierarchy Product mix,PLC Cycle ,Packaging, Labeling and Warranties, New product development	20 %	9	
Unit 4: Price,Place and Promotion Decision <i>Pricing decisions:</i> importance, objectives Concept of Price, Factors Influencing Pricing, Methods of Pricing (Cost based and Competition oriented) & strategies <i>Product promotion:</i> promotion mix and factors affecting. <i>Distribution:</i> channel decisions, types & factors, physical distribution system & its components	20 %	9	
Unit 5: Contemporary issues: Services Marketing Mix -Rural Marketing Mix -Consumerism and Consumer Protection Act,1986.	20 %	9	



**SEMESTER III
PRINCIPLE OF MARKETING**

SCHOOL OF MANAGEMENT

Learning Resources	
1.	Textbook: Marketing Management by Philip Kotler
2.	Reference books: Marketing 4.0 Shift to Digital by Philip Kotler Crushing It by Gary Vaynerchuk Steve Jobs by Walter Issacson Marketing Management by Nair. N. Rajan
3.	Journal & Periodicals The IUP Journal of Marketing Management International Journal of Marketing Management
4.	Other Electronic resources: https://www.economicdiscussion.net/marketing-management/what-is-marketing-management/31788 https://www.professionalacademy.com/blogs-and-advice/marketing-theories---the-marketing-mix---from-4-p-s-to-7-p-s https://www.investopedia.com/terms/f/four-ps.asp https://www.ukessays.com/essays/marketing/contemporary-issues-in-marketing-marketing-essay.php https://yourbusiness.azcentral.com/examples-contemporary-issues-marketing-field-26524.html

Evaluation Scheme	Total Marks: 100		
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. To understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behavior; of product, distribution, promotion and pricing decisions.		
	2. To understand the role of marketing as a fundamental organizational policy process.		
	3. To analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces		
	4. To apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global context.		
	5. To appreciate the importance of cultural adaptation of international business and marketing through appraisal and critical analysis of the social, technological, political, legal and economic forces that affect business performance.		



**SEMESTER III
COST ACCOUNTING**

SCHOOL OF MANAGEMENT

COURSE CODE BBA 303	COURSE NAME Cost Accounting	L	T	P	C
		03	-	-	03
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Basic knowledge of accounts				
2	Course Category: Core Course				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives				
4.1 To impart the meaning, objective and importance of cost and management accounting					
4.2 To compute Economic Order Quantity					
4.3 To apply various methods of remuneration and incentive systems in calculation of wages, bonus etc.					
4.4 To prepare cost sheet / statement of production of goods					

Course Content	Weightage	Contact hours	Pedagogy
Unit1: Costing: Concept and Classification Objective and importance of cost and management accounting-Essentials of cost and management accounting-Differentiate between cost accounting and financial accounting and management accounting- Various elements of cost and cost classification-semi-variable costs Concept of cost reduction and cost control Methods and techniques of costing	20%	9	Power point presentations, cases, lectures, discussion, videos
Unit 2: Cost Sheet Preparation of Cost Sheet	20%	9	
Unit 3: Material cost Meaning, need and importance of materials-procedures and documentations involved in procuring, storing and issuing material –various inventory control techniques and determination of various stock levels.Economic order quantity-various methods of inventory accounting- prepare stock ledger/account.	20%	9	
Unit 4: Labour Cost and Direct Expenses Meaning and importance of employee (labour) cost in an organisation – attendance and payroll procedures-meaning and treatment of idle time and overtime cost – employee (labour) turnover: meaning, reasons, methods of measurement and cost impacts Various methods of remuneration and incentive system in calculation of wages, bonus etc.	20%	9	
Unit 5: Overheads Absorption costing method Meaning of overheads - Production, Administrative and Selling & Distribution – meaning and methods of	20%	9	



**SEMESTER III
COST ACCOUNTING**

SCHOOL OF MANAGEMENT

allocation, apportionment and absorption of overheads- under-absorption and over-absorption of overheads- Accounting and control of administrative, selling and distribution overheads				
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Learning Resources	
1.	Text Book: 1.Jawahar Lal and Seema Srivastava; <i>Cost Accounting</i> , McGraw Hill Education (India Private Limited) 2.M. N. Arora A Textbook on Cost and Management Accounting Vikas Publication. 10 th Edition 3.Charles T. Horngren Cost Accounting- A Managerial Emphasis Pearson – 14th Edition
2.	Reference books: 1.Ravi Kishore Cost Management Accounting Taxman – Latest Edition 2.Hilton & Maher Cost Management : Strategies for Business TMH – Latest Edition 3.Dr. S N Maheshwari, CA Sharad K. Maheshwari, <i>Principles of Management Accounting</i> , Sultan Chand & Sons. 4.Paresh Shah, <i>Management Accounting</i> , Oxford University Press
3.	Journals & Periodicals 1.Journal of Accounting Research 2.Contemporary Accounting Research 3.Accounting, Organisations and Society
4.	Other Electronic resources: 1. https://accountinginfocus.com/managerial-accounting-2/introduction-managerial-accounting-2/what-is-managerial-accounting/ 2. https://www.coursera.org/lecture/accounting-for-managers/learning-objectives-and-what-is-managerial-accounting-CIrg0 3. https://www.edx.org/course/management-accounting 4. https://courses.lumenlearning.com/wm-accountingformanagers/chapter/key-components-of-managerial-accounting/

Evaluation Scheme	Total Marks: 100								
Mid semester Marks	30 Marks								
End Semester Marks	50 Marks								
Continuous Evaluation Marks 20	<table border="1" style="width: 100%;"> <tr> <td style="width: 70%;">Attendance</td> <td style="width: 30%;">5 marks</td> </tr> <tr> <td>Quiz</td> <td>5 marks</td> </tr> <tr> <td>Skill enhancement activities / case study</td> <td>5 marks</td> </tr> <tr> <td>Presentation/ miscellaneous activities</td> <td>5 marks</td> </tr> </table>	Attendance	5 marks	Quiz	5 marks	Skill enhancement activities / case study	5 marks	Presentation/ miscellaneous activities	5 marks
	Attendance	5 marks							
	Quiz	5 marks							
	Skill enhancement activities / case study	5 marks							
Presentation/ miscellaneous activities	5 marks								
Course Outcomes	1. To learn essentials of cost and management accounting								
	2. To understand Inventory control techniques-EOQ								
	3. To use various methods of remuneration and incentive system in calculation of wages, bonus etc.								
	4. To learn to prepare cost sheet								



SEMESTER III
PRINCIPLE OF HUMAN RESOURCES MANAGEMENT

SCHOOL OF MANAGEMENT

COURSE CODE BBA 304	COURSE NAME Principle of Human Resources Management	L	T	P	C
		3	-	-	3
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Basic knowledge of business				
2	Course Category: Core Course				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives				
4.1 To enable the students to understand the HR Management and system at various levels in an organization.					
4.2 To analyse underlying HR issues					
4.3 To develop strategies required to meet and develop human resources requirement.					
4.3 To develop relevant skills necessary for application in HR related issues					
4.5 To enable the students to integrate various HR concepts in order to take correct business decisions					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Introduction to Human Resource Management: Meaning, Function, Significance & Challenges of HRM, HR Policies Strategic role of HR and its implications	20%	9	Power point presentations, cases, lectures, discussion, videos
Unit 2: Acquisition of Human Resources: HR Planning; Job analysis - job description and job specification; recruitment - sources and process; selection process - tests and interviews; placement and induction.	20%	9	
Unit 3: Maintenance of Human Resources: staff welfare activities, safety, communication Job changes - transfers, promotions/demotions, separations	20%	9	
Unit 4: Training and Development: concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development - process and techniques; career planning	20%	9	
Unit 5: Performance Appraisal Performance appraisal - concept and objectives; traditional and modern methods, limitations of performance appraisal methods. <i>Compensation and Maintenance:</i> Compensation: job evaluation - concept,	20%	9	



SEMESTER III
PRINCIPLE OF HUMAN RESOURCES MANAGEMENT

SCHOOL OF MANAGEMENT

process and significance; components of employee remuneration - base and supplementary; maintenance: overview of employee welfare, health and safety, social security			
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Learning Resources	
1.	Textbook: Human Resource Management, Gary Dessler
2.	Reference books: Human Resource Management: Text and Cases, K.Aswathappa Human Resource Management (Text and Cases) Dr. S.S.Khanka Human Resource Management Shagun Ahuja
3.	Journal & Periodicals: The Journal of Human Resources Human Resource Development Review Journal of Human Values Labor Law Journal California Management Review
4.	Other Electronic resources: https://www.thebalancecareers.com/what-is-human-resource-management-1918143 https://www.coursera.org/specializations/human-resource-management https://hbr.org/1981/09/managing-human-resources https://www.humanresourcesedu.org/what-is-human-resources/

Evaluation Scheme	Total Marks: 100		
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. To develop the understanding of the concept of human resource management and to understand its relevance in organizations.		
	2. To develop necessary skill set for application of various HR issues.		
	3. To analyse the strategic issues to select and develop manpower resources.		
	4. To integrate the knowledge of HR concepts in business decisions.		



**SEMESTER III
FINANCIAL SYSTEMS AND MARKETS**

SCHOOL OF MANAGEMENT

COURSE CODE BBAFM01	COURSE NAME Financial Systems and Markets	L	T	P	C
		03	-	-	03
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Basic knowledge of economic				
2	Course Category: Elective				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives				
4.1 To understand the role and function of the financial system in reference to the macro economy.					
4.2 To demonstrate an awareness of the current structure and regulation of the Indian financial services sector.					
4.3 To create awareness about financial markets					
4.4 To understand the role of financial regulators					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Financial System <ul style="list-style-type: none"> ● The financial System: An Introduction ● The Financial System and Economy ● Reforms in the Financial System 	20%	9	Power point presentations , cases, lectures, discussion, videos
Unit 2: Financial Markets <ul style="list-style-type: none"> ● The Money Market ● The Capital Market 	20%	9	
<ul style="list-style-type: none"> ● The Primary Market ● Disinvestment of Public Sector Undertakings ● The Secondary Market 	20%	9	
Unit 4 : Financial Markets <ul style="list-style-type: none"> ● The Derivatives Market ● The Debt Market ● New Financial Instruments 	20%	9	
Unit 5: Financial Regulators <ul style="list-style-type: none"> ● Securities and Exchange Board of India ● Reserve Bank of India 	20%	9	

Learning Resources	
1.	Textbook Indian Financial System: Bharti V. Pathak Pearson
2.	Reference books Khan M Y: Indian Financial System, Tata Macgraw Hill, New Delhi 2000 Bhole, L M : Financial Institutions and Markets : Structure Growth and Innovations. 2 nd edition: New Delhi : Tata McGraw Hill,



SEMESTER III
FINANCIAL SYSTEMS AND MARKETS

SCHOOL OF MANAGEMENT

	Srivastava, R M: Financial Institutions in Indian Financial Institutions
3.	<p>Journals & Periodicals</p> <p>Journal of Finance. Published by Wiley.</p> <p>The Review of Financial Studies.</p> <p>Journal of Financial Economics.</p> <p>Journal of Accounting and Economics.</p> <p>Journal of Financial and Quantitative Analysis.</p> <p>Journal of Money, Credit and Banking.</p> <p>Journal of International Money and Finance.</p>
4.	<p>Other Electronic resources:</p> <p>https://www.investopedia.com/ask/answers/030315/what-financial-services-sector.asp</p> <p>https://www.ibef.org/industry/financial-services-india.aspx</p> <p>https://financialservices.gov.in/</p>

Evaluation Scheme	Total Marks: 100								
Mid semester Marks	30 Marks								
End Semester Marks	50 Marks								
Continuous Evaluation Marks 20	<table border="1"> <tr> <td>Attendance</td> <td>5 marks</td> </tr> <tr> <td>Quiz</td> <td>5 marks</td> </tr> <tr> <td>Skill enhancement activities / case study</td> <td>5 marks</td> </tr> <tr> <td>Presentation/ miscellaneous activities</td> <td>5 marks</td> </tr> </table>	Attendance	5 marks	Quiz	5 marks	Skill enhancement activities / case study	5 marks	Presentation/ miscellaneous activities	5 marks
	Attendance	5 marks							
	Quiz	5 marks							
	Skill enhancement activities / case study	5 marks							
Presentation/ miscellaneous activities	5 marks								
Course Outcomes	1. Understand the role and function of the financial system in reference to the macro economy.								
	2. Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.								
	3. Create awareness about financial markets								
	4. Understand the role of financial regulators								



SEMESTER - III
FINANCIAL INSTITUTIONS AND SERVICES

SCHOOL OF MANAGEMENT

COURSE CODE BBAFM02	COURSE NAME Financial Institutions and Services	L	T	P	C
		03	-	-	03
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Domain Knowledge of banking functions				
2	Course Category: Elective				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives				
4.1 To develop the perspective of financial institutions					
4.2 To familiarize students with various banking operations					
4.3 To introduce the concepts of mutual funds and insurance					
4.4 To create awareness about the various financial services					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Financial Institutions Developmental Financial Institutions Banking and Non-Banking Institutions	20%	9	Power point presentations, cases, lectures, discussion, videos
Unit 2: Financial Institutions Mutual Funds Insurance	20%	9	
Unit 3: Financial Services Investment Banking Depositories and Custodians	20%	9	
Unit 4: Financial Services Credit Rating Factoring and Forfaiting Housing Finance	20%	9	
Unit 5: Financial Services Leasing and Hire Purchase Financial Inclusion and Micro Finance	20%	9	

Learning Resources	
1.	Textbooks: Bharti V. Pathak Indian Financial System
2.	Reference Books: 1. K C Shekhar and Lekshmy Shekhar, Banking Theory and Practice, Vikas Publication 2. Neelam C Gulati, Principles of Insurance Management, Excel 3. Basel: Banking, Securities, and Insurance, Oxford University Press
3.	Journals & Periodicals: 1. Financial Express, 2. Economics Times, 3. Indian Journals of Banking by National Institute of Bank Management 4. Journal of Insurance by IRDA .



SEMESTER - III
FINANCIAL INSTITUTIONS AND SERVICES

SCHOOL OF MANAGEMENT

Evaluation Scheme	Total Marks: 100								
Mid semester Marks	30 Marks								
End Semester Marks	50 Marks								
Continuous Evaluation Marks 20	<table border="1"><tr><td>Attendance</td><td>5 marks</td></tr><tr><td>Quiz</td><td>5 marks</td></tr><tr><td>Skill enhancement activities / case study</td><td>5 marks</td></tr><tr><td>Presentation/ miscellaneous activities</td><td>5 marks</td></tr></table>	Attendance	5 marks	Quiz	5 marks	Skill enhancement activities / case study	5 marks	Presentation/ miscellaneous activities	5 marks
	Attendance	5 marks							
	Quiz	5 marks							
	Skill enhancement activities / case study	5 marks							
Presentation/ miscellaneous activities	5 marks								
Course Outcomes	1. Develop the perspective of financial institutions								
	2. Familiarize students with various banking operations								
	3. Introduce the concepts of mutual funds and insurance								
	4. Create awareness about the various financial services								



SEMESTER III
HR PLANNING & RECRUITMENT

SCHOOL OF MANAGEMENT

COURSE CODE BBAHRM01	COURSE NAME HR PLANNING & RECRUITMENT	L	T	P	C
		3	0	0	3
Total Credits: 3	Total Hours in semester :45	Total Marks: 100			
1	Course Pr-requisites: Basic knowledge of Human resource management				
2	Course Category: Electives				
3	Course Revision/ Approval date: Academic council Meet				
4	Course Objectives				
4.1 To understand the various dimensions of HR planning and recruitment.					
4.2 To familiarize the role of various bodies involved in HR Planning.					
4.3. To recognize how planning decisions help the organization achieve a competitive advantage.					
4.4 Distinguish the strategic approach to human resources from the traditional functional approach.					
4.5 To design rational and competitive HRM systems in modern organizations.					

Course Content	Weightage	Contact hours
Unit 1: Manpower Planning and Recruitment: Factors Affecting Manpower Planning, Need for Manpower Planning, Five Steps in Manpower Planning, Importance of Manpower Planning, Obstacles in Manpower Planning, Advantages of Manpower Planning, Successful Manpower Planning, Consolidated Demand Forecast Development, Effective Decision Making, Gaining Senior Management Support, Meeting the Organization's Goals and Objectives	15%	7
Unit 2: HR Forecasting: Introduction, Forecasting, Necessity for forecasting, Steps in forecasting, Demand and supply forecasting, Demand Forecasting techniques, Forecasting accuracy, Benefits of forecasting.	25%	11
Unit 3: Developing a HR Forecasting Plan: Introduction, Developing a Manpower Plan, Qualitative Side of Manpower Planning, Behavioral Event Interviewing, Standard Interviews, Competency Mapping (Skill Inventory), Problems in Manpower Planning, Sample Manpower Plan	25%	11
Unit 4: Role of Human Resource in Manpower Planning: Introduction, Inputs provided by HR for manpower planning, Key human resource elements, Sourcing & Recruitment: Introduction, Sources of candidates, Recruitment, Outsourcing, Attracting candidates, E-Recruitment, Person specifications.	25%	11
Unit 5: Selection Tests: Introduction, Selection Process, Selection Methods, Psychological tests, Types of tests, Validity of tests, interpreting test results, Psychometric tests, online test, Importance of tests, Interviews, Final stages.	10%	5



SEMESTER III
HR PLANNING & RECRUITMENT

SCHOOL OF MANAGEMENT

Learning Resources	
1.	<p>Text Book</p> <p>1. Personnel and Human Resource Management: By A.M.Sarma, Himalaya Publishing House.</p> <p>2. Armstrong M.-Strategic Human Resource Management_ A Guide to Action (2006)</p> <p>3. Human Resource and Personnel Management – By Aswathappa. Tata McGraw Hill.</p> <p>4. Gary Dessler, Human Resource Management, PHI, New Delhi, 2003</p>
2.	<p>1) Personnel management & HRM: C. S. Venkata, Ratnam, Tata McGraw-Hill.</p> <p>2) Designing and Managing HRM: By Parikh U. and Rao T. V., Wiley.</p> <p>3) Personnel Management: By Monoppa and Sayadain, Tata McGraw-Hill</p>
3.	<p>Journal The International Journal of Human Resource Management.</p>
4.	<p>Other Electronic resources: SWAYAM, EDx, COURSERA</p> <p>1.http://aise.swlearning.com</p> <p>2.www.pearsonhighered.com/lepak</p> <p>3.www.hgsi.com</p>

Evaluation Scheme		Total Marks :100	
Mid semester Marks	30		
End Semester Marks	50		
Continuous Evaluation Marks		Attendance	5 marks
		Quiz	5 marks
		Skill enhancement activities / case study	5 marks
		Presentation/ miscellaneous activities	5 marks

Course Outcomes	1.To have an understanding of the basic concepts, functions and processes of Strategic human resource management
	2.The role of SHRM and benefits in the employment relationship
	3.The effect of trends and contemporary practices .
	4.The role of employee benefits .
	5.How to analyze and address SHRM issues using a pay model that focuses on objectives, internal equity, external competitiveness, employee contributions, and program management



**SEMESTER III
PSYCHOLOGY & HRM**

SCHOOL OF MANAGEMENT

COURSE CODE BBAHRM02	COURSE NAME PSYCHOLOGY & HRM	L	T	P	C
		03	0	0	03
Total Credits:03	Total Hours in semester: 45	Total Marks:100			
1	Course Pr-requisites: Basic knowledge of Human resource management				
2	Course Category: Electives				
3	Course Revision/ Approval date: Academic council Meet				
4	Course Objectives : As Below				
4.1 To develop an understanding about human behavior by studying various concepts of psychology.					
4.2 : To understand the basics of social psychology and to understand the individual in the social world.					
4.3 To apply various psychological concepts in different areas of Human Resource Management to have a good understanding of human behavior at work and focus on developing individuals to enhance their engagement and productivity levels.					
4.4 To introduce the concepts of psychological distress and abnormality and to understand how to achieve well-being of employee					

Course Content	Weight-age	Contact hours	Pedagogy
Unit 1 : Foundations of psychology Psychology: as a science ,perspectives, origin and development of psychology. Cognitive psychology: Definition, History and Branches of Cognitive Psychology.Perceptual Processes,Attention and Consciousness,Problem Solving and Creativity,Deductive Reasoning and Decision Making	20 %	9	Lecture/ Assignment/Quiz
Unit 2 :Introduction to social psychology Brief history of social psychology (special emphasis on India), Scope of social psychology, levels of social behavior, approaches towards understanding social behavior Individual level processes: Person perception: attribution-theories, biases and errors Attitude: formation, change and resistance to change Interpersonal processes: Interpersonal attraction, prosocial behavior, aggression Group dynamics: Key aspects of groups, cooperation and conflict, group decision making.	20 %	9	Lecture/ Assignments/Quiz
Unit 3:Understanding psychological distress and well being Psychological distress, abnormality and psychological well-being Theoretical perspectives:Biological, familial, cultural, behavioral, cognitive and psycho dynamic. Clinical states:Anxiety disorders-Obsessive compulsive disorder, mood disorders- Unipolar, Bipolar, and schizophrenia: Disorganized, Paranoid and Catatonic.	20 %	9	Lecture/ Quiz/ Audio-visual Material



**SEMESTER III
PSYCHOLOGY & HRM**

SCHOOL OF MANAGEMENT

Dealing with psychological distress: Coping strategies, personal growth and well-being.			
Unit 4: Psychological assessment: I Psychological Assessment & Testing: Definition and Purpose of psychological assessment in organizational setting. Advancements in the area of assessment Classification of psychological tests: Behavioral observation, self-report, Standardized/ non-standardized, Objective/ Projective, Dimensions measured. Measurement of Intelligence, Ability, Aptitude and Achievement: Types of Intelligence tests, Distinction between Aptitude and Achievement Tests, Types of Aptitude and Achievement Tests Measurement of Personality: Meaning and Purpose, Tools of Personality Assessment, Measurement of Interests, Values and Attitudes	20 %	9	Lecture/ Quizzes/ Cases/ Role play
Unit 5: Application of Psychological Assessment: II Intelligence assessment: 1. Raven's Standard Progressive Matrices- perform 2. Vineland Social Maturity Scale 3. Coloured Progressive Matrices 4. Gessell's Development scales 5. Bayley's Developmental scale. Emotional assessment 6. Behavior checklist Neurological assessment 7. Bender Gestalt test Personality assessment 8 MBTI 9 Big Five Dimensions Psychosocial/ health assessment 10. Occupational Stress Inventory	20 %	9	Lecture/ cases

Learning Resources	
1	Text Book 1. Feldman R.S. (1996). Understanding psychology. IV edition. McGraw Hill. India. 2. Morgan, King, Weiss & Schopler. (1989), Introduction to psychology. VII edition, McGraw Hill, India. 3. Iyer, S. (2006). Introduction to psychology. Premier publishing company, India.
2	Reference Book 1. Baron, R.A. (1995). Psychology. India: Prentice Hall. 2. Hilgard, Atkinson & Atkinson. (1975). Introduction to psychology. Oxford IBH Publishing Co. Pvt. Ltd. 3. Weiten, W. (2010). Psychology-themes and variation. IV edition, Brooks/ Cole Publishing Co. 4. Carson, R.C., Butcher, J.N., Mineka, S. & Hooley, J.M. (2008). Abnormal Psychology. New Delhi: Pearson. 5. Carr, A. (2004). Positive Psychology: The science of happiness and human strength. UK: Routledge. 6. Frude, N. (1998). Understanding abnormal psychology. Oxford: Blackwell Publisher 7. Aiken, R.L. & Groth-Marnat, G. (2006). Psychological testing and assessment. USA:



SEMESTER III PSYCHOLOGY & HRM

SCHOOL OF MANAGEMENT

	<p>Pearson Education. 8. Anastasi, A. & Urbina, S. (1997). Psychological testing. N.D.: Pearson Education. 9. Woodworth, R.S. and Scholesberg (1972). Experimental Psychology. Holt, Rinehart & Winston. 10. A. Anastasi & Susana Urbina (2004) 7th Edition. Psychological Testing, Pearson Education Inc, New Delhi. 11. Kaplan (2004). Psychological Testing: Principles, Applications & Issues. 6th Edition. Wadsworth Publishers.</p>
3	<p>List of Journals :</p> <ol style="list-style-type: none"> 1. International Journal of Psychology 2. Journal of Applied Psychology
4	<p>Electronic recourse: SWAYAM,</p>

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Demonstrate an understanding of the concepts and integration of Psychology into Human Resource Management.		
	2. Apply the knowledge of psychology to understand Human behavior at work.		
	3. Have a fundamental understanding of the core issues in psychological testing and measurement.		



**SEMESTER III
COMPUTER PROGRAMMING WITH C, C+**

SCHOOL OF MANAGEMENT

COURSE CODE BBAITM01	COURSE NAME Computer Programming with C, C+	L	T	P	C
		2	0	1	3
Total Credits:03	Total Hours in semester: 45	Total Marks:100			
1	Course Pre-requisites: Basic knowledge of computer. Classroom with Projector				
2	Course Category: Elective				
3	Course Revision/ Approval Date:				
4	Course Objectives : As Below				
4.1 To understand the various steps in Program development.					
4.2 To understand the basic concepts in C Programming Language.					
4.3 To learn how to write modular and readable C Programs					
4.4 To learn to write programs (using structured programming approach) in C to solve problems.					
4.5 To introduce the students to basic data structures such as lists, stacks and queues. To make the student understand simple sorting and searching method.					

Course Content	Weight age	Contact hours	Pedagogy
<p>Unit 1: Introduction to Computers: Computer Systems, Computing Environments, Computer Languages, Creating and running programs, Program Development. Introduction to the C Language:Background, C Programs, Identifiers, Types, Variables, Constants, Input / Output, Operators, Expressions, Precedence and Associativity, Expression Evaluation, Type conversions, Statements- Selection Statements(making decisions) – if and switch statements, Repetition statements (loops)-while, for, do-while statements, Loop examples, other statements related to looping – break, continue, Simple C Program examples.</p>	25%	11 Hours	Lecture/ Assignment/ Quizzes/ Cases/ participation/Audio-visual Material
<p>Unit 2: Functions-Designing Structured Programs, Functions, user defined functions, inter function communication, Standard functions, Scope, Storage classes-auto, register, static, extern, scope rules, type qualifiers, recursion- recursive functions, Limitations of recursion, example C programs, Preprocessor commands. Arrays – Concepts, using arrays in C, inter function communication, array applications, two – dimensional arrays, multidimensional arrays, C program examples.</p>	25%	11Hours	Lecture/ Assignment/ Quizzes/ Cases/ participation/Audio-visual Material



SEMESTER III
COMPUTER PROGRAMMING WITH C, C+

SCHOOL OF MANAGEMENT

<p>Unit 3: Pointers – Introduction (Basic Concepts), Pointers for inter function communication, pointers to pointers, compatibility, Pointer Applications-Arrays and Pointers, Pointer Arithmetic and arrays, Passing an array to a function, memory allocation functions, array of pointers, programming applications, pointers to void, pointers to functions. Strings – Concepts, C Strings, String Input / Output functions, arrays of strings, string manipulation functions, string / data conversion, C program examples.</p>	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ participation/Audio-visual Material
<p>Unit 4: Function: Function definition and function prototype. Function call by value and call by reference. Pointer to a function,</p>	15%	7 Hours	Lecture/ Assignment/ Quizzes/ Cases/ Class participation/Audio
<p>Unit 5: Shorting: Bubble sort,selectionsort,linear search,and binary search. Scope rules storage classes- Bit wise operations Data Files: Formatted, Unformatted and text files , Command line arguments</p>	15 %	7 Hours	Lecture/ Assignment/ Quizzes/ Cases/ Class participation/Audio

Learning Resources

1	<p>Textbooks: 1.C programming By Ritchie & Kernighan 2. UNIX programming By Kernighan & Pike 3. Object Oriented Programming with C++ By Balaguruswamy</p>
2	<p>Reference Books: 1.Byron S Gottfried, “Programming with C”, Schaum’s Outlines, Second Edition, Tata McGraw-Hill, 2006. 2.Dromey R.G., “How to Solve it by Computer”, Pearson Education, Fourth Reprint, 2007. 3.Kernighan,B.W and Ritchie,D.M, “The C Programming language”, Second Edition, PearsonEducation, 2006. 4.C& Data structures – P. Padmanabham, Third Edition, B.S. Publications. 5.C for All, S. Thamarai Selvi, R.Murugesan, Anuradha Publications. 6.Problem Solving and Program Design in C, J.R. Hanly and E.B. Koffman, 7th Edition, Pearson education. 7.Programming in C, Ajay Mittal, Pearson. 8.Programming with C, B.Gottfried, 3rd edition, Schaum’s outlines, TMH. 9.Problem solving with C, M.T.Somasekhara, PHI 10.Programming with C, R.S.Bickar, Universities Press. 11.Computer Programming & Data Structures, E.Balagurusamy, 4th edition, TMH.</p>



SEMESTER III
COMPUTER PROGRAMMING WITH C, C+

SCHOOL OF MANAGEMENT

	12. Programming in C – Stephen G. Kochan, III Edition, Pearson Education. 13. The C Programming Language, B.W. Kernighan and Dennis M. Ritchie, PHI. 14. C Programming with problem solving, J.A. Jones & K. Harrow, Dreamtech Press.
3	Journals & Periodicals: 1. Journal of Computer and System Sciences 2. International Journal of Computers and Applications 3. Indian Journal of computer science and engineering,
4	Other Electronic Resources: NPTEL, SWAYAM

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Learn fundamental knowledge of computer hardware and number systems		
	2. Learn basic terminology used in computer programming.		
	3. Develop ability to write, compile and debug programs in C language		
	4. Design programs involving decision structures, loops and functions		
	5. Understand the dynamics of memory by the use of pointers		
	6. Learn the basic concepts of object oriented programming paradigm		



**SEMESTER III
WEB TECHNOLOGY**

SCHOOL OF MANAGEMENT

COURSE CODE BBAITM02	COURSE NAME WEB TECHNOLOGY	L	T	P	C	
		2	0	1	3	
Total Credits:03	Total Hours in semester: 45	Total Marks:100				
1	Course Pre-requisites: Basic knowledge of computer, Classroom with Projector					
2	Course Category: Elective					
3	Course Revision/ Approval Date:					
4	Course Objectives : As Below					
4.1 To understand the concepts of WWW including browser and HTTP protocol. .						
4.2 To develop a dynamic web page by the use of java script and DHTML						
4.3 To write a well formed / valid XML document.						
4.4 To develop a web application using java technologies						
4.5 To develop a web application using PHP						

Course Content	Weight age	Contact hours	Pedagogy
<p>Unit 1:Introduction to WWW : Protocols and programs, secure connections, application and development tools, the web browser, What is server, choices, setting up UNIX and Linux web servers, Logging users, dynamic IP Web Design: Web site design principles, planning the site and navigation</p> <p>Introduction to HTML : The development process, Html tags and simple HTML forms, web site structure</p> <p>Introduction to XHTML : XML, Move to XHTML, Meta tags, Character entities, frames and frame sets, insidebrowser.</p>	20%	9Hours	Lecture/ Assignment/ Quizzes/ Cases/ participation/Audi o-visual Material
<p>Unit 2: Style sheets : Need for CSS, introduction to CSS, basicsyntax and structure, using CSS, background images, colors and properties, manipulating texts, using fonts, borders and boxes, margins, padding lists, positioning using CSS, CSS2</p> <p>Javascript : Client side scripting, What is Javascript, How to develop Javascript, simple Javascript, variables, functions, conditions, loops and repetition</p>	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ participation/Audi o-visual Material
<p>Unit 3: Advance script, Javascript and objects, Javascript own objects, the DOM and web browser environments, forms and validations</p> <p>DHTML : Combining HTML, CSS and Javascript, events and buttons, controlling your browser,</p> <p>Ajax: Introduction, advantages &</p>	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ participation/Audi o-visual Material



SEMESTER III WEB TECHNOLOGY

SCHOOL OF MANAGEMENT

disadvantages ,Purpose of it ,ajax based web application, alternatives of ajax			
Unit 4:XML : Introduction to XML, uses of XML, simple XML,XML key components, DTD and Schemas, Well formed, using XML with application.XML, XSL and XSLT. Introduction to XSL, XML transformed simple example, XSL elements, transforming with XSLT	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ Class participation/Audio
Unit 5: PHP : Starting to script on server side, Arrays, function and forms, advance PHP Databases : Basic command with PHP examples, Connection to server, creating database, selecting a database, listing database, listing table names creating a table, inserting data, altering tables, queries, deleting database, deleting data and tables, PHP myadmin and database bugs.	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ Class participation/Audio

Practical List: Total hours: 15

.No	Name of practical
1	Design web pages for your college containing a description of the courses,departments, faculties, library etc, use href, list tags.
2	Create a web page using frame. Divide the page into two parts with Navigation links on left hand side of page (width=20%) and content page on right hand side of page (width = 80%). On clicking the navigation Links corresponding content must be shown on the right hand side.
3	Create your resume using HTML tags also experiment with colors, text , link ,size and also other tags you studied
4	Design a web page of your home town with an attractive background color, text color, an Image, font etc. (use internal CSS).
5	Develop a JavaScript to display today's date
6	Develop simple calculator for addition, subtraction, multiplication and division operation using JavaScript
7	Create XML file to store student information like Enrollment Number, Name , Mobile Number , Email Id.
8	Write PHP Script for storing and retrieving user information from MySql table. 1. Design A HTML page which takes Name, Address, Email and Mobile No. From user (register.php) 2. Store this data in Mysql database / text file. 3. Next page display all user in html table using PHP (display.php)

Learning Resources	
1	Textbooks:



SEMESTER III WEB TECHNOLOGY

SCHOOL OF MANAGEMENT

.	1. Douglas Comer:- Internet - An Introduction Prentice-Hall of India Pvt. Ltd 2. Ivan Bayross:- WEB enabled Comm. Appli. Develop. using HTML, DHTML, JAVASCRIPT
2	Reference Books: . 1. Developing Web Applications, Ralph Moseley and M. T. Savaliya, Wiley-India 2. Web Technologies, Black Book, dreamtech Press 3. HTML 5, Black Book, dreamtech Press 4. Web Design, Joel Sklar, Cengage Learning 5. Developing Web Applications in PHP and AJAX, Harwani, McGrawHill 6. Internet and World Wide Web How to program, P.J. Deitel & H.M. Deitel, Pearson 7. Steven Holzner, "HTML Black Book", Dreamtech press. 8. Web Applications : Concepts and Real World Design, Knuckles, Wiley-India
3	Journals & Periodicals: . 1. Journal of Computer and System Sciences 2. International Journal of Computers and Applications 3. Indian Journal of computer science and engineering.
4	Other Electronic Resources: Swayam, NPTEL, Coursera

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. List the various HTML tags and use them to develop the user friendly web pages.		
	2. Define the CSS with its types and use them to provide the styles to the web pages at various levels		
	3. Develop the modern web pages using the HTML and CSS features with different layouts as per need of applications.		
	4. Use JavaScript to develop dynamic web pages.		
	5. Use server side scripting with PHP to generate the web pages dynamically using the database connectivity		
	6. Develop the modern Web applications using the client and server side technologies and the web design fundamentals.		



**SEMESTER III
CONSUMER BEHAVIOUR**

SCHOOL OF MANAGEMENT

COURSE CODE BBAMM01	COURSE NAME CONSUMER BEHAVIOUR	L 03	T 0	P 0	C 03	
Total Credits:03	Total Hours in semester: 45	Total Marks:100				
1	Course Pre-requisites: Basic Knowledge of Marketing					
2	Course Category: Electives					
3	Course Revision/ Approval Date: Academic Council Meet					
4	Course Objectives : As Below					
4.1 To impart expert level of knowledge about modern Consumer Behaviour.						
4.2 To provide the conceptual frame of Consumer Behaviour.						
4.3 To discuss the impact of changing behavioural patterns on Marketing activities.						

Course Content	Weight age	Contact hours	Pedagogy
Unit 1:Introduction to Consumer Behaviour Consumer Behaviour – Nature & Relevance of Consumer Behaviour studies in marketing decisions. Factors influencing consumer behaviour – Consumer buying decision process with illustration – Buyer roles assumed by consumers ,models of consumer behaviour- Economic model, learning model, sociological model,	20 %	9	Lecture/ Assignment/Quiz
Unit 2:Group Influences on Consumer Behaviour Introduction, of groups , advantages and disadvantage of groups, Factors affecting Group Influence ,reference group, types of reference group, social class and consumer behavior- Introduction social class categorization, social class life style and buying behavior,	20 %	9	Lecture/ Role play Assignments/Quiz
Unit 3: Perception and consumer behaviour: - Introduction, meaning, nature, Importance and limitation of perception, Barriers to accurate perception,perception of process Motivation and consumer behaviour: - Introduction, motives and motivation, positive or negative motivation, Consumer motives - personal, social motives,	20 %	9	Lecture/ Quiz/ Audio-visual Material
Unit 4: Attitude and consumer behaviour:- Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation, Model of attitude- Tricomponent attitude model, multiattribute attitude model,	20 %	9	Lecture/ Quizzes/ Cases/ Quiz
Unit 5:Consumer Rights & Protection Consumerism: Concept & Evolution – Consumer Rights in India – Consumer Protection – Provisions Recent Trends in Consumer Rights Protection.	20 %	9	Lecture/ cases



**SEMESTER III
CONSUMER BEHAVIOUR**

SCHOOL OF MANAGEMENT

Learning Resources	
1	Textbook: 1. Marketing Management, 13 Edition: A South Asian Perspective, Abraham <i>Koshy</i> and Mithileshwar <i>Jha</i> , Philip <i>Kotler</i> and Kevin Keller
2	Reference books: 1. Schiffman L.G. and Kanuk L.L. (2006), Consumer Behaviour, Latest Edition, Pearson Education, New Delhi. 2. Ramanuj Majumdar, Consumer Behaviour, Prentice Hall of India, New Delhi, 2011 3. Jay D. Lindquist, M. Joseph Sirgy (2009), Consumer Behaviour, Latest Indian Edition, Cengage Learning 4. Loudon and Della Bitta, Consumer Behaviour: Concepts and Applications, Tata McGrawHill. New Delhi 5. Assael, H. Consumer Behaviour and Marketing Action, Ohio, South Western.
3	Journal 1. International journal of marketing management 2. Journal of marketing (Sage Journal)
Other Electronic resources: NPTEL, SWAYAM	

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Demonstrate how knowledge of consumer behaviour can be applied to marketing. 2. Identify and explain factors which influence consumer behaviour. 3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make. 4. In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context.		



SEMESTER III SERVICE MARKETING

SCHOOL OF MANAGEMENT

COURSE CODE BBAMM02	COURSE NAME Service Marketing	L	T	P	C	
		03	0	0	03	
Total Credits:03	Total Hours in semester: 45	Total Marks:100				
1	Course Pre-requisites: Basic Knowledge of Marketing					
2	Course Category: Core					
3	Course Revision/ Approval Date: Academic Council Meet					
4	Course Objectives : As Below					
4.1 To explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people.						
4.2 To design service quality measurements to build customer loyalty and evaluate the effectiveness and efficiency of customer service offerings.						
4.3 To integrate course concepts into individual performance to become better customer service representatives in the service environment.						

Course Content	Weight-age	Contact hours	Pedagogy
Unit 1 : Introduction to Service Marketing Difference Between Goods and Services: Nature of the Product, Problems in Quality Control–Services Defined –Tangibility Spectrum – Characteristics of Services Factors Influencing the Growth of the Service Sectors: Demographic Changes, Social Changes, Economic Changes, Technological Changes, Political and Legal Changes, Policy Changes	20 %	9	Lecture/ Assignment/Quiz
Unit 2 : Service Marketing key concept Service flower ,Service marketing triangle ,Challenges and issues in service marketing. Demand and Capacity Alignment, determinants of service .	20 %	9	Lecture/ Assignments/Quiz
Unit 3: Service Marketing Mix The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service	20 %	9	Lecture/ Quiz/ Audio-visual Material
Unit 4:Service Quality Service Quality: Definitions of Quality and its Significance –Measuring Service Quality – Service Quality Gap Model – Service Quality Standards –	20 %	9	Lecture/ Quizzes/ Cases/ Role play
Unit 5: Application of Service marketing in Industries The students are required to undertake the practical work related to services and relationship marketing from any of the below mentioned areas: Understand the current extended marketing mix of any service organization,	20 %	9	Lecture/ cases



SEMESTER III SERVICE MARKETING

SCHOOL OF MANAGEMENT

<p>identify the gaps in services and develop a new framework/plan/strategy of extended marketing mix for them. A detailed study of any of the extended marketing mix element: viz: understanding the current strategy. (Service Marketing Strategies for health – Hospitality– Tourism – Financial/Bank – Logistics/Transportation, Educational – Entertainment & public utility Information technique Services etc)</p>			
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Learning Resources	
1	<p>Text Book Services Marketing: People Technology, Strategy by Christopher Lovelock, Jochen Wirtz and Jayanta Chatterjee</p>
2	<p>Reference Book 1) Services Marketing - Valarie Zeithaml, Mary Bitner – 6th Edition - TMH 2) Services Marketing – Rampal Gupta - Galgotia Publications. 3) Services Marketing - Christopher Lovelock – Pearson Publications 4) Adrian Payne- The Essence of Service Marketing, Prentice- Hall of India, 5) Hellen Woodruffe - Service Marketing, Macmillan India Ltd. Delhi, 1997. 6). Services Marketing, Concepts & Cases, Bhattacharjee, Excel Books 7). Service Management, Operations, Strategy, Information Technology, Fitzsimmons & Fitzsimmons, McGraw Hill.</p>
3	<p>List of Journals 1. Journal of Services Research 2. Journal of Services Marketing</p>

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Understanding the challenges of managing service organizations in the service oriented and modern world.		
	2. Making students capable of framing strategies to manage the challenges of modern-day service-oriented organizations.		
	3. Understanding the application of service marketing concepts to any industry.		



SEMESTER IV
BUSINESS RESEARCH METHODOLOGY

SCHOOL OF MANAGEMENT

COURSE CODE BBA401	COURSE NAME Business Research Methodology	L	T	P	C
		3	-	-	3
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Basic knowledge of statistic				
2	Course Category: Core Course				
3	Course Revision/ Approval date: Academic Council Meet				
4	Course Objectives				
4.1 To familiarize participants with basic of research and the research process.					
4.2 To enable the participants in conducting research work and formulating research synopsis and report					
4.3 To impart knowledge for enabling students to develop data analytic skills and meaningful interpretation to the data sets so as to solve the business/Research problem					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Introduction: Objective, Types, and Methods & Process. Research Problem, Concept of Research and Its Application in Various Functions of Management, Defining Research Problem and Framing Hypothesis, Preparing a Research Plan	15%	8	Power point presentations, cases, lectures, discussion, videos
Unit 2: Research Designs: Understanding Research Designs: Qualitative and Quantitative Research, Primary and Secondary Methods of Data Collection - Surveys, Observation and Experimentation	25%	12	
Unit 3: Scaling Techniques: Attitude Measurement and Scaling Techniques Measurement in Research, Types of Measurement Scales, Scaling Techniques - Likert, Thurstone, Semantic Differential scales Sampling Design: Characteristics of a good Sample design, Types of Sample design. Sample size determination, Questionnaire format and Designs	25%	10	
Unit 4: Test of Hypothesis for one population & two population, Type I and Type II Errors, One Tailed and Two Tailed Test. Statistical Inference: Estimation for Single Populations – Mean & Proportion (Numerical); Hypothesis Testing for Single Populations- Mean & Proportion (Numerical)	25%	10	
Unit 5: Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and	10%	5	



SEMESTER IV
BUSINESS RESEARCH METHODOLOGY

SCHOOL OF MANAGEMENT

Annexure in the Report Their Significance, Drawing Conclusions, Suggestions and Recommendations.			
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Learning Resources	
1.	Textbook: Malhotra Naresh; Marketing Research; PHI
2.	Reference books: Ken Black; Business Statistics for Contemporary Decision Making, Wiley –Student Donald R Cooper and Pamela S Schindler; Business Research Methods, TMG Zikmund William; Business Research Methods; Thomson
3.	Journals & Periodicals International Journal of Research Methodology International Journal of Social Research Methodology Journal of Business Research Journal of Management
4.	Other Electronic resources: https://www.intechopen.com/online-first/research-design-and-methodology https://www.open.edu/openlearn/money-management/understanding-different-research-perspectives/content-section-8 https://research-methodology.net/research-methodology/

Evaluation Scheme	Total Marks: 100								
Mid semester Marks	30 Marks								
End Semester Marks	50 Marks								
Continuous Evaluation Marks 20	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%; padding: 5px;">Attendance</td> <td style="width: 40%; text-align: center; padding: 5px;">5 marks</td> </tr> <tr> <td style="padding: 5px;">Quiz</td> <td style="text-align: center; padding: 5px;">5 marks</td> </tr> <tr> <td style="padding: 5px;">Skill enhancement activities / case study</td> <td style="text-align: center; padding: 5px;">5 marks</td> </tr> <tr> <td style="padding: 5px;">Presentation/ miscellaneous activities</td> <td style="text-align: center; padding: 5px;">5 marks</td> </tr> </table>	Attendance	5 marks	Quiz	5 marks	Skill enhancement activities / case study	5 marks	Presentation/ miscellaneous activities	5 marks
Attendance	5 marks								
Quiz	5 marks								
Skill enhancement activities / case study	5 marks								
Presentation/ miscellaneous activities	5 marks								
Course Outcomes	<ol style="list-style-type: none"> 1. Understand research methods and report writing. 2. Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling 3. Have basic knowledge on qualitative research techniques 4. Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis 5. Have basic awareness of data analysis-and hypothesis testing procedures. 								



**SEMESTER IV
MERCANTILE LAW**

SCHOOL OF MANAGEMENT

COURSE CODE BBA 402	COURSE NAME Mercantile Law	L	T	P	C
		3	-	-	3
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Basic knowledge of business				
2	Course Category: Core Course				
3	Course Revision/ Approval date: Academic Council Meet				
4	Course Objectives				
4.1 To develop an understanding of significant provisions of select business laws					
4.2 To acquire the ability to address basic application-oriented issues					
4.3 To create awareness in respect of rules and regulations affecting various managerial functions.					
4.4 To introduce partnership act					
4.5 To know companies act, 2013					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: The Indian Contract Act, 1872: An overview of Sections 1 to 75 covering the general nature of contract, consideration, other essential elements of a valid contract, performance of contract, breach of contract, contingent and quasi contract.	20%	9	Power point presentations, cases, lectures, discussion, videos
Unit 2: The Sales of Goods Act, 1930: Formation of the contract of sale, conditions and warranties .Transfer of ownership and delivery of goods, Unpaid seller and his rights	20%	9	
Unit 3: The Indian Partnership Act, 1932 General nature of Partnership, Rights and Duties of partners, Reconstitution of firms, Registration and dissolution of a firm.	20%	9	
Unit 4: The Limited Liability Partnership Act, 2008 Introduction – covering nature and scope, essential features, characteristics of LLP, Incorporation and differences with other forms of organization.	20%	9	
Unit 5: The Companies Act, 2013 Essential features of company, corporate veil theory, classes of companies, types of share capital, Incorporation of company, Memorandum of Association, Articles of Association, Doctrine of Indoor Management	20%	9	

Learning Resources	
1.	Textbooks: K. R. Bulchandani, Business Laws for Management, Himalaya



**SEMESTER IV
MERCANTILE LAW**

SCHOOL OF MANAGEMENT

2.	Reference Books: 1. S SGulshan, Business Law, Excel 2. Ramaswamy,B S, Contracts and their management, Lexis Nexis 3. Prof.(Cmde) P KGoel, Business Law for Managers, Biztantra 4. Mercantile Law : N D Kapoor, Excel Publications
3.	Journals & Periodicals: 1 Indian Journal of Finance 2.Business India 3.Business Today 4. Business World
4.	Other Electronic resources: “Vikalpa” –Journal of Indian Institute of Management, Ahmedabad

Evaluation Scheme	Total Marks: 100	
Mid semester Marks	30 Marks	
End Semester Marks	50 Marks	
Continuous Evaluation Marks 20	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks
Course Outcomes	1. Recognize the basics of terminology of laws	
	2. Enhance students’ knowledge and application of laws	
	3. Awareness about business laws cases and its impact	
	4. Describe complex accounting concepts	
	5. Manipulation and analysis of numerical data	



SEMESTER IV
Business Taxation

SCHOOL OF MANAGEMENT

COURSE CODE BBA 403	COURSE NAME Business Taxation	L	T	P	C
		3	-	-	3
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Basic understanding of calculation				
2	Course Category: Core Course				
3	Course Revision/ Approval date: Academic Council Meet				
4	Course Objectives				
4.1 To make aware about provisions of direct tax with regard to IT Act, 1961 and IT Rules, 1962.					
4.2 To make aware about agriculture income, residential status and incidence/charge of tax.					
4.3 To understand the provisions and procedure to compute total income under five heads of income i.e. salaries, house property, profits & gains from business & profession, capital gains and other sources.					
4.4 To understand the provision and procedure for clubbing & aggregation of incomes and set-off & carry forward of losses.					
4.5 To understand the various deductions to be made from gross total income U/s 80-C to 80-U in computing total income.					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Primary understanding of taxes Direct Tax and Indirect Tax Previous Year, Assessment Year, person -Residential status and Assesses - Total Income and taxable income -Capital receipt, revenue receipt Exemption and deduction - Tax liability, expected incomes and tax calculation Briefing heads of income - Marginal relief/ income - Exempt incomes	20%	9	Power point presentations, cases, lectures, discussion, videos
Unit 2: House Property Basis of charge- Property income - Let out property – Practice Salary - Definition of salary - Basis of charge – Allowances – Perquisites – Permissible deductions - Salary in arrears, advance	20%	9	
Unit 3: Business and profession Basis of charge - Business profit -Calculation of depreciation - Deductions and allowances - Special disallowance - Audit - Simple examples of Partnership firm along with assessment of individual Capital gain:	20%	9	
Unit 4: Meaning of capital gain Meaning of capital asset – Transfer - Cost of acquisition - Cost of improvement - Short term and long-term capital gain calculation	20%	9	
Unit 5: Other source of income	20%	9	



SEMESTER IV
Business Taxation

SCHOOL OF MANAGEMENT

Exempt income - Gift income - Clubbing of income - Setoff and carry forward of losses - 80 C deduction - Rebate and relief - Law relating to maintenance of Books of accounts and voucher			

Learning Resources	
1.	Textbook: Direct Taxes – Taxmann
2.	Reference books: Dr H.C Malhotra & Dr S.P Goyal – Direct Taxes
3.	Journal & Periodicals Journal of Taxation International Journal of Accounting and Taxation
4.	Other Electronic resources

Evaluation Scheme	Total Marks: 100								
Mid semester Marks	30 Marks								
End Semester Marks	50 Marks								
Continuous Evaluation Marks 20	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 70%;">Attendance</td> <td style="width: 30%;">5 marks</td> </tr> <tr> <td>Quiz</td> <td>5 marks</td> </tr> <tr> <td>Skill enhancement activities / case study</td> <td>5 marks</td> </tr> <tr> <td>Presentation/ miscellaneous activities</td> <td>5 marks</td> </tr> </table>	Attendance	5 marks	Quiz	5 marks	Skill enhancement activities / case study	5 marks	Presentation/ miscellaneous activities	5 marks
	Attendance	5 marks							
	Quiz	5 marks							
	Skill enhancement activities / case study	5 marks							
	Presentation/ miscellaneous activities	5 marks							
Course Outcomes	1. Define the procedure of direct tax assessment.								
	2. Able to file IT return on individual basis.								
	3. Able to compute total income and define tax complications and structure.								
	4. Able to understand amendments made from time to time in Finance Act.								
	5. Differentiate between direct and indirect tax assessment								



SEMESTER - IV
ORGANIZATION BEHAVIOUR

SCHOOL OF MANAGEMENT

COURSE CODE BBA404	COURSE NAME Organization Behaviour	L	T	P	C
		03	0	0	03
Total Credits:03	Total Hours in semester: 45	Total Marks:100			
1	Course Pre-requisites: Basic Knowledge of Management				
2	Course Category: Core Allied				
3	Course Revision/ Approval Date: Academic Council Meet				
4	Course Objectives : As Below				
	4.1. To develop cognizance of the importance of human behaviour.				
	4.2. To describe how people behave under different conditions and understand why people behave as they do.				
	4.3. To analyse specific strategic human resources demands for future action.				
	4.4. To be able to predict and control human behaviour				
Course Content		Weight age	Contact hours	Pedagogy	
Unit 1: Introduction Meaning and importance of the study of OB Behaviour and its causation. Characteristics and limitations of OB, Challenges and Opportunities of OB, Models of OB Personality: Definition, Features, Big five model		20 %	9	Lecture/ Assignment/Quiz	
Unit 2: Perceptions ,Learning,Attitude Definition, Features, factors affecting perception, Process. , Managerial Implications of Perception. Learning: Definition, Features, Classical and operant conditioning, social learning theory, Behavioral modification. Attitude: Definition, Features, Managerial Implications of Attitude.		20 %	9	Lecture/ Role play Assignments/Quiz	
Unit 3: Motivation and Leadership Concept, Definition, Features, Types of Motivation, Process, Managerial Implications of Motivation. Leadership: Concept, Definition, Leadership Styles and theory(Blake Mouton theory, X and Y Theory of leadership) Qualities of good leader.		20 %	9	Lecture/ Quiz/ Audio-visual Material	
Unit 4: Groups and Teams and Conflict Definition, Features, Group development stages, Group vs. Teams, Managing and developing effective teams. Conflict Management: Definition, Features, Types of Conflict, Conflict Resolution Strategies		20 %	9	Lecture/ Quizzes/ Cases/ Quiz	



SEMESTER - IV
ORGANIZATION BEHAVIOUR

SCHOOL OF MANAGEMENT

Unit 5: Organizational Culture and Change Elements and dimensions of organizational culture, Importance of organizational culture in shaping the behavior of people. Organizational Change: Understanding the issues and managing change,	20 %	9	Lecture/ cases
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Learning Resources	
1	Textbook: Stephen Robbins & Seema Sanghi; Organisation Behaviour; Pearson Education
2	References Margie Parikh, Rajen Gupta; Organisational Behaviour; McGraw Hill Udai Pareek & Sushama Khanna; Understanding Organizational Behaviour; Oxford University Press
3	Journal & Periodicals: Journal of Organizational Behavior Journal of Management Academy of Management Journal Academy of Management Review Research in Organizational Behavior
4	Other Electronic resources: https://www.economicdiscussion.net/management/organisational-behaviour/31869 https://www.investopedia.com/terms/o/organizational-behavior.asp

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.		
	2. Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.		
	3. Analyze the complexities associated with management of the group behavior in the organization.		
	4. Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.		



**SEMESTER IV
WORKING CAPITAL MANAGEMENT**

SCHOOL OF MANAGEMENT

COURSE CODE BBAFM03	COURSE NAME Working Capital Management	L	T	P	C
		03	-	-	03
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Basic Information about Finance and Account Terminology				
2	Course Category: Finance Elective				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives				
4.1	To underline the need for investing in current assets, and elaborate the concept of operating cycle.				
4.2	To understand how an optimum credit policy can be established.				
4.3	To know the techniques of inventory management.				
4.4.	To learn techniques of preparing cash budget.				

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Principles of Working Capital Management <ul style="list-style-type: none"> • Concepts of working capital • Need for working Capital • Determinants of working capital 	20%	9	Power point presentations, cases, lectures, discussion, videos
Unit 2: Accounts Receivables Management <ul style="list-style-type: none"> • Credit policy: nature and goals • Credit policy variables • Monitoring Receivables 	20%	9	
Unit 3: Inventory Management <ul style="list-style-type: none"> • Nature of inventories • Need to hold inventories • Inventory management techniques • Analysis of investment in inventory • ABC Analysis • Inventory management process 	20%	9	
Unit 4 : Cash Management <ul style="list-style-type: none"> • Facets of Cash Management • Motives for Holding Cash • Cash Planning and Investing • Cash collection and disbursements 	20%	9	
Unit 5: Working Capital finance <ul style="list-style-type: none"> • Trade credit • Bank Finance • Commercial Paper 	20%	9	

Learning Resources	
1.	Textbook: I.M.Pandey; Financial Management, Vikas Publication; S.Chand Publication
2.	References: Prasanna Chandra; Financial Management; McGraw Hill M Y Khan and P K Jain; Financial Management; McGraw Hill
3.	Journal & Periodicals:



**SEMESTER IV
WORKING CAPITAL MANAGEMENT**

SCHOOL OF MANAGEMENT

	The Journal of Finance Journal of business finance & Accounting Journal of Applied Corporate Finance
4.	Other Electronic resources https://www.investopedia.com https://corporatefinanceinstitute.com https://efinancemanagement.com

Evaluation Scheme	Total Marks: 100		
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. To underline the need for investing in current assets, and elaborate the concept of operating cycle.		
	2. To understand how an optimum credit policy can be established.		
	3. To know the techniques of inventory management.		
	4. To learn techniques of preparing cash budget.		



SEMESTER IV
FINANCIAL REPORTING

SCHOOL OF MANAGEMENT

COURSE CODE BBAFM04	COURSE NAME Financial Reporting	L 3	T 0	P 0	C 3
Total Credits:03	Total Hours in semester: 45	Total Marks:100			
1	Course Pre-requisites: Domain Knowledge Finance & Investment				
2	Course Category: Elective				
3	Course Revision/ Approval Date: Academic council meet				
4	Course Objectives : As Below				
1. To acquire the ability to integrate and solve problems in practical scenarios on Indian Accounting Standards for deciding the appropriate accounting treatment and formulating suitable accounting policies.					
2. To gain the prowess to recognize and apply disclosure requirements specified in Indian Accounting Standards while preparing and presenting the financial statements.					
3. To develop an understanding of the various forms of reporting (other than financial statements)					
4. To learn the mechanism for IFRS					

Course Content	Weight age	Contact hours	Pedagogy
<u>Unit 1 Framework for Preparation</u> Presentation of Financial Statements in accordance with Indian Accounting Standards (Indian AS). Interface of Financial Policy and strategic management Balancing financial goals vis-à-vis sustainable growth.	20%	9 Hours	Lecture/ Assignments/ Quizzes
<u>Unit 2: Analysis of Income Statement</u> Application of Indian Accounting Standards (Indian AS) with reference to General Purpose Financial Statements. Indian, AS on Measurement based on Accounting Policies Indian AS on Income Statement	15%	7Hours	Case discussion/ Class participation
<u>Unit 3: Analysis of Financial Statement</u> Indian AS on First time adoption of Indian Accounting Standards Indian AS on Presentation of Items in the Financial Statements, Indian AS on Assets and Liabilities of the Financial Statements including Industry specific Indian AS, Indian AS on Items impacting the Financial Statements	15%	7 Hours	Lecture/ Assignments/ Quizzes
Unit 4: Integrated Financial Reporting Communication of financial reports, Current Trends of Business Integrated Model of information Steps on the road map to integrated reporting	30%	13 Hours	Case discussion/ Class participation
<u>Unit : 5 Corporate Social Reporting</u> CSR as value creation CSR as Risk Management CSR s Corporate Philanthropy	20%	9 Hours	Projects/ Assignments



**SEMESTER IV
FINANCIAL REPORTING**

SCHOOL OF MANAGEMENT

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Learning Resources	
1	Study Material: ICAI Inter – exam
2	1. Financial Accounting- Dr. Mahesh Kumar Sarva 2. Financial Accounting- Intermediate ICWAI
3	News Paper: Business Standards Economics Times
4	Online resources <ul style="list-style-type: none"> • www.capitalmarketline.com • www.icwai.org • www.ICAI.org • www.goldprice.org

Evaluation Scheme		Total Marks: 100
Mid semester Marks	30 Marks	
End Semester Marks	50 Marks	
Continuous Evaluation Marks 20	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks
Course Outcomes	1. To understand inter linkage between valuation models	
	2 To recognize valuation meaning for Accounting Standards	
	2. To analysis market movement with financial interpretation	



**SEMESTER IV
EMPLOYEE EMPOWERMENT**

SCHOOL OF MANAGEMENT

COURSE CODE BBAHRM03	COURSE NAME EMPLOYEE EMPOWERMENT	L	T	P	C
		3	0	0	3
Total Credits: 3	Total Hours in semester :45	Total Marks: 100			
1	Course Pr-requisites: Basic knowledge of Human resource management				
2	Course Category: Electives				
3	Course Revision/ Approval date: Academic council Meet				
4	Course Objectives				
4.1 Understanding concept of empowerment, and barriers towards empowerment					
4.2 Familiarize and Enhancing skill to initiate employee empowerment					
4.3.To recognize how empowerment decisions help the organization achieve a competitive advantage.					
4.4 To understand and Re-looking at the organizations where empowerment has been initiated.					
4.5 To design rational and competitive HRM systems in modern organizations.					

Course Content	Weightage	Contact hours
Unit 1: Employee Empowerment: Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario	15%	7
Unit 2: Definition: Employee Empowerment, Employee Involvement, Need, Successful implementation of empowerment and change in corporate culture.	25%	11
Unit 3: Employee Engagement and Empowerment: Basic Issues and concern: Employee Engagement and Empowerment: Basic Issues and concern- Best Practices - Key Improving Performance - Impact on Organization Performance- Engagement Strategies – Drivers of Employee Engagement - Recent Trends	25%	11
Unit 4: Key elements: Power, Information, Reward and Knowledge ,(PIRK) – Process of Employee Empowerment – Benefits of Employee empowerment - Levels of Employee Involvement: Enabling, Involving and Encouraging - Principles of Employee Empowerment- Recent Trends in Empowerment.	25%	11
Unit 5: Process: Leadership & Change, Team building & Teamwork, Communication & Interpersonal Relations, Education & Training.	10%	5

Learning Resources	
1.	Text Book 1.William H. Macey, Benjamin Schneide), Karen M. Barbera, Scott A. Young, Employee Engagement: Tools for Analysis, Practice, and Competitive Advantage, Wiley-Blackwell.



SEMESTER IV EMPLOYEE EMPOWERMENT

SCHOOL OF MANAGEMENT

	<p>2. Michael Armstrong – A Handbook of Human Resource Management and Practice. London: Kogan Page Ltd.</p> <p>3. Simon L. Albrecht, Handbook of Employee Engagement: Perspectives, Issues, Research and Practice; Edward.</p> <p>4. J B Mondros and S M Wilson, Organising for Power and Empowerment, Columbia University Press</p>
2.	<p>Reference books:</p> <p>1. C. Argyris, On Organisational Learning, Blackwell.</p> <p>2. Christopher Rice & Fraser Marlow, The Engagement Equation: Leadership Strategies for an Inspired Workforce.</p> <p>3. Cotton, J. L. – Employee Involvement: Methods for improving performance and work attitudes. CA: Sage.</p> <p>4. Dale, H. Besterfield, Carol, Besterfield, Glen, H. Besterfield & Mary Besterfield – Total Quality Management. London: Prentice Hall.</p>
3.	<p>Journal : The International Journal of Human Resource Management.</p>
4	<p>Other Electronic resources: SWAYAM, EDx, COURSERA</p> <p>1. http://aise.swlearning.com</p> <p>2. www.pearsonhighered.com/lepak</p> <p>3. www.hgsi.com</p>

Evaluation Scheme		Total Marks :100	
Mid semester Marks	30		
End Semester Marks	50		
Continuous Evaluation Marks	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. To have an understanding of the basic concepts, functions and processes of Employee Empowerment.		
	2. The role of HRM and benefits in the Employee Empowerment		
	3. The effect of trends and contemporary practices .		
	4. The role of employee benefits through Employee Empowerment.		
	5. The Art of Engagement and how to Bridge the Gap Between People and Possibilities.		



**SEMESTER IV
TRAINING AND DEVELOPMENT**

SCHOOL OF MANAGEMENT

COURSE CODE BBAHRM04	COURSE NAME TRAINING AND DEVELOPMENT	L	T	P	C
		3	0	0	3
Total Credits: 3	Total Hours in semester :45	Total Marks: 100			
1	Course Pr-requisites: Basic knowledge of Human resource management				
2	Course Category: Electives				
3	Course Revision/ Approval date: Academic council Meet				
4	Course Objectives				
4.1 To enable you understand the concepts, principles and process of training and development					
4.2 To develop an understanding of how to assess training needs and design training programmes in an Organizational setting.					
4.3. To familiarize you with the levels, tools and techniques involved in evaluation of training effectiveness					
4.4 To develop an understanding on various non training solutions to improve employee Performance.					
4.5 To design Training and development systems in modern organizations.					

Course Content	Weightage	Contact hours
Unit 1: Systematic Approach to Training and Development: Introduction to training, need for Training and Development, differences of Training and Development, importance of Training and Development in an organization. Assessment phase, Training and Development phase, Evaluation phase, Training administrations	15%	7
Unit 2: Needs Assessment and Analysis: Organizational Support For need assessment, Who should participate in Need Assessment, Organizational analysis, Person analysis, Task Analysis, Competency Model	25%	11
Unit 3: The Learning Environment: Learning theories, learning styles, stages of learning, learning principles, The Learning Organization and challenges to become a learning organization, trainee motivation to learn , Instructional Emphasis for Learning Outcomes	25%	11
Unit 4: Transfer of Training: Considerations in designing Effective Training Programs, Training Design, Work Environment Characteristics, Organizational Environment Characteristics encourage Transfer, Various Training Methods Trainer's Role: Role of Trainers, Qualities of a good Trainers, Internal Trainer Vs External Trainer	25%	11
Unit 5: Training Evaluation and Measurement: Process of evaluation, Outcomes used in the evaluation of a training program, Determining ROI of Training .Special Issues in Training & Development: Training in various sectors including Banking, BPO, IT, Training Issues resulting from External & Internal Environment, succession planning	10%	5

Learning Resources



SEMESTER IV
TRAINING AND DEVELOPMENT

SCHOOL OF MANAGEMENT

1.	Text Book	1. Employee Training and Development, 4th Edition by Noe, Raymond A., Publisher: Irwin/McGraw Hill 2. B. Taylor & G. Lippitt: Management Development And Training Handbook. 3. William E. Blank, Handbook For Developing Competency-Based Training Programmes, Prentice-Hall, New Jersey 4. Management of Human Resources, Dr. A. K Saini and Sanjay Kumar Pathak, Publisher: Gullybaba Publishing		
2.	Reference books:	1. Human Resource Management by K. Ashwa Thapa, Publisher: Himalaya Publishing House 2. Human Resource Management by V. S. P Rao, Publisher: Excel Publishing House 3. Human Resource Management by L. M Prasad, Publisher: Sultan Chand Publishing House. 4. Training, Needs, Analysis, and Evaluation by Frances and Roland Bee, Publisher: IPD London 5. Art of Training and Development in Management by Leslie Rae, Publisher: Crest Publication		
3.	Journal :	The International Journal of Training and Development.		
4	Other Electronic resources:	SWAYAM, EDx, COURSERA 1. http://aise.swlearning.com 2. www.pearsonhighered.com/lepak 3. www.hgsi.com		
		Total Marks :100		
Mid semester Marks	30			
End Semester Marks	50			
Continuous Evaluation Marks		Attendance	5 marks	
		Quiz	5 marks	
		Skill enhancement activities / case study	5 marks	
		Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. To have an understanding of the basic concepts, functions and processes of training and development.			
	2. The role of training and development and benefits in the employment relationship			
	3. The effect of training and development on organization.			
	4. The role of employee benefits in the rewards program			
	5. How to analyze and address training and development issues using a pay model that focuses on objectives, internal equity, external competitiveness, employee contributions, and program management.			



SEMESTER IV
OBJECT ORIENTED PROGRAMMING

SCHOOL OF MANAGEMENT

COURSE CODE BBAITM03	COURSE NAME OBJECT ORIENTED PROGRAMMING	L	T	P	C	
		2	0	1	3	
Total Credits:03	Total Hours in semester: 45	Total Marks:100				
1	Course Pre-requisites: Class Room with Projector, Basic knowledge of IT					
2	Course Category: Core Course					
3	Course Revision/ Approval Date: Academic Council Meet					
4	Course Objectives : As Below					
4.1 To introduce the Object Oriented Programming paradigm using C++ and Java as the languages						
4.2 To know the principles of packages, inheritance and interfaces						
4.3 To define exceptions and use I/O streams						
4.4 To develop a java application with threads and generics classes						
4.5 To design and build simple Graphical User Interfaces						

Course Content	Weight age	Contact hours	Pedagogy
Unit 1:UNIT I INTRODUCTION TO OOP AND JAVA FUNDAMENTALS and C++ Concepts of OOP – Introduction to OOP, Procedural Vs. Object Oriented Programming, Principles of OOP, Benefits and applications of OOP. OOP in Java – Characteristics of Java , Java Source File -Structure – Compilation. Fundamental Programming Structures in Java – Virtual Functions and Polymorphism – Pointers to objects, this pointer, Pointers to derived classes, Virtual functions, Virtual Constructors and Destructors. Programming with JAVA – Overview of Java Language, Classes Objects and Methods, Method Overloading and Inheritance, Overriding Methods, Final Variables and Methods. Interfaces, Packages, Multithreaded programming, Managing Errors and Exceptions Beginning with C++: Overview and Structure of C++ Program, Classes and Objects, Constructors and Destructors.	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ participation/A udio-visual Material
Unit 2: INHERITANCE AND INTERFACES Inheritance –Multilevel Inheritance, Multiple Inheritance, Hierarchical Inheritance, Hybrid Inheritance. Virtual Base Classes, Abstract Classes, Constructors in Derived Classes, Member Classes: Nesting of Classes.Operator Overloading and Inheritance	20%	9Hours	Lecture/ Assignment/ Quizzes/ Cases/ participation/A udio-visual Material



SEMESTER IV
OBJECT ORIENTED PROGRAMMING

SCHOOL OF MANAGEMENT

<p>– Overloading Unary Operators, Overloading Binary Operators, Overloading Binary Operators using Friends, Manipulation of Strings Using Operators. Interfaces – defining an interface, implementing interface, differences between classes and interfaces and extending interfaces – Object cloning -iner classes, Array Lists – Strings</p>			
<p>Unit 3: EXCEPTION HANDLING AND I/O Exceptions – exception hierarchy – throwing and catching exceptions – built-in exceptions, creating own exceptions, Stack Trace Elements. Input / Output Basics – Streams – Byte streams and Character streams – Reading and Writing Console – Reading and Writing Files</p>	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ participation/A udio-visual Material
<p>Unit 4: MULTITHREADING AND GENERIC PROGRAMMING Diferences between multi-threading and multiasking, thread life cycle, creating threads,synchronizing threads, Inter-thread communication, daemon threads, thread groups. Generic Programming – Generic classes – generic methods – Bounded Types – Restrictions and Limitations.</p>	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ Class participation/A udio
<p>Unit 5:EVENT DRIVEN PROGRAMMING Graphics programming – Frame – Components – working with 2D shapes – Using color, fonts, and images – Basics of event handling – event handlers – adapter classes – actions – mouse events – AWT event hierarchy – Introduction to Swing – layout management – Swing Components – Text Fields , Text Areas – Buto</p>	20%	9 Hours (7T+ 2P)	Lecture/ Assignment/ Quizzes/ Cases/ Class participation/A udio
Learning Resources			
1	<p>Textbooks: 1.E. Balagurusamy, Object Oriented Programming with C++ and JAVA, McGrawHill, 2015 2. Hardy, Brian, and Bill Phillips, Android Programming: The Big Nerd Ranch Guide.Addison-Wesley Professional, 2013. 3. Yashwant P. Kanetkar, Let us C++, 2/e, BPB Publications, 2003</p>		



SEMESTER IV
OBJECT ORIENTED PROGRAMMING

SCHOOL OF MANAGEMENT

2	Reference Books: . 1. Deitel, Harvey M., and Paul J. Deitel., Java how to program.,7th International edition.”(2007): 390-420. 2. G. Booch, R. A. Maksimchuk, M. W. Engel, and B J. Young, Object-oriented Analysis and Design with Applications, Addison-Wesley, 3rd Edition, 2007. 3. Horstmann, Cay S., and Gary Cornell., Core Java 2: Volume I, Fundamentals, Pearson Education, 2002. 4. Samanta, Debasis, Object-Oriented programming with C++ and Java, PHI Learning Pvt.Ltd., 2006. 5. Stroustrup, Bjarne. The C++ programming language, Pearson Education India, 1986. 6. www.tutorialspoint.com/android/android_tutorial.pdf								
3	Journals & Periodicals: . 1. Journal of Computer and System Sciences 2. International Journal of Computers and Applications 3. Indian Journal of computer science and engineering.								
5	Other Electronic Resources: NPTEL, SWAYAM								
Mid semester Marks 30 Marks									
End Semester Marks 50 Marks									
Continuous Evaluation Marks 20	<table border="1" style="width: 100%;"> <tr> <td style="width: 70%;">Attendance</td> <td style="width: 30%;">5 marks</td> </tr> <tr> <td>Quiz</td> <td>5 marks</td> </tr> <tr> <td>Skill enhancement activities / case study</td> <td>5 marks</td> </tr> <tr> <td>Presentation/ miscellaneous activities</td> <td>5 marks</td> </tr> </table>	Attendance	5 marks	Quiz	5 marks	Skill enhancement activities / case study	5 marks	Presentation/ miscellaneous activities	5 marks
Attendance	5 marks								
Quiz	5 marks								
Skill enhancement activities / case study	5 marks								
Presentation/ miscellaneous activities	5 marks								
Course Outcomes	1. A thorough understanding of the features of OOP like class construction, polymorphism and inheritance of C++ and Java. 2. An understanding of advanced features of C++ such as templates, abstract classes and virtual functions. 3. Knowledge of advanced features of Java such as multi threading, packages and error management. 4. Skills in debugging, deploying and testing mobile applications								



**SEMESTER IV
DATA BASE MANAGEMENT SYSTEM**

SCHOOL OF MANAGEMENT

COURSE CODE BBAITM04	COURSE NAME DATA BASE MANAGEMENT SYSTEM	L	T	P	C	
		2		1	3	
Total Credits:03		Total Hours in semester: 45		Total Marks:100		
1	Course Pre-requisites: Class Room with Projector . Basic knowledge of computer & IT					
2	Course Category: Core Course					
3	Course Revision/ Approval Date: Academic Council Meet					
4	Course Objectives					
4.1 This course provides the basic introduction to database system technologies; and concurrency, security and recovery issues of database management systems.						
4.2 This course also provides the basic conceptual background necessary to design and develop simple database systems. The major focus in this course is the Relational database model;						
4.3 To discuss about the ER model and distributed databases.						
4.4 This course enables to write good queries using a standard query language called SQL.						
4.5 To understand the different issues involved in the design and implementation of a database system.						

Course Content	Weight age	Contact hours	Pedagogy
<u>Unit 1: The Basic Concepts</u> Need for a Database Management System, The file based system, Limitations of file based system, The Database Approach, The Logical DBMS Architecture, Three level architecture of DBMS or logical DBMS architecture, Mappings between levels and data independence, The need for three level architecture, Physical DBMS Architecture, DML Precompiler, DDL Compiler, File Manager, Database Manager, Query Processor, Database Administrator, Data files indices and Data Dictionary, Commercial Database Architecture, Data Models	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ participation/Audio-visual Material
<u>Unit 2: Relational and ER Models</u> The Relational Model, Domains, Attributes, Tuple and Relation, Super keys Candidate keys and Primary keys for the Relations, Relational Constraints, Domain Constraint, Key Constraint, Integrity Constraint, Update Operations and Dealing with Constraint Violations, Relational Algebra, Basic Set Operation, Cartesian Product, Relational Operations, Entity Relationship (ER) Model, Entities, Attributes, Relationships, More about Entities and Relationships, Defining Relationship for College Database, E-R Diagram, Conversion of E-R Diagram to Relational	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ participation/Audio-visual Material



**SEMESTER IV
DATA BASE MANAGEMENT SYSTEM**

SCHOOL OF MANAGEMENT

Database			
UNIT:3 Database Integrity and Normalisation Relational Database Integrity, The Keys, Referential Integrity, Entity Integrity, Redundancy and Associated Problems, Single-Valued Dependencies, Single-Valued Normalisation, The First Normal Form, The Second Normal Form, The Third Normal Form, , Dependency Preservation, Lack of redundancy, Rules of Data Normalisation, Eliminate Repeating Groups, Eliminate Redundant Data, Eliminate Columns Not Dependent on K	20%	9Hours	Lecture/ Assignment/ Quizzes/ Cases/ participation/Audi o-visual Material
Unit 4: File Organisation in DBMS Physical Database Design Issues, Storage of Database on Hard Disks, File Organisation and Its Types, Heap files (Unordered files), Sequential File Organisation, Indexed (Indexed Sequential) File Organisation, Hashed File Organisation, Types of Indexes, Index and Tree Structure, Multi-key File Organisation, Need for Multiple Access Paths, Multi-list File Organisation, Inverted File Organisation, Importance of File Organisation in Databases	20%	9 Hours	Lecture/ Assignment/ Quizzes/ Cases/ Class participation/Audi o
Unit 5: Practical Work Designing E-R models of given system - Normalization of given relational schemas Application Development: Development of a Hospital Management System.Need to Develop the Hospital Management System (An HMS), Creating a Database for HMS, Developing Front End Forms, Reports, Using Queries and Record set	20%	9Hours	Assignment/ Class participation

Learning Resources	
1	Textbooks: Database Systems - Design, Implementation and Management 4th Edition :Rob & Coronel (Course Technology-Thomson Learning)
2	Reference Books: . 1.Database Management System : Vipin Desai (Galgotia Pub.) 2.Modern Database Management 7th Edition : Hoffer, Prescott and McFadden, Pearson Education. 3. Database Management System : Korth (Tata McGraw Hill)
3	Journals & Periodicals: . 1. Journal of Computer and System Sciences 2. International Journal of Computers and Applications 3.Indian Journal of computer science and engineering,
4	Other Electronic Resources: SWAYAM ,NPTEL



**SEMESTER IV
DATA BASE MANAGEMENT SYSTEM**

SCHOOL OF MANAGEMENT

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1.To have a broad understanding of database concepts and database management system software 2.To understand the E R model and relational model 3.have a high-level understanding of major DBMS components and their function 4.To design and build a simple database system and demonstrate competence with the fundamental tasks involved with modeling, designing, and implementing a DBMS.		



**SEMESTER - IV
RURAL MARKETING**

SCHOOL OF MANAGEMENT

COURSE CODE BBAMM03	COURSE NAME Rural Marketing	L 03	T 0	P 0	C 03	
Total Credits:03	Total Hours in semester: 45	Total Marks:100				
1	Course Pre-requisites: Basic Knowledge of Marketing.					
2	Course Category: Elective					
3	Course Revision/ Approval Date: Academic Council Meet					
4	Course Objectives : As Below					
4.1 To familiarize with the basic concepts of Rural Marketing						
4.2 To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context						
4.3 to develop an understanding regarding issues in rural markets like marketing environment, consumer behavior, distribution channels,marketing strategies						

Course Content	Weight age	Contact hours	Pedagogy
Unit 1:Introduction to rural marketing and consumer Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets, Rural Marketing Mix Challenges.	20 %	9	Lecture/ Assignment/Quiz
Unit 2:Product Strategy Product concept and classification of rural products,Product line and product mix Decisions - Competitive product strategies for rural markets, Product Branding, Packaging,and labeling in rural market,	20 %	9	Lecture/case study Assignments/Quiz
Unit 3:Pricing strategy pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.	20 %	9	Lecture/ Quiz/ Audio-visual Material
Unit 4:Distribution and Promotion strategy Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications Challenges in rural communication, Rural promotion mix	20 %	9	Lecture/ Quizzes/ Cases/ Quiz
Unit 5:Rural Services: Information and Communication Technology (ITC). Financial Services: Banking Microfinance and credit services Insurance Healthcare services. Corporate initiatives in rural markets. Government and rural India: NREGA, Jan Dhan Yojna, Aysuhman Scheme, skill development, sanitation, Education. Opportunities in rural markets: Social entrepreneurship	20 %	9	Lecture/ cases/Research project



SEMESTER - IV
RURAL MARKETING

SCHOOL OF MANAGEMENT

Learning Resources	
1	Text Book The Rural Marketing by Pradeep Kashyap
2	Reference Books 1. C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan, “Rural Marketing” – Text and Cases, Pearson education. 2. C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan, “Cases in rural marketing an integrated approach”. Pearson education. 3. Robert Chambers, “Rural Development: Putting the last first”, Pearson education. 4. Understanding Rural Buyer Behaviour, Jham, IIM – B Management Review Vol. 15 No. 3 2003
3	List of Journals 1. Prabhandan: Indian Journal of Management 2. Indian Journal of Marketing 3. Rural Marketing – Magazine 4. Journal of Rural Studies

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Developed understanding of the Indian rural economy.		
	2. Identification of challenges and opportunities in rural marketing		
	3. Exposure to the rural marketing environment and rural markets		
	4. Application of the rural marketing mix (4 A's)		
	5. Understanding the applications of marketing to rural marketing		



**SEMESTER - IV
RETAIL MARKETING**

SCHOOL OF MANAGEMENT

COURSE CODE BBAMM04	COURSE NAME Retail Marketing	L 03	T 0	P 0	C 03
Total Credits:03	Total Hours in semester: 45	Total Marks:100			
1	Course Pre-requisites: Basic Knowledge of marketing				
2	Course Category: Elective				
3	Course Revision/ Approval Date: Academic Council Meet				
4	Course Objectives : As Below				
4.1 To understand the concept, process and management of retail Business					
4.2 To develop an understanding of the retail strategy and planning process					
4.3 To understand the various aspects of retailing: multichannel retailing, retailing strategy, customer relationship management, information systems and supply chain management, managing merchandise and store management.					
4.4 To make familiarize with the nature, scope and concepts of retail business in India.					
4.5 To provide overview of the emerging retail market and economical significant.					

Course Content	Weight age	Contact hours	Pedagogy
Unit 1: Introduction to Retailing: Retailing: Meaning, retail formats and types, Growing importance of online retailing, Changing trends in retailing, challenges faced by the retail sector.	20 %	9	Lecture/ Assignment/Quiz
Unit 2: Retail store location and layout a) Retail store location Importance of Retail locations, Types of retail locations, Country/Region analysis, Measurement of success of location, Factors determining the location decision, Steps involved in choosing a retail locations. b) Store layout and Design: Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements. Visual Merchandising	20 %	9	Lecture/ Role play Assignments/Quiz
Unit 3: Merchandise Management Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise buying, Analysing Merchandise performance	20 %	9	Lecture/ Quiz/ Audio-visual Material
Unit 4 Retail Marketing Mix Retail Pricing, Factors influencing retail prices, pricing strategies. Communicating with the retail customer - Retail promotion mix Advertising - Sales promotion - Publicity - Retail selling process - Retail database- In-store customer service.	20 %	9	Lecture/ Quizzes/ Cases/ Quiz



**SEMESTER - IV
RETAIL MARKETING**

SCHOOL OF MANAGEMENT

Unit 5:Retail Store Management: Responsibilities of Store Manager: HRM in Retail: recruiting and selecting store employees, socializing and training, motivation and evaluating employees, gaining competitive advantage, compensation and reward system, controlling cost by building employee commitment Retail and Logistics, Store Security, Parking Space Problem at Retail Centres.	20 %	9	Lecture/ cases
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Learning Resources	
1	Textbook: 1. Chetan Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi.2010 2. Levy, M., Weitz, B., Pandit, A. (2012). <i>Retailing Management</i> . Tata McGraw-Hill. reprint in 2013.
2	Reference books: 1.Giridhar Joshi, INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi.2009 2.Ron Hasty and James Reardon, RETAIL MANAGEMENT. McGrawHill Publication, International Edition. 3.Swapna Pradhan, RETAIL MANAGEMENT, TEXT & CASES, Tata McGraw-Hill PublishingCo, New Delhi, 2008 4. Judith W.Kincaid, Customer Relationship Management: Getting it right, Pearson Education, New Delhi, 2003. 5 Barry Berman, Joel R Evans- Retail Management; A Strategic Approach 6. Emerging Trends in Retail Management : N Panchanatham & R Gnganguru
3	Journal 1. International Journal of Retail Management and Research (IJRMR) 2. Journal of Business and Retail Management Research Journal of Retailing

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Apply retail concepts as a professional does for effective marketing 2. Develop the attitude of achieving excellence in all activities of retailing. 3. Understand concepts of retailing, retail formats, consumer buying behavior. 4. Understand the retail market strategy, retail location importance, HRM, information systems and supply chain management, customer relationship management.		



Semester - V **Production and Operations Management**

COURSE CODE 21BBA502	COURSE NAME Production and Operations Management	L 03	T -	P -	C 03
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Domain Knowledge Operation				
2	Course Category: Skill Enhancement				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives				
4.1 To understanding the decisions and tradeoffs managers must make as they direct the operations of a firm.					
4.2 To develop a sound understanding of the importance of Production and Operation Management					
4.3 To understand the operations of service firms.					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Evolution of Operations Management: Difference between products and services-Nature & scope of POM-Production as a system-Recent trends in Operations management-Building Operations strategy on competitive priorities-Types of production process-Factors affecting facility location	20%	9	Power point presentations, cases, lectures, discussion, videos*
Unit 2: Forecasting, Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning – Long range, Types, Rough cut plan, Capacity Requirements Planning (CRP),	20%	9	
Unit 3: Capacity and Aggregate Planning Developing capacity alternatives. Aggregate Planning – Approaches, costs, relationship to Master Production schedule. Overview of MRP, MRP II and ERP	20%	9	
Unit 4: Design of Product, Service and Work Systems Product Design –Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process – Planning, Selection, Strategy, Major Decisions. Service Operations – Types, Strategies, Scheduling (Multiple resources and cyclical scheduling). Work Study – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – Measuring Productivity and Methods to improve productivity.	20%	9	
Unit 5 Materials Management Materials Management – Objectives, Planning, Budgeting and Control. Overview of Materials	20%	9	



Management Information Systems (MMIS). Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis. Stores Management – Nature, Layout, Classification and Coding. Inventory – Objectives, Costs and control techniques. Overview of JIT.			
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1. Discussion on concepts and issues in Operations management.
2. Case discussion covering a cross functional work of production with other functional areas in both manufacturing and service industry.
3. Projects/ Assignments/ Quizzes/ Class participation etc

Learning Resources	
1.	Textbooks: Production & Operations Management, K. AswathappaK. Shridhara Bhat, Himalaya Publishing House
2.	Reference Book: 1. Operations Management for Competitive Advantage, Chase R. B., Jacobs, F. R., Aquilano, N. J. and Agarwal N.K., Tata McGraw Hill 2. Operations Management, Norman Gaither Greg Frazier, Thomson South-Western 3. Production and Operations Management, Norman GaitherGreg Frazier, ThomsonSouth-Western
3.	Journals & Periodicals: 1. International Journal of Operations & Production Management 2. Economic Times 3. Productivity journal 4. Business Standard
4	Electronic resources https://onlinelibrary.wiley.com/journal/19375956 https://www.spjimr.org/content/production-and-operations-management-society-poms-2020-31st-annual-conference

Evaluation Scheme	Total Marks: 100	
Mid semester Marks	30 Marks	
End Semester Marks	50 Marks	
Continuous Evaluation Marks 20	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks
Course Outcomes	1. Understand the role of the operations management (OM) function in the functioning of an Organization	
	2. Enable the students to manage the productive resources for the growth and competitiveness of any organization	
	3. Ability to recognize cost of logistics	



Semester V E-Commerce for Business

COURSE CODE BBA205	COURSE NAME E-Commerce for Business	L	T	P	C
		3	0	0	3
Total Credits:02		Total Hours in semester: 45		Total Marks:100	
1	Course Pre-requisites: Domain E commerce				
2	Course Category: Core				
3	Course Revision/ Approval Date: Academic Council				
4	Course Objectives :				
1. To build an application based management.					
2. To enhance the understanding of B2B and B2C.					
3. To Understand importance of infrastructure development					
4. To know functioning of public system through E commerce.					

Course Content	Weight age	Contact hours
Unit 1 Introduction to E-Business: Overview of E-Business; Information Services; Interpersonal Communication; Shopping Services; Virtual Enterprises <i>E-Commerce:</i> Origin and Need of E-Commerce; Factors affecting E-Commerce; Business dimension and technological	20%	8 Hours
Unit 2: Dimension of E-Commerce; E-Commerce framework; Internet as an E-Commerce enabler handling business transactions <i>Handling payments:</i> Electronic Fund Transfer system, Digital Token and notational based electronic payment system, smart card, credit card and emerging financial instruments	15%	10 Hours
Unit 3: B2B E-commerce: B2B E-commerce models: supply oriented, buyer oriented, intermediary oriented; Just-in-time for B2B commerce Mobile Commerce: Introduction to mobile commerce; Frame required for mobile computing; challenges emerging in mobile commerce security considerations	15%	9 Hours
Unit 4 E-Commerce and Banking: changing dynamics in banking industry; Home banking and its implementation; Management issues in on-line banking E-Commerce and retailing: Online retail industry dynamics; Online mercantile models from customer perspective; Management challenges in online retailing	30%	8 Hours



Unit 5. E-Commerce and online publishing: Online publishing approach from customer prospective; Supply chain management fundamentals; Intranets and Supply Chain Management; Managing retail supply chains, Supply chain Application Software EDI: EDI application in business development; EDI technology; EDI as a reengineering Tool; Financial EDI	20%	1 Hours
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Teaching Methods:

The following pedagogical tools will be used to teach this course: Lectures

- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

Learning Resources	
1	Textbooks: Kenneth C. Laudon & Carol G. Traver, E-Commerce: Business, Technology, Society, Pearson Education
2	Reference Book: 1. C.S.V. Murthy, E-Commerce: Concepts, Models, Strategies, Himalaya Publishing House 2. P.T. Joseph, S.J, E-Commerce: An Indian Perspective, PHI Learning Private Limited
3	Other resources 1. Electronic Commerce Research And Application 2 International Journal of Electronic Commerce 3 Journal of Electronic Commerce & Research

Evaluation		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Understanding of the foundations and importance of E-commerce		
	2. Understanding of latest technologies of IT services		
	3. Enhanced understanding of IT development and its management skills		



International Business

Semester V

COURSE CODE BBA 503	COURSE NAME International Business	L	T	P	C
		3	-	-	3
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Fundamentals Business knowledge				
2	Course Category: Core				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives				
4.1 To create awareness of global business environment and its impact on business					
4.2 To be able to apply concepts, principles and theories to simple business situations.					
4.3 To know the concepts in international business with respect to foreign trade / international business					
4.4 To understand types of International trade transactions					
4.5 To create awareness regarding various institutions impacting international trade.					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Overview of International Business Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities; Nature, Meaning and Importance of International competitive advantage, Multidimensional view of Competitiveness- Financial Perspectives- International monetary systems and financial markets, IMF, World Bank, IBRD, IFC, IDA, existing international arrangements; Globalization and foreign investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization	20%	9	Power point presentations, cases, lectures, discussion, videos
Unit 2: Globalization Technology and its impact Enhancing technological capabilities, Technology generation, Technology transfer, Diffusion, Dissemination and spill over, Rationale for globalization, Liberalization and Unification of World economics, International Business theories, Trade Barriers- Tariff and Non-Tariff Barriers	20%	9	
Unit 3: Strategy in international business Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions.	20%	9	



International Business

<p>Unit 4: Socio cultural Environment Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications. <i>Global Human Resource Management-</i> Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management.</p>	20%	9	
<p>Unit 5: Regional Economic Integration</p> <ul style="list-style-type: none"> ● NAFTA ● SAARC ● AERC ● European Union 	20%	9	

Learning Resources	
1.	Textbook: International Business: Text and Cases, Sanjay Misra, P.K.Yadav International Business: Punam Agarwal, Jatinder Kaur
2.	Reference books: International Business: P.C.Jain
3.	<p>Journals & Periodicals</p> <ul style="list-style-type: none"> ● Journal of International Business Studies ● Journal of International Economics ● Journal of International Management ● Management International Review
4.	<p>Other Electronic resources: https://www.internationalrelationsedu.org/what-is-international-business/ https://efinancemanagement.com/international-financial-management/international-business</p>

Evaluation Scheme	Total Marks: 100	
Mid semester Marks	30 Marks	
End Semester Marks	50 Marks	
Continuous Evaluation Marks 20	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks



International Business

Course Outcomes	1. Explain the concepts in international business with respect to foreign trade/international business
	2. Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
	3. Analyse the principle of international business and strategies adopted by firms to expand globally
	4. Integrate concept in international business concepts with functioning of global trade



Semester - V

Fundamental of Derivatives

COURSE CODE	COURSE NAME	L	T	P	C
21FM101	Fundamental of Derivatives	3	0	0	3
Total Credits:03		Total Hours in semester: 45		Total Marks:100	
1	Course Pre-requisites: Domain Knowledge Finance & Investment				
2	Course Category: Elective				
3	Course Revision/ Approval Date:				
4	Course Objectives :				
1. To equip students with the ability to apply stock market basics to Indian Derivative market					
2. To know the financial derivatives are discussed in terms of their valuation, analysis and application for hedging, speculation and arbitrage					
3. Students are apprised of the recent innovations in derivatives in India					
4. To have learnt the mechanics, valuation and trading strategies of derivative market					

Course Content	Weight age	Contact hours	Pedagogy
<p><u>Unit 1 Introduction to Cash & Derivative Market- An Overview</u> Basic Market Concepts & Mechanics of Cash Market, Various Indexes of the world & its computation, Meaning & types of Derivative Instruments, Forward, future, Option & swaps, Spot v/s</p>	20%	8 Hours	Lecture/ Assignments/ Quizzes
<p><u>Unit 2: Market Structure</u> Future Market, Growth of Derivative Markets in India- History & Background, ETM & OTC Markets, Types of Traders- Hedger, Arbitrageur & Speculation, Standardization of Derivative Contracts & other basic concepts</p> <p>Risk Management Lessons from the Global Financial Crisis for Derivative Exchanges”, IIMA Working Paper No. 2009-02-06, February 2009. By Varma IIMA http://www.iimahd.ernet.in/~jrvarma/download.php</p>	15%	8 Hours	Lecture/ Assignments/ Quizzes
<p><u>Unit 3: Forward & Future Markets</u> Introduction, Mechanics of Forward & Future Market, Stock Futures & Stock Index Futures in India, Pricing of Forward & Future Markets-how to read quotes, Margins, Open interest positions etc. Cost of Carry Models & Basis-Cash Price v/s Future price.</p>	15%	13 Hours	Case discussion/ Class participation
<p><u>Unit 4: Trading Strategies</u> Trading Strategies-Index Arbitrage, hedging using futures, options and combination of both, Speculation, spreads etc & other advanced trading strategies.</p> <p>“Value at Risk Models in the Indian Stock Market”, IIMA</p>	30%	12 Hours	Case discussion/ Class participation



Working Paper, 99-07-05, July 1999. http://www.iimahd.ernet.in/~jrvarma/download.php			
Case: Development of Financial Derivatives Market in India- A Case Study Ashutosh Vashishtha http://www.eurojournals.com/irjfe_37_02.pdf			
Unit : 5 Practical from Model I and Model II Student assign project each of one commodity and follow Cash – Carry Model and Find variation between Spot prices v/s Excise prices	20%	6 Hours	Projects/ Assignments/ presentation

Learning Resources	
1	Rajiv Srivastava “Derivatives & Risk Management” Oxford University Latest Edition
2	1. Vohra & Bagri “Futures and Options” Tata McGraw hill Latest Edition 2. John C. Hull “Futures and Option Markets” Pearson Education Latest Edition
3	News Paper: Business Standards Economics Times
4	Online resources <ul style="list-style-type: none"> ● www.mcxindia.com ● www.capitalmarketline.com ● www.bseindia.com ● www.nseindia.com ● www.goldprice.org

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	<ul style="list-style-type: none"> ● To aware commodities market and international market ● To recognize margin risk on commodities ● To analysis market movement on seasonal variation. 		



Semester – V **Managerial Accounting**

COURSE CODE BBAFM06	COURSE NAME Managerial Accounting	L	T	P	C
		03	-	-	03
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Basic Information about Cost Accounting				
2	Course Category: Elective				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives				
4.1 To learn about various methods of costing					
4.2 To understand standard cost and variances.					
4.3 To learn techniques of marginal costing					
4.4. To prepare fixed and flexible budget.					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Unit and Batch Costing -preparation and calculations of costs- determine the cost of a batch-differentiate between Job costing and Batch Costing Job and Contract Costing -accounting entries for cost elements under both methods-ascertain the cost of contract-notional or estimated profit from a contract	20%	9	Power point presentations, cases, lectures, discussion, videos
Unit 2: Process & Operation Costing – meaning-treatment of process loss and gains – equivalent completed production units- valuation methods of work in process. Joint products and by products -meaning-differentiation between joint and by products-methods of apportionment of joint costs	20%	9	
Unit 3: Service Costing -Cost accounting method for service sectors- units used in different service sectors-costs for different service industries. Standard Costing -standard cost-variances-controllable and uncontrollable variances- material variance-labour variance-overhead variance	20%	9	
Unit 4: Marginal Costing: marginal costing-absorption costing – Cost volume Profit analysis-Break-even point-Margin of Safety-decision making	20%	9	
Unit 5: Budget and Budgetary Control -meaning and essential of budget- objectives and importance-process of preparing budgets-types of budgets-fixed and flexible budget	20%	9	

Learning Resources



1.	<p>Text Book:</p> <ul style="list-style-type: none"> ● Jawahar Lal and Seema Srivastava; <i>Cost Accounting</i>, McGraw Hill Education (India Private Limited) ● M. N. Arora A Textbook on Cost and Management Accounting Vikas Publication. 10 th Edition ● Charles T. Horngren Cost Accounting- A Managerial Emphasis Pearson – 14th Edition
2.	<p>Reference books:</p> <ul style="list-style-type: none"> ● Ravi Kishore Cost Management Accounting Taxman – Latest Edition ● Hilton & Maher Cost Management : Strategies for Business TMH – Latest Edition ● Dr. S N Maheshwari, CA Sharad K. Maheshwari, <i>Principles of Management Accounting</i>, Sultan Chand & Sons. ● Paresh Shah, <i>Management Accounting</i>, Oxford University Press
3.	<p>Journals & Periodicals</p> <ul style="list-style-type: none"> ● Journal of Accounting Research ● Contemporary Accounting Research ● Accounting, Organisations and Society
4.	<p>Other Electronic resources:</p> <ul style="list-style-type: none"> ● https://accountinginfocus.com/managerial-accounting-2/introduction-managerial-accounting-2/what-is-managerial-accounting/ ● https://www.coursera.org/lecture/accounting-for-managers/learning-objectives-and-what-is-managerial-accounting-CIrg0 ● https://www.edx.org/course/management-accounting ● https://courses.lumenlearning.com/wm-accountingformanagers/chapter/key-components-of-managerial-accounting/

Evaluation Scheme	Total Marks: 100	
Mid semester Marks	30 Marks	
End Semester Marks	50 Marks	
Continuous Evaluation Marks 20	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks
Course Outcomes	1. Understand and apply various costing methods	
	2. Analyse and compute variances related to material, labour and overheads	
	3. Apply concepts of marginal costing and CVP analysis in short term decision making	
	4. Prepare fixed and flexible budget	



Semester – V

Security Analysis & Portfolio Management

BBAFMO7	COURSE NAME Security Analysis & Portfolio Management	L	T	P	C
		3	0	0	3
Total Credits:03	Total Hours in semester: 45	Total Marks:100			
1	Course Pre-requisites: Domain Knowledge Finance				
2	Course Category: Elective				
3	Course Revision/ Approval Date:				
4	Course Objectives :				
4.1 To understand finance instruments and its issues and trading mechanism					
4.2 to acquaint the students with challenges of starting new ventures					
4.3 to investigate, understand and internalize the process of setting up a business.					

Course Content	Weight age	Contact hours
<u>Unit 1 Investment Environment</u> Nature and Scope of Investment Decisions - Stock Markets / Stock Exchanges in India – New issue Management - Stock Market Regulation – Intermediaries -Market Indices – SEBI Role and Guideline	20%	9 Hours
<u>Unit 2: Risk and Return, Security Analysis:</u> - <u>Risk - Return - Trade off</u> Fundamental Analysis - Economic Analysis - Industry Analysis - Company Analysis ,	20%	9 Hours
<u>Unit 3: Valuation of Bonds and Shares</u> Avenues of Investment -Bond and Preference Share valuation and Analysis - Equity Shares Valuation and Analysis - CAPM model	20%	9 Hours
<u>Unit 4: Portfolio Analysis and Management:</u> Portfolio Process, Portfolio Analysis: Risk and return of Portfolio with two securities,	20%	9 Hours
<u>Unit 5 Portfolio Analysis and Management:</u> Portfolio Selection - Capital Market Theory - Portfolio revision - Performance Evaluation of Portfolio - Jenson, Sharpe and Treynor Measures.	20%	9 Hours

1. Discussion on concepts and SEBI regulation
2. Case discussion covering a cross functional work of production with other functional areas in both manufacturing and service industry.



3. Projects/ Assignments/ Quizzes/ Class participation etc

Learning Resources	
	Textbooks: Fisher and Jordan: Security Analysis and Portfolio Management
	Reference Book: <ol style="list-style-type: none"> 1. Reilly/ Rrown, Investments-Analysis and Portfolio Management Cengage Learning Latest Edition 2. M. Ranganatham and R. Madhumathi, Investment Analysis and Portfolio Management Pearson Latest Edition 3. Ranganatham and Madhumathi, Investment Analysis and Portfolio Management Pearson Latest Edition 4. Sudhindra Bhatt, Security analysis and Portfolio Management Excel Latest Edition 5. V.K,Bhalla
	News Paper <ol style="list-style-type: none"> 1. http://www.nptel.ac.in 2. http://www.ocw.mit.edu 3. www.bseindia.com 4. www.nseindia.com 5. www.sebi.org.in 6. www.moneycontrol.com

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. To aware the stock market movement.		
	2. To understood how diversify the portfolio and selection of scrip's.		
	3. To apply above model to analysis risk and return trade off.		



Semester V Talent Management

COURSE CODE BBAHRM5	COURSE NAME TALENT MANAGEMENT	L	T	P	C
		3			3
Total Credits:3	Total Hours in semester :45	Total Marks: 100			
1	Course Pr-requisites: Knowledge of Self- Management				
2	Course Category: Electives				
3	Course Revision/ Approval date				
4	Course Objectives				
4.1 To alignment of the talent management process with business strategy, with culture, and with people.					
4.2 To attraction, acquisition, and retention of talent in organizations.					
4.3.To negotiation problems that managers					

Course Content	Weightage	Contact hours
Introduction to Talent Management Introduction, Meaning & Objectives, Role of Talent Management in building sustainable competitive advantage to a firm, Key Processes of Talent Management, Human Resource Planning, Recruitment, Selection, performance monitoring, Retention, Talent vs. knowledge people, Source of Talent, Consequences of Failure in Managing Talent, Some suggestive tools for Managing Talent.	20%	9
Talent Acquisition: Job analysis-Method of collecting information, developing questionnaires, interviews, developing job description & job specification. Developing HR planning process (using MSExcel and quantitative tools Recruitment Process, Strategic Trends in Talent Acquisition,	20%	8
. Elements of Talent Management The element of Talent Management-The resourcing strategy- Attraction and retention policies and programs – Talent Audit – Role Development – Talent relationship management – Performance management – Total reward - Learning and development - Career management Talent Management Strategy Building the talent pipeline; Employee engagement; Employee engagement strategies; Talent management to drive culture of excellence, Leadership development	20%	10
Employee Retention: Comprehensive approach to Retaining employees, Managing Voluntary Turnover, dealing with Job Withdrawal, Strategic Compensation plan for Talent Engagement, Defining the Elements of Total Rewards, Integrated Rewards Philosophy, Designing Integrated Rewards, Sustainable Talent Management and	20%	9



Semester V Talent Management

Reward Model Contemporary Talent Management Issues and challenges		
Practical Application with reference to strategic Perspective Functional Skills Measurement 1. Laying foundation of critical thinking Cases+ Exercise Skills 2. Developing students to strategically Exercise+ Case formulate talent management tools. 3. Developing analysis of multiple Case/Workshop perspectives of Talent Management	20%	9

Learning Resources	
1.	Textbook: A Framework for Human Resource Management, Dessler Gary, Pearson
2.	1. Fundamentals of Human Resource Management, Dessler Gary, Varkkey Biju, 2. Talent Management Hand Book, Lance A Berger, Dorothy R Berger 3. Talent management in India: Challenges and opportunities, Hasan, M., Singh, A. K., Dhamija
3.	Journal Business India / Business Today / Business World, University News Human Capital Indian Journal of Industrial Relations HRM Review Indian Journal of Training and Development South Asian Journal of Human Resource Management International Journal of strategic human management Asian Journal of Management Cases
4.	Periodicals Global Business Review 13. South Asia Economic Journal 14. Economic & Political Weekly, Business India / Business World
5.	Other Electronic resources:

Evaluation Scheme		Total Marks :100
Mid semester Marks	30	
End Semester Marks	50	



Semester V Talent Management

Continuous Evaluation Marks	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks

Course Outcomes	Student will be able to develop clear understanding of National/international market for Human resource
	Student will be capable of making decision to ensure right person at right place at right time with right place among various options available
	To address the issue of diversity , changing demography and technological innovation, student will be exposed to global issues with culture, industry/domain specific issues
	Emphasizes on different approach of communication for execution of different function of HRM, it is different in different stage,



Semester V Talent Management



Semester – V
ORGANIZATION CHANGE AND DEVELOPMENT

COURSE CODE BBAHRM 6	COURSE NAME ORGANIZATION CHANGE AND DEVELOPMENT	L	T	P	C
		3			3
Total Credits: 4	Total Hours in semester :60	Total Marks: 100			
1	Course Pr-requisites: Basic understanding for organization				
2	Course Category: Electives				
3	Course Revision/ Approval date				
4	Course Objectives				
4.1 To introduce the students to the social science techniques and change interventions used to improve organizational effectiveness and enhance the personal development of individuals.					
4.2 TO understand attitude towards change,					
4.3.To Plan approaches and strategies for managing organizational change.					
4.4 To Evaluate the effectiveness of OD interventions.					
4.5 To Implement organizational diagnosis and OD interventions design.					

Course Content	Weightage	Contact hours
Unit 1:Nature of Change - Necessity for Change; creating readiness for Organizational Change, A readiness Model, Interpersonal & Social Dynamics, Change Agent attributes.	20%	8
Unit 2:Planning for Change - I Managing Strategic Change; Transformational Change& its characteristics; Continuous Learning & change, Cultural & climatic factors affected by change; Global perspectives related to change. Change Process - Change Cycle; change process; leadership patterns & Transformational strategies;	20%	10
Unit 3: ATTITUDE towards change:Change Implementation Theory of psychological reactance, Overcoming resistance to change, Commitment to change –Creating readiness for organizational change.Strategies to face the resistance to change;Leader as a change agent in organizations.	20%	9
Unit 4: HUMAN RESOURCES MANAGEMENT AND STRATEGIC INTERVENTIONS Developing and assisting members – career planning and development interventions, resources planning and strategy, workforce diversity interventions, and	20%	9



Semester – V

ORGANIZATION CHANGE AND DEVELOPMENT

<p>employee wellness interventions</p> <p>Integrated strategic change, trans organizational development and mergers and acquisitions</p> <p>Organizational transformation – characteristics of transformational change, culture change, self-designing organization organizational learning and knowledge management</p>		
<p>Unit 5: TECHNO STRUCTURAL INTERVENTIONS</p> <p>Restructuring organizations – structural design, group’s process structure, downsizing, and reengineering</p> <p>Employee involvement – What is it? Employee involvement practices, parallel structures, high – involvement organizations, high involvement, and TQM</p> <p>Work design – the engineering approach, the motivational approach, the socio technical approach and designing work for technical and personal needs</p> <p>EVALUATION AND FUTURE OF OD INTERVENTION</p> <p>Sustaining change after intervention evaluation – Ending an engagement</p> <p>Global issues in OD, OD in International business, and future of OD</p>	20%	9

Learning Resources	
1.	Textbook: Cummings, T G and Worley C G (2013). Organization Development and Change, South-Western College Publishing.
2.	<p>Reference books:</p> <p>1. French, W L and Bell C H (2007). Organization Development: Behavioural science interventions for organizational improvement, Pearson Education.</p> <p>2. French W L., Bell, C H and Vohra, V, (2009). Organization Development: Behavioural science interventions for organizational improvement. Dorling Kindersley (India) Pvt. Ltd.</p> <p>3. Harvey D and Brown D R (2004). An Experiential approach to Organization Development. 7/e, Pearson Education.</p> <p>4. Kotter, J P (1996). Leading Change. Boston: Harvard Business School Press. ISBN # 0-87584-747-1.</p>



Semester – V

ORGANIZATION CHANGE AND DEVELOPMENT

	<p>5. Nilakant, V and Ramnarayan S (2006). Change Management: Altering mindsets in a global context. Response Books.</p> <p>6. Singh, K (2006). Organization Change and Development. Excel Books</p> <p>7. Ramanarayn, S. and Rao T V (2011). Organization Development: Accelerating Learning and Transformation. SAGE Publications.</p> <p>8. Sharma, R.(2013).Organizational Change and Transformation. Tata McGraw Hill</p> <p>9. Wendell L. French, Cecil H. Bell, Jr., Robert A. Zawacki; (2012);<i>Organization Development & Transformation – Managing Effective Change</i>;4th Edition; Tata McGraw –Hill Publishing Company Ltd, New Delhi.</p> <p>10. Cummings & Worley: (2011); <i>Organization Development & Change</i>; 7th Edition; Thomson; South Western Publication</p>
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Evaluation Scheme		Total Marks :100	
Mid semester Marks	30		
End Semester Marks	50		
Continuous Evaluation Marks		Attendance	5 marks
		Quiz	5 marks
		Skill enhancement activities / case study	5 marks
		Presentation/ miscellaneous activities	5 marks
Course Outcomes	<p>1. Identify the type and significance of various drivers of organizational change and identify the nature and significance of various impediments to organizational change.</p> <p>2. Appreciate organizational change processes from multiple role perspectives.</p> <p>3. Explore and clarify assumptions, beliefs, and values about organizations and the nature of the change process.</p> <p>4. Plan the steps involved to effectively manage organizational change in a variety of contexts and settings.</p>		



Semester – V
ORGANIZATION CHANGE AND DEVELOPMENT

Additional Information to enhance learning	



Semester – v Participative Management

COURSE CODE BBAHRM7	COURSE NAME PARTICIPATIVE MANAGMEENT	L	T	P	C	
		03	0	0	03	
Total Credits:03	Total Hours in semester: 45	Total Marks:100				
1	Course Pre-requisites: Basic Knowledge of HR Management					
2	Course Category: Elective					
3	Course Revision/ Approval Date: Academic Council Meet					
4	Course Objectives : As Below					
4.1. To learn how to Make Best Use of Human Capital						
4.2. to implement the practices related to employee integration						
4.3. To meet the Psychological Needs of Employees						
4.4. to implement participative management in organizations						

Course Content	Weight age	Contact hours	Pedagogy
Unit 1 : Participative Management (PM): Concept, Objectives; Evolution; Industrial Democracy; Workers Control; Co-partnership and Participative Management; Approaches to Maslow, McGreger, Chris Argyris, Likert on Participative Management	25%	10 Hours	Lecture/ Assignment/ participation/
Unit 2: Forms of Participative Management: Forms and Levels of Participation; Barriers of Participation; Participative Management in India, Yugoslavia, U.K and West Germany, Training and Education for Participation.	20%	8 Hours	Lecture/ Quizzes/
Unit 3: Degree of Participative Management: Informative, Consultative, Associative, Administrative and Decisive; Quality of Work Life, Measures in QWL in Factors in QWL	15%	9 Hours	Lecture/ Assignment/ Audio-visual Material
Unit 4: Collective Bargaining (CB): Concept, Growth of CB; Theories of Collective Bargaining; Determination of Bargaining Unit; Recognition of Bargaining Agent; CB Process; Pre-requisites for Effective C.B.	25%	10 Hours	Lecture/ Quizzes/ Cases/
Unit 5: Collective Agreement Types and Contents of Collective Agreement; Administration of Collective Agreement; Public Policy on Collective Bargaining; Recent Trends In Collective Bargaining in India; Collective Bargaining in U.K and U.S.A.	15%	8 Hours	Lecture/ cases



Semester – v Participative Management

Learning Resources	
1	Textbooks: Alexander, K.C : Participative Management : The Indian Experience, SCIR, New Delhi
2	Reference Books: 1. Narasimha Rao, GBVL and Ramesh, K, : Participative Management, Ajantha Publications (India) Ltd, New Delhi 2. Varma, R.K : Workers Participation in Management, Oxford IBH Pub. Co., New Delhi . 3. Virmani, B.R, : Workers Participation in Management, Macmillan Pub., Hyderabad . 4. Mehatras, V.G : Labour Participation in Management, Manaktalas, Mumbai.
3	Journals & Periodicals: 1 Implementing Participative Management 2.Participative Management in Modern Organisations 3.Participative Management and Employee perspective 4. HR Review
5	Other Electronic Resources: www.researchgate.net

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Ability to implement the practices related to employee integration 2. Ability to implement participative management in organizations 3. Ability to implement Employee benefits and Welfare measures		



Semester – v Network Technology and

Course Code BBAITM5	Course Name Network Technology and Operating System	L	T	P	C
		3	0	0	3
Total Credits:4	Total Hours in semester :45	Total Marks:150			
1	Course Pre-requisites: Knowledge about network and operating system				
2	Course Category: Ability Enhancement Courses / Skill Enhancement Courses/Core Courses / Professional or Discipline Specific Elective /Generic Elective /Open Elective				
3	Course Revision/ Approval Date:				
4	Course Objectives :				
1. Demonstrate a working knowledge of Ethernet networks. Describe the functions of routers, switches and hubs in a network.					
2. Install and configure a network operating system on a server to provide file and print sharing services.					
3. Configure computers to provide peer to peer connectivity for shared resources					
4. Create users and provide them with functional a network environment including file and print services.					
5. Demonstrate a working knowledge of web server configuration and management.					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1: Introduction to Network Operating System Theory: RedHat Linux Installing RedHat Linux Preparing for Installation Hardware Hardware Compatibility Lists 1.3.3 Server Design Dual-booting Issues	20%	10	Chalk-Duster, PPT, Notes
Unit 2: RedHat Linux Basics, Shell Theory: Working with Desktop ,Starting X Windows and KDE ,About GNOME, Using Terminal Emulator Don't try to use TERM Variable for Emulation Communication (Dialing) Programs Testing Terminal Emulation ,The Linux Console Emulation Software Different Types of Shells ,BASH (Bourne-again Shell) ,C Shell (csh) ,Korn Shell (ksh) ,TCSH ,Common Shell Commands	20%	10	Chalk-Duster, PPT, Notes
Unit 3: File System Hierarchy and Configuring Desktop Theory: File Systems ,Types of File Systems ,File Systems and Operating Systems ,File Concept ,Access Methods ,Sequential Access ,Direct Access ,Other Access Methods ,Directory Structure ,File System Structure	25%	10	Chalk-Duster, PPT, Notes



Semester – v Network Technology and

<p>Unit 4: Connecting to Internet and Domain name system Theory: Network Configuration Tool Connecting to LAN, Network Configuration Tool Connecting to LAN Domain Name System (DNS) ,Configuring DNS Server ,DNS Server ,Dynamic DNS ,Other DNS Server Files ,DNS Tools, Testing, and Troubleshooting ,A Simple DNS Server ,DNS Server Functions</p>	10%	5	Chalk-Duster, PPT, Notes
<p>Unit 5: Server Role: Linux as Web Server, FTP Server Theory: Web Server ,Apache Web Server , Starting Apache , Configuring your Server for Apache ,Setting up First Web Page Meaning ,FTP (File Transfer Protocol), Start FTP Server ,Testing FTP Server ,Using FTP ,Using FTP Clients to Test Anonymous Read Access</p>	25%	10	Chalk-Duster, PPT, Notes

Learning Resources	
1.	<p>Textbooks:</p> <ol style="list-style-type: none"> 1. Brian Ward, How Linux Works, No Starch Press. 2. Computer Networking: A Top-Down Approach
2.	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Ellen Siever, Aaron Weber, Stephen Figgins, Robert Love and Arnold Robbins, Linux in a Nutshell, O'Reilly Media. 2. Network Warrior, Gary A. Donahue. 3. Introduction to Operating Systems and Networks
3.	Journals & Periodicals:
5.	Other Electronic Resources:

Evaluation Scheme	Total Marks	
Mid semester Marks		
End Semester Marks		
Continuous Evaluation Marks	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks



Semester – v Network Technology and

Course Outcomes	1. Describe the functions of each layer in OSI and TCP/IP model
	2. Explain the functions of Application layer and Presentation layer .
	3. Describe the important computer system resources and the role of operating system in their management policies and algorithms
	4. Categorize memory organization and explain the function of each element of a memory hierarchy
	5. Student will learn about linux operating system as well as the basic concept of Network.



Semester V
**Mobile application Development using
 ANROID**

Course code BBAITM6	Course Name Mobile application Development using ANROID	L 3	T 0	P 0	C 3
Total Credits:3	Total Hours in semester :45	Total Marks:150			
1	Course Pre-requisites: Knowledge about mobile application and operating system				
2	Course Category: Elective				
3	Course Revision/ Approval Date:				
4	Course Objectives :				
	1. To learn about different mobile phones and smart phones				
	2. To understand working of mobile phone.				
	3. To learn about android os.				
	4. To Create users applications using android os.				
	5. To Demonstrate a working knowledge of Mobile applications				

Course Content	Weightage	Contact hours	Pedagogy
Unit 1 Android OS : Concepts Theory: 1.1Mobile technology, Open Handset Alliance 1.3 Use Android for mobile app development 1.4 Android Marketplaces 1.5 Android Development Environment setup 1.6 Android development Framework - Android-SDK, Eclipse Emulators / Android AVD. 1.7 Creating & setting up custom Android emulator 1.8 Android Project Framework and its applications	20%	10	Chalk-Duster, PPT, Notes
Unit 2: Android Architecture and Survey of prominent mobile platforms – smart phones, camera/camcorder devices, Tablet devices, automotive. Theory: 2.1 Linux Kernel 2.2 Libraries 2.3 Android Runtime 2.4 Application Framework 2.5 Applications 2.6 Android Startup and Zygote 2.7 Android Debug bridge 2.8 Android Permission model 2.9 Android Manifest File	20%	10	Chalk-Duster, PPT, Notes
Unit 3: Android Activities and UI Design Theory: 3.1 Android application components Intent, Activity, Activity Lifecycle, Broadcast receivers, Services and Manifest 3.2 Create Application and new Activities 3.3 Expressions and Flow control, Android Manifest 3.4 Simple UI -Layouts and Layout properties 3.5 XML Introduction to GUI objects viz.	25%	10	Chalk-Duster, PPT, Notes



Semester V
**Mobile application Development using
 ANROID**

Unit 4: Toast, Menu, Dialog, List and Adapters Theory 4.1 Menu: Custom Vs. System Menus 4.3 Creating and Using Handset menu Button (Hardware) 4.4 Android Themes, Dialog, create an Alter Dialog 4.5 Toast in Android, List & Adapters 4.6 Android Manifest.xml File	10%	5	Chalk-Duster, PPT,Notes
Unit 5: Study of iPhone, iPad, Windows Mobile (HTC), Android (Google, Motorola) platforms. And Working with Database Theory: 6.1 SQLite: Open Helper and create database 6.2 Open and close a database	25%	10	Chalk-Duster, PPT, Notes

Learning Resources	
1.	Textbooks: <ol style="list-style-type: none"> 1. Professional Android 2 Application Development, Reto Meier Wiley India Pvt Ltd 2. Beginning Android ,Mark L Murphy Wiley India Pvt Ltd 3. Professional Android ,Sayed Y Hashimi and Satya Komatineni Wiley India Pvt Ltd
2.	Reference Books: <ol style="list-style-type: none"> 1. Android Studio Development Essentials by Neil Smyth 2. The Definitive Guide to SQL Lite by Michael Owens
3.	Journals & Periodicals:
5.	Other Electronic Resources: <ul style="list-style-type: none"> • Developing Andriod Apps- Udacity https://www.udacity.com/course/ud853 Build your firs App • http://developer.android.com/training/basics/firstapp/index.html • Android App Development Tutorial http://www.codelearn.org/androidtutorial

Evaluation Scheme	Total Marks: 100	
Mid semester Marks	30	
End Semester Marks	50	
Continuous Evaluation Marks	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks
Course Outcomes	1. Understand the concept of open source mobile development	
	2. Describe Android architecture frame work.	
	3. Design Android UI Layout	
	4. Develop event driven programs	
	5. Develop applications using menus and dialog boxes	



Semester –V Cyber Security

Course Code BBAITM5	Course Name Cyber Security	L	T	P	C
		3	0	0	3
Total Credits:3	Total Hours in semester :45	Total Marks:150			
1	Course Pre-requisites: Basic Computer knowledge				
2	Course Category:Eletive				
3	Course Revision/ Approval Date:				
4	Course Objectives :				
4.1 To make student aware about the fundamentals of cyber security					
4.2 To brief students regarding security threats and vulnerabilities					
4.3 To provide knowledge about network security					
4.4 To elaborate system and network security					
4.5 To aware students regarding block-chain technology					

Course Content	Weightage	Contact hours	Pedagogy
<p>Unit 1: Cyber Security Foundation</p> <p>The Security Environment: Threats, vulnerabilities, and consequences, Advanced persistent threats, The state of security today, Why security matters to DoD (Department of Defence), Principles of Cyber security: Enterprise Roles and Structures: Information security roles and positions, Alternative enterprise structures and interfaces, Strategy and Strategic Planning: Strategy, Strategic planning and security strategy, The information security lifecycle, Architecting the enterprise, Security Plans and Policies: Levels of planning, Planning misalignment, The System Security Plan (SSP), Policy development and implementation.</p>	20%	9	Chalk – Talk, Presentation
<p>Unit 2: Security Threats And Vulnerabilities</p> <p>Overview of security threats, Hacking techniques, Password Cracking, Insecure network connections, Malicious code, Programming bugs, Cyber crime and Cyber Terrorism, Information Welfare and surveillance, Cryptography: Introduction to cryptography, Symmetric key cryptography, Asymmetric Key cryptography, Message authentication and Hash Functions, Digital Signature, Public Key Infrastructure, Application of cryptography.</p>	20%	9	Chalk – Talk, Presentation
<p>Unit 3: Network Security</p>	20%	9	Chalk – Talk, Presentation



Semester –V Cyber Security

<p>Access Control and Intrusion Detection: Overview of Identification and Authorization, I & A Techniques, Overview of IDS, Intrusion Detection Systems and Intrusion Prevention Systems. Server Management and Firewalls: User Management, DNS Routing and Load Balancing, Overview of Firewalls, Types of Firewalls, DMZ and firewall features. Security for VPN and Next Generation Networks: VPN Security, Fax Security, Link Encryption Devices.</p>			
<p>Unit 4: System And Application Security</p> <p>System Security: Desktop Security, email security: PGP and SMIME, Web Security: web authentication, SSL and SET, OS Security: OS Security Vulnerabilities, updates and patches, OS integrity checks, Anti-virus software, Design of secure OS and OS hardening, Configuring the OS for security, Trusted OS, Introduction to Cyber Physical System</p>	20%	9	Computer based learning, Chalk – Talk, Presentation
<p>Unit 5: Blockchain, Bitcoin & Cryptocurrency</p> <p>Blockchain- Public Ledgers, Blockchain as Public Ledgers -Bitcoin, Blockchain 2.0, Smart Contracts, Block in a Blockchain, Transactions-Distributed Consensus, The Chain and the Longest Chain - Cryptocurrency to Blockchain 2.0 -A basic crypto currency, Creation of coins, Payments and double spending, FORTH – the precursor for Bitcoin scripting, Bitcoin Scripts , Bitcoin P2P Network, Transaction in Bitcoin Network, Block Mining, Block propagation and block relay, Consensus introduction, Distributed consensus in open environments- Consensus in a Bitcoin network</p>	20%	9	Computer based learning, Chalk – Talk, Presentation



Semester –V Cyber Security

Learning Resources	
1.	Textbooks: 1. Cybersecurity - Attack and Defence Strategies: Infrastructure security with Red Team and Blue Team tactics by Yuri Diogenes, ErdalOzkaya. 2. Cyber Law Law Of Information Technology And Internet (LexixNexis) Anirudh Rastogi 3. Understanding Laws–Cyber Laws And Cyber Crimes(LexixNexis) 4. Cyber Crime Manual by Bibhas Chatterjee, Lawman Publication
2.	Reference Books: 1. AtulKahate, Cryptography and Network Security, McGraw Hil 2. Kaufman, c., Perlman, R., and Speciner, M., Network Security, Private Communication in a public world, 2nd ed., Prentice Hall PTR., 2002
3.	Journals & Periodicals:
5.	Other Electronic Resources: http://nptel.ac.in

Evaluation Scheme	Total Marks								
Mid semester Marks	30								
End Semester Marks	50								
Continuous Evaluation Marks	<table border="1" style="width: 100%;"> <tbody> <tr> <td style="text-align: center;">Attendance</td> <td style="text-align: center;">5 marks</td> </tr> <tr> <td style="text-align: center;">Quiz</td> <td style="text-align: center;">5 marks</td> </tr> <tr> <td style="text-align: center;">Skill enhancement activities / case study</td> <td style="text-align: center;">5 marks</td> </tr> <tr> <td style="text-align: center;">Presentation/ miscellaneous activities</td> <td style="text-align: center;">5 marks</td> </tr> </tbody> </table>	Attendance	5 marks	Quiz	5 marks	Skill enhancement activities / case study	5 marks	Presentation/ miscellaneous activities	5 marks
Attendance	5 marks								
Quiz	5 marks								
Skill enhancement activities / case study	5 marks								
Presentation/ miscellaneous activities	5 marks								

Course Outcomes	1.Able to understand fundamental blocks of Cyber security
	2.Analyze security threats and vulnerabilities.
	3.Able to analyze network security
	4.Comprehend system and application security.
	5.Able to explore in the area of blockchain technology.



SEMESTER – V Brand Management

COURSE CODE BBAMM05	COURSE NAME Brand Management	L 03	T 0	P 0	C 03	
Total Credits:03	Total Hours in semester: 45	Total Marks:100				
1	Course Pre-requisites: Basic Knowledge of Marketing					
2	Course Category: Elective					
3	Course Revision/ Approval Date: Academic Council Meet					
4	Course Objectives : As Below					
4.1 To develop conceptual knowledge of branding as part of marketing decision making						
4.2 To acquire an understanding of real time brand development and re-structuring, focusing on every aspect of branding (identity, objectives, positioning etc).						
4.3 To understand how to develop a brand positioning						
4.4 achieve competences to develop brand strategies						

Course Content	Weight age	Contact hours	Pedagogy
Unit 1:INTRODUCTION TO BRANDING Introduction to the concept of Brand Management:Brand – Meaning, Definition, Evolution of Brands, Functions of Brand to consumer, Role of Brand- Advantages of Brand, Product Vs Brand..Strategic Brand Management Process-Meaning, Steps in Brand Management ProcessStrong Indian Brands (Case study)	20 %	9	Lecture/ Assignment/Quiz
Unit 2:Customer Based Brand Equity Customer Based Brand Equity-Meaning, Model of CBBEBrand Equity: Meaning, Sources, Steps in Building Brands, Brand building blocks-Resonance,Judgments, Feelings, performance, imagery, salience-Brand Building Implications	20 %	9	Lecture/ Role play Assignments/Quiz
Unit 3: BRAND IDENTITY Brand Identity, i.Concept , ii. Inner and Outer core of Brand Identity iii.Brand Identity Perspectives , iv.Brand Identity Prism (to be explained with illustration) 1.Physique , 2.Relationship , 3.Reflections , 4.Personality 5.Culture , 6.Self Image, Choosing brand Elements, Designing & Implementing Branding Strategies,Leveraging Secondary brand knowledge	20 %	9	Lecture/ Quiz/ Audio-visual Material
Unit 4: BRAND EXTENSION & BRAND PORTFOLIO STRATEGY Types of brand extension, Need for brand extension Pros & Cons of brand extension ,Category of related extensions & unrelated extensions ,Brand portfolio strategy	20 %	9	Lecture/ Quizzes/ Cases/ Quiz



Unit 5: BRAND PERSONALITY & BRAND REPOSITIONING	20 %	9	Lecture/ cases
Importance of Brand Personality Emotion centered, Brand Image and country of origin, celebrity, user status, Positioning and re positioning and Relaunching Brand Reinforcement and Brand Revitalization ,Flanker brands			

Learning Resources	
1	Textbook: 1. Kevin Lane Keller, ‘Strategic Brand Management’ 2nd Ed; Pearson Education YLR Moorthi, Brand Management, Vikas publishing. Product Policy and Brand Management-Text and Cases - By: Chitale and Gupta-PHI
2	Reference books: 1. Jean-Noel Kapferer, ‘Strategic Brand Management’; Kogan Page 2. David A. Aaker, Building Strong Brands : Simon & Schuster 3. Richard, E., Percy, L. (2007). Strategic Brand Management. Oxford University press 4. Kapferer, J. N. (2009). The New Strategic Brand management. New Delhi - Kogan page. 5. Compendium of Brand Management, S. A. Chunawalla, Himalaya Publishing House. 6. The New Strategic Brand Management - Creating And Sustaining Brand Equity Long Term 7. Marketing Management, 13th Edition: A South Asian Perspective, Abraham Koshy and Mithileshwar Jha, Philip Kotler and Kevin Keller. 8. Marketing Management, Rajan Saxena, 4th Edition, Tata-Mcgraw Hill. 9. Marketing Management – Global perspective, V S Ramaswamy and S Namakumari, Indian context; 4th Edition Macmillan Publishers India Ltd.

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Develop a deep understanding of brand management tools and concepts and be prepared for careers in the areas of strategic brand management.		
	2. Develop and analyse brand strategies, brand architecture and portfolio strategies		
	3. Understand Branding best practices		
	4. Appreciate and understand the big picture of branding and its connect to marketing, organization and society.		



Semester - V **Digital Marketing**

COURSE CODE BBAMM06	COURSE NAME Digital Marketing	L	T	P	C	
		03	0	0	03	
Total Credits:03		Total Hours in semester: 45		Total Marks:100		
1	Course Pre-requisites: Basic Knowledge of Marketing					
2	Course Category: Elective					
3	Course Revision/ Approval Date: Academic Council Meet					
4	Course Objectives : As Below					
4.1 The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success						
4.2 To develop a digital marketing plan						
4.3 To get introduced to various digital channels						
4.4 To optimize a Website and SEO optimization						
4.5 To get basic knowledge of Google Analytics for measuring effects of digital marketing						

Course Content	Weight age	Contact hours	Pedagogy
Unit 1: Digital Marketing Foundation. Evolution of Digital Marketing from traditional to modern era, Role of internet,current trends, Emergence of digital marketing as a tool, Digital marketing plan, Digital marketing budgeting. Digital marketing Mix	20 %	9	Lecture/ Assignment/Quiz
Unit 2: Social Media Marketing- Role of Influencer Marketing, tools & Plan Introduction to social media platforms,penetration & Characteristics. Facebook Marketing : Business through Facebook marketing, Facebook Marketing tools,Visual Identity of FB page. Linkedin Marketing: Introduction and Importance of Linkedin Marketing,Lead generation through Linedin,Analytics and Targeting. Twitter Marketing: Introduction to Twitter Marketing, How twitter Marketing is different than other forms of digital marketing.Twitter Advertising Campaigns. Instagram and Snapchat: Digital Marketing Strategies through Instagram and Snapchat. Mobile Marketing: Mobile Advertising ,Forms of Mobile Marketing, Mobile Campaign Development.Mobile Advertising Analytics.	20 %	9	Lecture/ Assignments/Quiz



<p>Unit 3: Introduction to Website development, blogging ,E mail Marketing and You tube marketing Web site designing:wordpress Affiliate Marketing" , Blogging E mail Marketing: ,Video content development: Video making and Edit, You tube Marketing.Info graphics</p>	20 %	9	Lecture/ Quiz/ Audio-visual Material
<p>Unit 4: Introduction to SEO,SEM ,Web Analytics Introduction and need for SEO ,How to use internet and search engines ,search engine and its working pattern,On page and off page optimization, Introduction to SEM WEB Analytic Google Analytics & Google Adwords , data collection for web analytics. Paid Aids strategies.</p>	20 %	9	Lecture/ Quizzes/ Cases/ Quiz
<p>Unit 5: Application A group of four students (Maximum) has to work on creating an advertising campaign through any form of digital marketing viz, Mobile Marketing, Twitter Marketing,Facebook Marketing,Linkdin Marketing,Instagram or Snapchat Marketing.or Website development. The student/s should work on creating campaign,running the campaign,presenting the results of the campaign in terms of Lead generation and /or Sales and /or Web analytics,</p>	20 %	9	Project

Learning Resources	
1	Textbook: Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2	Reference books : The Beginner's Guide to Digital Marketing (2015). Digital Marketer.Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education
3	Journal & Periodicals Journal of Digital & Social Media Marketing Journal of Marketing Education International Journal of Online Marketing
4	Other Electronic resources: https://neilpatel.com/what-is-digital-marketing/ https://www.smartinsights.com/digital-marketing-strategy/digital-strategy-development/10-reasons-for-digital-marketing-strategy/ https://www.smartinsights.com/digital-marketing-strategy/what-is-digital-marketing/ https://www.disruptiveadvertising.com/marketing/digital-marketing/

Evaluation Scheme	Total Marks: 100
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Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Identify the importance of the digital marketing for marketing success		
	2. Build and manage better customer relationships across all digital channels		
	3. Identify digital channels, their advantages and limitations.		
	4. Perceiving ways of their integration taking into consideration the available budget.		



Sales and Distribution Management

Semester – V

COURSE CODE BBAMM07	COURSE NAME Sales and Distribution Management	L	T	P	C
		03	0	0	03
Total Credits:03		Total Hours in semester: 45		Total Marks:100	
1	Course Pre-requisites: Marketing Specialization				
2	Course Category: Elective				
3	Course Revision/ Approval Date: Academic Council Meet				
4	Course Objectives : As Below				
4.1. To learn the fundamentals of Sales and Distribution Strategies					
4.2 To provide students with detailed knowledge of Sales Promotion					
4.3. To aware a series of actions that performed by Sales Personnel					

Course Content	Weight age	Contact hours	Pedagogy
Unit 1 : Sales Management: Defining Sales Management , Objectives of Sales Management, Sales Management Strategies, Functions of Sales Executives, Qualities and Skills of Sales Executives, Sales Presentation Techniques, Emerging Trends in Sales Management	20 %	9 Hours	Lecture/ Assignment
Unit 2 : Personal Selling: Defining Personal Selling, Scope and Significance, Aims and Objectives of Personal Selling, AIDAS Principles, Personal Selling Process, Customer Delight	20%	9 Hours	Lecture/ Assignments/ Audio Visual
Unit 3: Recruitment, Selection and Training: Recruitment Process of Sales personnel, Selection Process , Training Methods	20%	9 Hours	Lecture/ Quiz/ Audio-visual Material
Unit 4: Sales Promotion: Scope and Role of Sales Promotion, Growth of Sales Promotion, Techniques in Sales Promotion, Consumer Oriented Sales Promotion,, Trade Oriented Sales Promotion	20%	9 Hours	Lecture/ Quizzes/ Cases/
Unit 5: Management of Sales Territories and Quotas: Defining Sales Territory, Designing Sales Territory, Steps involved, Methods used, Guidelines for designing territories, Types of territory designs, Reasons for Establishing Sales Territory, Sales Quota : Types of Sales Quota, Breaking Down Sales Quota, How to Set Sales Quota, Reasons for Fixing Sales Quota, Administering Quota System	20%	9 Hours	Lecture/ cases



Sales and Distribution Management

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Learning Resources	
	Textbooks: Kazmi & Batra , ADVERTISING & SALES PROMOTION, <i>Excel Books</i> ,
	Reference Books: 1. Richard Cundiff , Sales and Distribution Management, Pearson Publication 2. C.L. Tyagi , Sales Management , Google Books 3. Schwartz Mathew , Fundamentals of Sales Management, Harper Collins publication
	Journals & Periodicals: 1 Journal of Advertising Research 2. Journal of Business Research 3. Journal of Product and Brand Management 4. Magazine sales Promotion
	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5	marks
	Quiz	5	marks
	Skill enhancement activities / case study	5	marks
	Presentation/ miscellaneous activities	5	marks
Course Outcomes	1. Identify managerial issues in Sales Management		
	2. Learns how to recruit and select sales Personnel		
	3. How to provide training to sales Personnel.		
	4. Identify the dealer oriented promotion techniques.		



Semester – VI Strategic Management

COURSE CODE BBA601	COURSE NAME Strategy Management	L 3	T 0	P 0	C 3
Total Credits:03	Total Hours in semester: 45	Total Marks:100			
1	Course Pre-requisites: Domain Knowledge Business Policies				
2	Course Category: Core				
3	Course Revision/ Approval Date: Academic Council Meet				
4	Course Objectives :				
4.1 Students will develop skills for evaluating, articulating, refining, and pitching a new product or service offering,					
4.2 to acquaint the students with challenges of starting new ventures					
4.3to investigate, understand and internalize the process of setting up a business.					

Course Content	Weight age	Contact hours	Pedagogy
Unit 1 Definition, nature, scope, and importance of strategy and strategic management (Business policy). Strategic decision-making. Process of strategic management and levels at which strategy operates. Role of strategists. Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.	20%	8 Hours	Projects/ Assignments/ Quizzes/ Class participation etc
Unit 2: Environmental Appraisal —Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS).	15%	6 Hours	Projects/ Assignments/ Quizzes/ Class participation etc
Unit:3 Internal Appraisal – The internal environment, organisational capabilities in various functional areas and Strategic Advantage Profile. Methods and techniques used for organisational appraisal (Value chain analysis, Financial and non-financial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating). Identification of Critical Success Factors (CSF).	15%	10 Hours	Quizzes/ Class participation etc
Unit 4 Corporate level strategies -- Stability, Expansion, Retrenchment and Combination strategies. Corporate restructuring. Concept of Synergy. Mergers & Acquisitions., Corporate Restructuring. Business level strategies—Porter’s framework of competitive strategies; Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies. Location and timing tactics. Concept, Importance, Building	30%	12 Hours	



Semester – VI Strategic Management

and use of Core Competence..			
<p>Unit 5 Strategic Analysis and choice—Corporate level analysis (BCG, GE Nine-cell, Hofer's product market evolution and Shell Directional policy Matrix). Industry level analysis; Porters' five forces model. Qualitative factors in strategic choice.</p> <p>Strategy implementation: Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility. Operational and derived functional plans to implement strategy. Integration of functional plans.</p>	20%	9 Hours	<p>Quizzes/ Class participation etc</p> <p>Case discussion covering a cross functional</p>

Learning Resources	
1	Textbooks: Strategic Management: A South-Asian Perspective, Michael Hitt, Robert E. Hoskisson, R. Duane Ireland, S. Manikutty, Cengage Learning
2	<p>Reference Book:</p> <ol style="list-style-type: none"> 1. Contemporary Strategic Management, Robert Grant, Wiley India Pvt. Ltd. 2. Strategic Management and Business Policy, Azhar Kazmi, McGrawHill <p>News Paper & Journal</p> <ol style="list-style-type: none"> 1. Strategic Management Journal 2. Harvard Business Review 3. Vikalpa – A Journal for Decision Makers 4. Management Review 5. Business Standard/Economic Times/Financial Times/ Financial Ex
3	<p>Online resources</p> <ol style="list-style-type: none"> 1. http://www.nptel.ac.in 2. http://www.ocw.mit.edu

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	



Semester – VI Strategic Management

Course Outcomes	Familiarize the learners with the concept of strategic management and understand the significance of managing the business strategically in the current business environment
	Understand the process of strategy implementation and the challenges of managing a change
	Understand strategic control system to monitor the strategy implementation process



SEMESTER VI

Import – Export Management

COURSE CODE BBA602	COURSE NAME Import – Export Management	L	T	P	C
		3	0	0	3
Total Credits:03	Total Hours in semester: 45	Total Marks:100			
1	Course Pre-requisites: Domain Knowledge Business Environment				
2	Course Category: BBA Semester VI				
3	Course Revision/ Approval Date:				
4	Course Objectives :				
	1. To know trade agreements and institutions in facilitating foreign trade.				
	2. To Comprehension of the role of international trade blocs,				
	3. <i>To Develop</i> written and verbal client-focused communication styles and strategies.				
	4. To understand international liquidity and role of IMF				

Course Content	Weight age	Contact hours
<u>Unit 1 Regulatory Framework Governing Exports and Imports:</u> Laws governing India’s export-import (general provisions) Foreign trade (Development and Regulation) Act, 1992 Foreign trade (Development and Regulation) Amendment Bill, 2010. DGFT, The Customs Act, GST Act	20%	9 Hours
<u>Unit 2: Overview of Foreign Trade Policy (2015-2020)</u> Legal basis and duration of FTP, Handbook of Procedures E-IEC, General Provisions, EDI, Bonded Warehouses Free exports, Objective of MEIS & SEIS, Towns of Export Excellence	15%	9 Hours
<u>Unit 3: INCO Terms Methods of Payment:</u> <input type="checkbox"/> Open account, consignment, D/A, D/P <input type="checkbox"/> Letter of Credit (L/C)	15%	9 Hours
<u>Unit 4: International Trade Documents:</u> Aligned Documentation System (ADS), Performa Invoice Commercial Invoice, Packing List, Shipping Bill, Certificate of Origin, Consular Invoice, Certificate of Origin vs. Consular Invoice, Commercial Invoice vs. Consular Invoice Mate’s Receipt, Bill of Lading, Mate’s Receipt vs. Bill of Lading, Guaranteed Remittance (GR) Form, Bill of Exchange, Airway Bill, Import Documents	30%	8 Hours
<u>Unit 5. Export Procedure:</u> Registration Procedure, Pre-shipment Procedure, Shipment Procedure, Post-shipment Procedure (Realization of Export Proceeds), Excise Clearance for Exportable Goods / GST provisions <u>Quality Control and Pre-shipment Inspection</u> Objectives of Quality Control and Pre-shipment Inspection, Methods of Quality Control and Pre-shipment	20%	10 Hours



SEMESTER VI

Import – Export Management

Inspection, Procedure for Pre-shipment Inspection Procedure for Shipping and Customs Clearance		
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Projects/ Assignments/ Quizzes/ Class participation etc

Learning Resources	
1	Textbooks: Mahajan M. I., Export Policy, Procedures and Documentation Snowwhite Publications
2	Reference Book: 1. Paul Justin and Rajiv Aserkar, Export Import Management, Oxford Press 2. D C Kapoor, Export Management, Vikas Publication 3. Parul Gupta, Export Import Management, McGraw Hill Publication House
3	1. News Paper 2. EXIM India 3. International Journal of Export Marketing 4. Economic Times 5. Exim News

Evaluation		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance		5 marks
	Quiz		5 marks
	Skill enhancement activities / case study		5 marks
	Presentation/ miscellaneous activities		5 marks
Course Outcomes	1. Evaluate and justify the various documents for processing export and import orders.		
	2. Develop a critical perspective to examine the EXIM policy framework.		
	3. Evaluate the legal implications in the area of exports and imports.		
	4. Understand how to export strategically as an entrepreneur.		



SEMESTER VI
Supply Chain Management

COURSE CODE 21BBA 601	COURSE NAME Supply Chain Management	L	T	P	C
		03	-	-	03
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Domain Knowledge market supply of goods				
2	Course Category: Skill Enhancement				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives				
1. To understand and analyse supply chains from a strategic perspective.					
2. To design models for material flow in an efficient and effective manner.					
3. To understand importance of information flow in supply chain					
4. To know the innovative supply chain strategies that enhance supply chain performance.					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1 Introduction and a Strategic View of Supply Chain Role of Supply Chain in Economy and Organisation- Supply Chain Strategy and performance measures	20%	9	Power point presentations, cases, lectures, discussion, videos*
Unit 2: Managing Material Flow in Supply Chain Inventory management Transportation Facility location	20%	9	
Unit 3: Managing Information Flow in Supply Chain Demand forecasting IT in Supply chain	20%	9	
Unit 4: Supply Chain Innovations Supply Chain Integration Supply Chain Restructuring Agile Supply Chains	20%	9	
Unit 5: Cases. Zara Kurlon Dalmia Cement	20%	9	

*

1. Discussion on concepts and issues in Supply Chain & Logistic Management.
2. Case discussion covering a cross functional work of production with other functional areas in both manufacturing and service industry.
3. Projects/ Assignments/ Quizzes/ Class participation etc



SEMESTER VI
Supply Chain Management

Learning Resources	
1.	Textbook: Janat Shah: Supply Chain Management; Text and Cases, Pearson
2.	Reference Books: <ul style="list-style-type: none"> • Donald J. Bowersox & David J. Closs; <i>Logistical Management</i>, Tata McGraw Hill • Satish C. Ailawadi & Rakesh Singh; <i>Logistics Management</i>, Prentice-Hall of India • Donald Waters; <i>Logistics</i>; Palgrave Macmillan, New York • Krishnaveni Muthiah; <i>Logistics Management & World Sea borne Trade</i>; Himalaya Publishing House • David J. Bloomberg, Stephen LeMay & Joe B. Hanna; <i>Logistics</i>; Prentice-Hall of India
3.	Journals & Periodicals : <ol style="list-style-type: none"> 1. Journal of Supply Chain Management 2. Journal of Business Logistics 3. International Journal of Physical Distribution & Logistics Management
4.	Other Electronic resources News Paper <ol style="list-style-type: none"> 1. https://scm.ncsu.edu/scm-articles/article/what-is-supply-chain-management-scm 2. https://www.cio.com/article/2439493

Evaluation Scheme	Total Marks: 100		
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	<ol style="list-style-type: none"> 1. Develop frame work for aligning the supply chain strategy with business strategy 2. Develop supply chain models using analytical models 3. contribution of information technology in facilitating real-time, undistorted data 4. innovative supply chain strategies that enhance supply chain performance. 		

Semester VI
Strategic Financial Management



COURSE CODE BBAFM08	COURSE NAME Strategic Financial Management	L	T	P	C
		03	-	-	03
Total Credits: 3	Total Hours in semester: 45	Total Marks: 100			
1	Course Pre-requisites: Domain Knowledge Finance				
2	Course Category: Elective				
3	Course Revision/ Approval date: Academic Council meet				
4	Course Objectives				
4.1 To understand finance management application in business					
4.2 To understand how financing decisions are taken with the help of concepts like cost of capital, leverage, capital structure design					
4.3 To understand various capital budgeting methods and their importance in decision making					

Course Content	Weightage	Contact hours	Pedagogy
Unit 1 Concept and measurement of Cost of Capital: Importance and concept - Measurement of Specific Costs - Computation of Overall Cost of Capital	20%	9	Power point presentations, cases, lectures, discussion, videos
Unit 2: Capital Structure Theories - Net Income Approach - Net Operating Income Approach - Modigliani-Miller Approach Designing Capital Structure	20%	9	
Unit 3: Leverage- Operating Leverage - Financial Leverage - Combined Leverage	20%	9	
Unit 4: Capital Budgeting: Non Discounted methods -Payback Period-Accounting Rate of Return	20%	9	
Unit 5 Capital Budgeting: Discounted methods Net Present Value method - Internal Rate of Return - Profitability index	20%	9	

Learning Resources	
1.	Textbook: I.M.Pandey; Financial Management, Vikas Publication; S.Chand Publication
2.	References: Prasanna Chandra; Financial Management; McGraw Hill M Y Khan and P K Jain; Financial Management; McGraw Hill
3.	Journal & Periodicals: Journal of Applied Corporate Finance Journal of Finance The Journal of Business Finance and Accounting
4.	Other Electronic resources https://efinancemanagement.com https://www.coursera.org/specializations/financial-management https://www.lsbfi.org.uk/blog/news/importance-of-financial-management/117410 https://www.investopedia.com https://www.businessmanagementideas.com/financial-management https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/risk-and-

Semester VI
Strategic Financial Management



return/

Evaluation Scheme	Total Marks: 100		
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Understand Financial theory with business problem		
	2. Understand Finance Models and its valuation		
	3. Using Capital budgeting in decision making		



Semester VI

Financial Planning

COURSE CODE BBAFM09	COURSE NAME Financial Planning	L	T	P	C
		3	0	0	3
Total Credits:03	Total Hours in semester: 45	Total Marks:100			
1	Course Pre-requisites: Domain Knowledge Finance				
2	Course Category: Elective				
3	Course Revision/ Approval Date: Academic Council Meet				
4	Course Objectives :				
4.1 To understand finance investments and financial instruments					
4.2 To acquaint knowledge for personal goals and objectives					
4.3 To investigate, evaluated financial planning					

Course Content	Weight age	Contact hours	Pedagogy
<u>Unit 1 Conventional Finance, Prospect Theory</u> Finance I: Expected Utility Theory Foundations of Finance II: Asset Pricing, Market Efficiency, and Agency Relationships: Prospect Theory, Framing, and Mental Accounting - Challenges to Market Efficiency <i>Behavioral Science Foundation's</i> : Heuristics and Biases - Overconfidence - Emotional Foundations	20%	10 Hours	Projects/ Assignments
<u>Unit 2: Digital Transformation on of financial services</u> Fin-Tech Financial services, concept of block chain, Capstone project concept	20%	7 Hours	Case Study/ Live market movement
<u>Unit 3: Investor Behavior:</u> Implications of Heuristics and Biases for Financial Decision-Making- Implications of Overconfidence for Financial Decision-Making - Individual Investors and the Force of Emotion - <i>Social Forces</i> - Social Forces: Selfishness or Altruism? - Social Forces at Work: The Collapse of an American Corporation	20%	10 Hours	Projects/ Assignments
<u>Unit 4: Market Outcomes:</u> Behavioral Explanations for Anomalies - Do Behavioral Factors Explain Stock Market Puzzles? <i>Corporate Finance</i> Rational Managers and Irrational Investors - Behavioral Corporate Finance and Managerial Decision-Making	15%	8 Hours	Assignments / Quizzes/ Class participation
<u>Unit 5 Retirement, Pensions, Education, Debiasing, And Client Management :</u> Understanding Retirement Saving Behavior and Improving DC Pensions - De-biasing, Education, and Client Management <i>Money Management</i> :Behavioral Investing - Neurofinance	25%	10 Hours	Assignments / Quizzes/ Class participation



Semester VI

Financial Planning

and the Trader's Brain			
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Learning Resources	
1	Textbooks: Lucy F. Ackert & Richard Deaves; <i>Behavioral Finance, Psychology, Decision making and Markets</i> ; South-Western Cengage Learning
2	1. Reference Book: Reilly/ Rrown, Investments-Analysis and Portfolio Management Cengage Learning Latest Edition 2. M. Ranganatham and R. Madhumathi, Investment Analysis and Portfolio Management Pearson Latest Edition 3. Ranganatham and Madhumathi, Investment Analysis and Portfolio Management Pearson Latest Edition
3	News Paper 1. http://www.nptel.ac.in 2. http://www.ocw.mit.edu

Evaluation Scheme		Total Marks: 100
Mid semester Marks	30 Marks	
End Semester Marks	50 Marks	
Continuous Evaluation Marks 20	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks
Course Outcomes	1. Understand Financial Instruments	
	2. Understand Finance Models and Personal Financial goals	
	3. Understand capital market behavior and trend	



Semester - VI
Risk Management

COURSE CODE BBAFM10	COURSE NAME Risk Management	L 3	T 0	P 0	C 3
Total Credits:03	Total Hours in semester: 45	Total Marks:100			
1	Course Pre-requisites: Domain Knowledge Finance & Investment				
2	Course Category: Elective				
3	Course Revision/ Approval Date: Academic Council Meet				
4	Course Objectives :				
1. To equip students with the ability to apply stock market basics to Indian Capital market					
2. To know the option contract discussed in terms of their valuation, analysis and application for hedging, speculation and arbitrage					
3. Students are apprised of the recent innovations in financial derivatives in India					
4. To have learnt the mechanics, valuation and trading strategies of derivative market					

Course Content	Weight age	Contact hours	Pedagogy
<p>Unit 1 Introduction Option Markets Types of option markets, ITM, ATM & OTM, Intrinsic Value & Time Value, Factors affecting option pricing, European & American, Arbitrage restriction on option prices, Put-call parity relationship, Put call ratio Risk Management Lessons from the Global Financial Crisis for Derivative Exchanges”, IIMA Working Paper No. 2009-02-06, February 2009. By Varma IIMA http://www.iimahd.ernet.in/~jrvarma/download.php</p>	20%	10 Hours	Lecture/ Assignments/ Quizzes
<p>Unit 2: Option Models Open Interest in relation to the price and volume, liquidating options, Option Trading Strategies- Arbitrage, hedging & Speculation, Option Pricing Models-Black schools & Binomial Model, Option Calculator Risks in Derivatives Markets By Ludger Hentschel Clifford W. Smith http://fic.wharton.upenn.edu/fic/papers/96/9624.pdf “Value at Risk Models in the Indian Stock Market”, IIMA Working Paper, 99-07-05, July 1999. http://www.iimahd.ernet.in/~jrvarma/download.php</p>	15%	10 Hours	Case discussion/ Class participation
<p>Unit 3: Option Sensitivities VAR & Greek Letters. Delta, Theta, Gamma, Rho, Vega Put and Call with sensitivities</p>	20%	5 Hours	Lecture/ Assignments/ Quizzes
<p>Unit 4: Currency Derivatives Currency Futures- Arbitrage, hedging & Speculation Introduction to Interest rate Derivatives in India, Bond Futures, T-bill market</p>	25%	15 Hours	Case discussion



Semester - VI
Risk Management

in India, Exchange traded interest rate future, yield curve, term structure of interest rates, etc., Currency & Interest rate Swaps Case Study: Large Losses in Derivatives Markets By Anatoli Kuprianov			n/ Class participation
Unit : 5 Practical from Model I and Model II Student assign project each of one commodity and follow Cash – Carry Model and Find variation between Spot prices v/s Excise prices	20%	5 Hours	Projects/ Assignments

Learning Resources	
1	Rajiv Srivastava “Derivatives & Risk Management” Oxford University Latest Edition
2	1. Vohra & Bagri “Futures and Options” Tata McGraw hill Latest Edition 2. John C. Hull “Futures and Option Markets” Pearson Education Latest Edition
3	News Paper: Business Standards Economics Times
4	Online resources <ul style="list-style-type: none"> • www.mcxindia.com • www.capitalmarketline.com • www.bseindia.com • www.nseindia.com • www.goldprice.org

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	<ul style="list-style-type: none"> • To aware commodities market and international market for European & American Option • To recognize margin risk on commodities market • To analysis market movement on seasonal variation. 		



Semester VI Compensation Management

COURSE CODE BBAHRM09	COURSE NAME Compensation Management	L	T	P	C
		3			3
Total Credits: 3	Total Hours in semester :45	Total Marks: 100			
1	Course Pr-requisites: Knowledge of Salary Payment				
2	Course Category: Electives				
3	Course Revision/ Approval date: Academic Council Meet				
4	Course Objectives				
4.1 To understand the various dimensions of Compensation Management.					
4.2 To familiarize the role of various bodies involved in Compensation Management.					
4.3. To recognize how pay decisions help the organization achieve a competitive advantage.					
4.4 To demonstrate comprehension by constructing a compensation system encompassing; 1) internal consistency, 2) external competitiveness 3) employee contributions, 4) organizational benefit systems, and 5) administration issues					
4.5 To design rational and contemporary compensation systems in modern organizations					

Course Content	Weightage	Contact hours
Unit 1: Introduction to Wages - Wage concepts, Theories of Wages, Importance, Wage Policy, Criteria for Wage Fixation, Techniques of Wage Determination, Wage Fixation Machinery, Wage Differentials, and Challenges of Remuneration;	15%	9
Unit 2: Compensation - Definition - Compensation Responsibilities – Compensation System Design Issues – Compensation Philosophies – Compensation Approaches Compensation Classification - Types - Incentives - Fringe Benefits - Strategic Compensation Planning – Determining Compensation – The wage Mix – Development of Base Pay Systems – The Wage Curve – Pay Grades – Salary Matrix – Compensation as a Retention Strategy.	25%	9
Unit 3: WAGE AND SALARY ADMINISTRATION Theories of wages - wage structure - wage fixation - wage payment - salary administration. Difference between salary and wages - Basis for compensation fixation- Components of wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect of various labour laws on wages	25%	9



Semester VI Compensation Management

Unit 4: EMPLOYEE BENEFITS - Profit sharing, payment of bonus, Types and significance of incentives, fringe benefits, Retirement plans, productivity and wages; understanding tools in designing, improving and implementing compensation packages.	25%	10
Unit 5: REGULATORY BODIES FOR COMPENSATION MANAGEMENT Wage Boards - Pay Commissions - Wage Boards - Pay Commissions -	10%	8

Learning Resources	
1.	<p>Text Book</p> <p>1.Milkovich & Newman (2010), <i>Compensation</i>, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 8th Edition</p> <p>2.Henderson, (2012) <i>Compensation Management in a Knowledge Based World</i>, Pearson Education, New Delhi, 9th Edition.</p> <p>3. Aswathappa K. (2005) <i>Human Resource and Personnel Management</i>, 4th Ed, Tata Mc Graw Hill Publishing Co. Ltd</p>
2.	<p>Reference books:</p> <p>1.Dewakar Goel, PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT, PHI Learning, New Delhi.</p> <p>2. Richard.I. Henderson, COMPENSATION MANAGEMENT IN A KNOWLEDGE BASED WORLD, Prentice Hall India, New Delhi.</p> <p>3. Richard Thrope & Gill Homen, STRATEGIC REWARD SYSTEMS, Prentice Hall India, New Delhi.</p> <p>4. Michael Armstrong & Helen Murlis, HAND BOOK OF REWARD MANAGEMENT, Crust Publishing House.</p> <p>5 <i>Compensation & Reward Management</i>, BD Singh, Excel Books</p> <p>6.<i>Compensation</i>, Milkovich & Newman, TMH</p> <p>7. <i>Strategic Compensation</i>, Joseph J. Martocchio, 3rd Edition, Pearson Education</p> <p>8.<i>Compensation Management in Knowledge based world</i>, Richard I. Anderson, 10th edition, Pearson Education</p> <p>9.<i>Compensation Management</i>, Er Soni Shyam Singh, Excel Books.</p> <p>10 Richard Thrope & Gill Homen : <i>Strategic Reward Systems</i> - Prentice-Hall.</p> <p>11 Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: <i>People, Performance & Pay</i> – Free Press.</p> <p>12 Michael Armstrong & Helen Murlis: <i>Hand Book of Reward</i></p>



Semester VI Compensation Management

	Management – Crust Publishing House. 13. Joseph. J. Martocchio: Strategic Compensation – A Human Resource Management Approach - Prentice-Hall.								
3.	Journal International Journal of Managerial Studies and Research (IJMSR)								
5.	Other Electronic resources: SWAYAM, EDx, COURSERA Web Resources 1. http://aise.swlearning.com 2. www.pearsonhighered.com/lepak 3. www.hgsi.com								
Evaluation Scheme: Total 100 Marks									
Mid semester Marks	30								
End Semester Marks	50								
Continuous Evaluation Marks	<table border="1" style="width: 100%;"> <tr> <td style="width: 70%;">Attendance</td> <td style="width: 30%;">5 marks</td> </tr> <tr> <td>Quiz</td> <td>5 marks</td> </tr> <tr> <td>Skill enhancement activities / case study</td> <td>5 marks</td> </tr> <tr> <td>Presentation/ miscellaneous activities</td> <td>5 marks</td> </tr> </table>	Attendance	5 marks	Quiz	5 marks	Skill enhancement activities / case study	5 marks	Presentation/ miscellaneous activities	5 marks
	Attendance	5 marks							
	Quiz	5 marks							
	Skill enhancement activities / case study	5 marks							
	Presentation/ miscellaneous activities	5 marks							

Course Outcomes	1.To have an understanding of the basic concepts, functions and processes of human resource management
	2.The role of compensation and benefits in the employment relationship
	3.The effect of law and regulation on compensation and benefit practices
	4.The role of employee benefits in the rewards program
	5.How to analyze and address compensation issues using a pay model that focuses on objectives, internal equity, external competitiveness, employee contributions, and program management



Semester VI Performance Management

COURSE CODE BBAHRM08	COURSE NAME Performance Management	L	T	P	C
		3	0	0	3
Total Credits:3		Total Hours in semester :45		Total Marks: 100	
1	Course Pr-requisites: Basic knowledge of Human Resource Management				
2	Course Category: Electives				
3	Course Revision/ Approval date				
4	Course Objectives				
4.1 To equip students with comprehensive knowledge and practical skills to improve their ability for performance appraisal in their organisations.					
4.2 To understand the process of performance planning, monitoring and review					
4.3. To understand the issues related o performance management					
4.4 To understand the impact of high-performance working on organisational commitment,					
4.5 To make the students understand the importance and process of performance management and the various tools available for measuring performance					

Course Content	Weightage	Contact hours
Unit 1:Introduction to Performance Management: Definition of Performance Evaluation, Evolution of Performance Management, Definitions and Differentiation of Terms Related to Performance Management. What a Performance Management System Should Do? Importance of Performance Management, Linkage of Performance Management to Other HR Processes Aims of Performance Management, Purpose of Performance Management, Employee Engagement and Performance Management, Principles of Performance Management, Overview of Performance Management as a System	20%	10
Unit 2: Performance Management Analysis & Application Reward System: Types of Rewards, Designing Reward System, Total Reward Strategies, Characteristics of an Effective Performance Reward Plan. Performance Analysis, Performance Review Discussion, Using Performance Management Systems Data for HR Decisions and Performance Improvements, Performance Management Skills, Performance Management Systems and Appraisal Practices.	25%	10



Semester VI Performance Management

<p>Unit 3: Performance Management Techniques Competency Mapping as a Performance Management Tool, Balanced Scorecard and its Applications, Mentoring System, 360 Feedback, Assessment Centres, Performance Management Practices Of Different Companies. Different techniques of performance measures, Performance Appraisal: Definitions and Dimensions of PA, Purpose of PA and Arguments against PA, Necessity of Performance Appraisal and its Usage by Organisations, Characteristics of Performance Appraisal, Performance Appraisal Process, Mistakes made by Human Resource Department.</p>	25%	10
<p>Unit 4: Issues in Performance Management – I Team Performance, Performance of Learning Organisations and Virtual Teams: Team Performance Management, Performance Management and Learning Organisations, Performance Management and Virtual Teams</p>	10%	06
<p>Unit 5: Ethics in Performance Appraisal: Ethics – An Overview, Ethics in Organisations, Ethics in Performance Management, Realities of Ethics in Performance Management, Ensuring Ethics in Performance Management</p> <p>Performance Consulting Concept, The Need for Performance Consulting, Role of the Performance Consulting, Designing and Using Performance Relationship Maps, Contracting for Performance Consulting Services, Operationalizing Performance Management.</p>	20%	9

Learning Resources	
1.	Text book: Rao, T.V. (2017). Performance Management: Toward Organizational Excellence. New Delhi: Sage Publishers.
2.	Reference books 1. Rao, T.V. (2005). Performance Management and Appraisal Systems. New Delhi: Sage Publishers. 2. Chadha, P. (2008). Performance Management. New



Semester VI Performance Management

	Delhi: Macmillan India Ltd. 3. Michael, A. (2006). A Handbook of Human Resources Management Practice, London: KoganPage. 4. Suri, G.K. (2008). Performance Measurement and Management. New Delhi: Excel Publications. 5. Robert, L. C. (2011). Performance Management Concepts Skills and Exercises, New York: M.E.Sharpe Publications. 6. Rao, N.S., (2017). Compensation System and Performance Management. New Delhi:Himalaya Publishing House.
3.	Journal : International Journal of Human Resource Management Human Resource Management Journal [online via Wiley]
4.	Periodicals:-HRMagazine
5.	Other Electronic resources: SWAYAM,NPTEL, https://onlinelibrary.wiley.com/journal/17447941

Total Marks :100		
Mid semester Marks	30	
End Semester Marks	50	
Continuous Evaluation Marks	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks

Course Outcomes	1.Systematically decide and communicate strategic performance aims, objectives, priorities and targets.
	2.Plan effective performance management policies and practices to improve organisational and employee performance.
	3.Devise and sustain arguments for using appropriate performance management techniques, rewards and sanctions to improve performance.
	4.Critically evaluate the effectiveness of performance management



Semester VI
INDUSTRIAL RELATION AND LABOUR LAW

COURSE CODE BBAHRM10	COURSE NAME INDUSTRIAL RELATION AND LABOUR LAW	L	T	P	C
		3			3
Total Credits: 3	Total Hours in semester : 45	Total Marks:100			
1	Course Pr-requisites: Knowledge for Industry				
2	Course Category: Electives				
3	Course Revision/ Approval date				
4	Course Objectives				
4.1 To understand the legal aspect of the Human resources in the organization.					
4.2 To understand the present state of Industrial relations in India.					
4.3 To Explore various options which are available for a HR manager in handling industrial grievances and disputes.					
4.4 To learn practically to handle day-to-day ER issues.					

Course Content	Weightage	Contact hours
Unit 1:INDUSTRIAL RELATIONS IN A COMPARATIVE FRAME WORK Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India ; Role of State; Trade Union;Trade Unions in India, Trade Unions .Employers’ Organization; ILO in IR.Globalization and Industrial relations.Key Issues and critical challenges, meaning and scope of Industrial relations	20%	12
Unit 2:THE ROLE OF GOVERNMENT IN INDUSTRIAL RELATIONS 2 Hrs. The means of state intervention, role of state in industrial relations at the state level, industrial conflict, reference of disputes to boards, courts or tribunals, voluntary reference of disputes to arbitration, strengthening conciliation, promoting alternative dispute resolution mechanisms.	20%	12
Unit 3: WORKERS PARTICIPATION Meaning of participation, Purpose of workers participation, Types and degree of participation, Government policy and participation, Structure of participative management, Nature and benefits of participative management, Quality circles, Composition of quality circles, Functioning of quality circles, Cases relating to quality circles with Indian Case studies.	20%	12
Unit 4:	20%	12



Semester VI
INDUSTRIAL RELATION AND LABOUR LAW

<p>THE INDUSTRIAL DISPUTES ACT, 1947 Scope and Extent of the act, Definitions [Industry, Industrial dispute, Individual and collective dispute, Average Pay, Employer, Independent person, Lay – off, Lock Out, Retrenchment, Strike, Unfair Labor Practices, Wage and Workmen], Procedure for settlement of industrial dispute, Prohibition of strikes and lockouts, Matters under the purview of Labour Court and Industrial Tribunal, Notice of change in conditions of service, Voluntary reference of disputes to arbitration, Award Settlement</p>		
<p>Unit 5: FACTORIES ACT, 1948 Definitions, Welfare Measures under the act, Safety Measures under the act, Working hours for adults, Employment of [Young persons, Women], Annual leave with wages, Penalties and Procedures. General overview on 1 ESIC Act 15 6 Workmen’s Compensation Act 15 6 3 P.F. and Miscellaneous Act 10 6 Payment of Wages Act, 1936 The Minimum Wages Act, 1948 Contract Labour (Regulation and Abolition Act), 1986 Child Labour Prohibition and Regulation Act, 1986,</p>	20%	12

Learning Resources	
1.	<p>Textbook: Kapoor N.D. (2012). Elements of industrial law (11th ed.). New Delhi: Sultan Chand & Sons Venkataratnam C.S. (2011), Industrial relations (1sted.). New Delhi: Oxford University Press. Labour Laws for Managers By: B.D. Singh 2nd edition Excel Books</p>
2.	<p>Reference books: 1.Mamoria CB, Mamoria, Gankar - Dynamics of Industrial Relations (Himalaya Publications, 15 Ed.) 2.Singh B.D; Industrial Relations, Second Edition, Excel Publishers. 3.Sinha; Industrial Relations, Trade Unions and Labour Legislation (Pearson Education, 1 st Ed.) 4.Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.) 5.Venkata Ratnam – Industrial Relations (Oxford, 2006, 2ndEd.)</p>



Semester VI

INDUSTRIAL RELATION AND LABOUR LAW

	<p>6. Indian Law Institute, Labour Law and Labour Relations-Cases and Material, Bombay, Tripathi,</p> <p>7. S.N. Mishra, Labour and Industrial Laws, Allied Publications, New Delhi,</p> <p>8. Debi S. Saini, Redressal of Labour Grievances, Claims and Disputes, Oxford University Press</p> <p>9. Sarma A.M. (2013), Industrial Relations, (10th ed.), Mumbai: Himalaya Publishing House.</p> <p>10. Monappa Arun, Nambudiri Ranjeet and Selvaraj Patturaja (2013), Industrial relations and Labor Laws (3rd ed.), New Delhi: Tata Mac Graw Hill Publishing Company Limited.</p> <p>11. Pattanayak Biswajeet (2006), Human Resource Management, (3rd ed.), New Delhi: Prentice Hall of India Pvt Ltd</p> <p>12. Puneekar S.D., Deodhar S.B., Sankaran Saraswathi (2011), Labour Welfare, Trade Unionism and Industrial Relations, (14th ed.), Mumbai: Himalaya Publishing House</p> <p>13. Legal Aspects of Business, Text, Jurisprudence, and Cases, By: Daniel Albuquerque, Oxford University Press, New Delhi.</p>								
3.	Journal								
4.	Periodicals								
5.	Other Electronic resources:								
Evaluation Scheme: 100 Marks									
Mid semester Marks	30								
End Semester Marks	50								
Continuous Evaluation Marks	<table border="1" style="width: 100%;"> <tr> <td>Attendance</td> <td style="text-align: center;">5 marks</td> </tr> <tr> <td>Quiz</td> <td style="text-align: center;">5 marks</td> </tr> <tr> <td>Skill enhancement activities / case study</td> <td style="text-align: center;">5 marks</td> </tr> <tr> <td>Presentation/ miscellaneous activities</td> <td style="text-align: center;">5 marks</td> </tr> </table>	Attendance	5 marks	Quiz	5 marks	Skill enhancement activities / case study	5 marks	Presentation/ miscellaneous activities	5 marks
Attendance	5 marks								
Quiz	5 marks								
Skill enhancement activities / case study	5 marks								
Presentation/ miscellaneous activities	5 marks								

Course Outcomes	<p>1. Implement statutes and employers obligations under different acts.</p> <p>2. Integrate employers and employees rights and duties and their compliance</p> <p>3. Integrate the powers of the appropriate government/authorities under the Act and their analysis.</p> <p>4. Explore various options which are available for a HR manager in handling industrial grievances and disputes.</p>
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Semester VI
INDUSTRIAL RELATION AND LABOUR LAW

	5. Confidently occupy IR manager posts in various industries and pave the way in enhancing the quality of industrial relations of the country
Additional Information to enhance learning	Any site visit required or expert talk required on specific topics.



Semeter VI
Introduction to Cloud Computing

COURSE CODE BBAITM8	Introduction to Cloud Computing	L	T	P	C
		3			3
Total Credits:3	Total Hours in semester :45	Total Marks:100			
1	Course Pre-requisites: Knowledge of IT				
2	Course Category: Engineering Specific Elective				
3	Course Revision/ Approval Date: Academic Council Meet				
4	Course Objectives :				
4.1 To aware students about basics of cloud & its architecture					
4.2 To familiar students regarding cloud for business					
4.3 To give brief overview of cloud computing technology					
4.4 To make student understand about the process to access the cloud					
4.5 To provide idea about data management techniques of cloud.					

Course Content	Weightage	Contact hours	Pedagogy
Unit – 1 Introduction Objectives, From collaborative to the Cloud – A short history Client – Server Computing, Peer-to-Peer Computing, Distributed Computing, Collaborative Computing, Cloud Computing, Functioning of Cloud Computing, Cloud Architecture, Cloud Storage, Cloud Services, Industrial Applications.	20%	9	Chalk – Talk, Presentation
Unit – 2 Business Values Introduction- Service Modeling, Infrastructure Services, Platform Services, Software Services - Software as service modes- Massively scaled software as a service- Scale of Economy, Management and Administration. Feeling Sensational about Organization, Making Strategy Decisions- Governance Issues- Monitoring Business Processes- IT Cost Management,	20%	9	Chalk – Talk, Presentation
Unit-3 Cloud Computing Technology Clients – Mobile – Thin – Thick, Security - Data Linkage - Offloading Work - Logging - Forensics - Development – Auditing, Network-Basic Public Internet- The Accelerated	20%	9	Chalk – Talk, Presentation



Semeter VI
Introduction to Cloud Computing

Internet- Optimised Internet Overlay- Site-to-Site VPN- Cloud Providers- Cloud Consumers - Pipe Size- Redundancy, Services- Identity- Integration- Mapping- Payments- Search.			
Unit-4 Accessing the Cloud Platforms- Web Application Framework- Web Hosting Services- Proprietary Methods, Web Applications- API's in Cloud Computing, Browsers for Cloud Computing- Internet Explorer- Mozilla Firefox- Safari- Chrome	20%	9	Computer based learning, Chalk – Talk, Presentation
Unit-5 Data Management Data Security- Data Location- Data Control- Securing data for transport, Scalability and Cloud Services- Large Scale Data Processing- Databases and Data Stores- Data Archival.	20%	9	Computer based learning, Chalk – Talk, Presentation

Learning Resources	
1.	Textbooks: 1. Cloud Computing: Business Trends and Technologies, by Igor Faynberg (Author), Hui-Lan Lu (Author), Dor Skuler (Author), Wiley 2. A Quick Start Guide to Cloud Computing: Moving Your Business into the Cloud (New Tools for Business), by Dr Mark I Williams (Author), Kogan
2.	Reference Books: 1. Management Strategies for the Cloud Revolution: How Cloud Computing Is Transforming Business and Why You Can't Afford to Be Left Behind (BUSINESS BOOKS) 2. Cloud Computing Bible. Barrie Sosinsky. John Wiley & Sons. ISBN-13: 978-0470903568. 3. Amazon Web Services For Dummies. Bernard Golden. For Dummies. ISBN-13: 978- 1118571835. 4. http://nptel.ac.in
3.	Journals & Periodicals:
5.	Other Electronic Resources:

Evaluation Scheme	Total Marks
Mid semester Marks	30
End Semester Marks	50



Semeter VI
Introduction to Cloud Computing

Continuous Evaluation Marks	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks

Course Outcomes	1. Able to understand basic of cloud computing.
	2. Able to use cloud of business
	3. Able to analyze cloud technology
	4. Able to apply data accessing methods of cloud
	5. Able to handle real world data.



COURSE CODE BBAITM9	Course Name AI ML for Business	L	T	P	C
		3			3
Total Credits:	Total Hours in semester :	Total Marks:			
1	Course Pre-requisites: Basic Computer Knowledge				
2	Course Category: Elective				
3	Course Revision/ Approval Date:				
4	Course Objectives :				
4.1 To make student understand about basics of AI & ML					
4.2 To provide overview of mathematics used for Ai & ML					
4.3 To familiar students about architecture of AI/ML					
4.4 To aware students regarding data manipulation using AI/ML					
4.5 To give brief idea about evaluation parameters of AI/ML.					

Course Content	Weightage	Contact hours	Pedagogy
Unit – 1 Introduction Understand how probabilistic reasoning is applied to machine learning -Understand key terms and components involved in machine learning approaches, such as: algorithm, model, training, feature, test set, training set, and ground truth dataset -Develop ideas for machine learning and AI use cases for a business -Create before/after storyboards and use them to evaluate the feasibility and impact of an ML/AI use case	20%	9	Chalk – Talk, Presentation
Unit – 2 Math behind AI/ML -Differentiate between how the five “V’s” of data (velocity, volume, variety, veracity, value) affect a ML model - Understand how information about the five “V’s” of data impacts the potential and feasibility of an ML/AI use case - Distinguish between classification, regression, optimization, and simulation in ML/AI applications -Understand the basics of predictive modeling and the differences between classification and regression -Understand the basics of optimization and the relationship between optimization and simulation -Become familiar with key terms and concepts of deep learning, and how it can be applied to predictive modeling -Learn how reinforcement learning models can be	20%	9	Chalk – Talk, Presentation



applied to the most complex optimization scenarios			
Unit–3 Architecture -Understand the importance of machine learning system architectures and their various components -Distinguish between the applications of various machine learning capabilities, including classifiers, regressors, optimizers, simulators, policy learners, and segmenters -Differentiate between the capabilities of natural language processing, voice/speech processing, and computer vision -Build machine learning system architectures for a digital channel chatbot, negotiation engine, and visual classifier.	20%	9	Chalk – Talk, Presentation
Unit–4 Working with Data -Learn the importance and potential costs of labeling data for supervised learning - Understand AI infrastructure requirements, and how to overcome common hurdles in implementing it - Evaluate data readiness for implementation of particular ML/ AI capabilities in a business context, and use this to assess feasibility of use cases.	20%	9	Computer based learning, Chalk – Talk, Presentation
Unit–5 Model Evaluation -Define reasonable machine learning model accuracy and how it can change over time -Understand why accuracy is only one measure of machine learning model performance and when, how, and why other metrics are commonly used - Learn how to to avoid underfitting and overfitting when developing an ML model -Apply ethical considerations and frameworks to make machine learning model design decisions that are ethically sound	20%	9	Computer based learning, Chalk – Talk, Presentation

Learning Resources	
1.	Textbooks: 1. Artificial Intelligence and Machine Learning For Business: How modern companies approach AI and ML in their business and how AI and ML are changing their business strategy, scott Chesterton, Success & Power Management Ltd 2. Artificial Intelligence for Business Leaders: ARTIFICIAL INTELLIGENCE and MACHINE LEARNING BOOK FOR MANAGERS, LEADERS ZERO CODING WITH SIMPLE Explanation ... Intelligence



	for managers and leaders 3. Enterprise Artificial Intelligence and Machine Learning for Managers: A practical guide to AI and ML for business and government
2.	Reference Books: 1. Kevin Night and Elaine Rich, Nair B., “Artificial Intelligence (SIE)”, McGraw Hill- 2008. 2. Dan W. Patterson, “Introduction to AI and ES”, Pearson Education, 2007. Peter Jackson, “Introduction to Expert Systems”, 3rd Edition, Pearson Education, 2007. 3. Stuart Russel and Peter Norvig “AI – A Modern Approach”, 2nd Edition, Pearson Education 2007. 4. Deepak Khemani “Artificial Intelligence”, Tata Mc Graw Hill Education 2013. 5. http://nptel.ac.in
3.	Journals & Periodicals:
5.	Other Electronic Resources:

Evaluation Scheme	Total Marks	
Mid semester Marks	30	
End Semester Marks	50	
Continuous Evaluation Marks	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks
Course Outcomes	1. Able to understand basics of AI/ML	
	2. Able to explore fundamental mathematics used for AI/ML	
	3. Able to analyze architecture of AI/ML	
	4. Able to apply data manipulation techniques in AI/ML	
	5. Apply model and check its performance.	



COURSE CODE BBAITM10	Course Name Data Science & Power BI	L	T	P	C
		3			3
Total Credits: 3	Total Hours in semester : 45	Total Marks:100			
1	Course Pre-requisites: Basic Computer Knowledge				
2	Course Category: Elective				
3	Course Revision/ Approval Date: Academic Council Meet				
4	Course Objectives :				
4.1 To aware students about basic of power BI					
4.2 To provide idea abouts reports and filters in Power BI					
4.3 To make student undedrstand about visualization basics					
4.4 To give overview of charts and maps					
4.5 To explore data management with poer BI					

Course Content	Weightage	Contact hours	Pedagogy
Unit – 1 Introduction Introduction To Power BI – Need, Imprtnce Power BI – Advantages And Scalable Options History – Power View, Power Query, Power Pivot Power BI Data Source Library And DW Files Cloud Colloboration And Usage Scope Business Analyst Tools, MS Cloud Tools Power BI Installation And Cloud Account Power BI Cloud And Power BI Service Power BI Architecture And Data Access OnPremise Data Acces And Microsoft On Drive Power BI Desktop – Instalation, Usage Sample Reports And Visualization Controls Power BI Cloud Account Configuration Understanding Desktop & Mobile Editions Report Rendering Options And End User Access	20%	9	Chalk – Talk, Presentation, Computer based learning
Unit – 2 Reports & Auto filters Report Design With Legacy & .DAT Files Report Design With Databse Tables Understanding Power BI Report Designer Report Canvas, Report Pages: Creation, Renames Report Visuals, Fields And UI Options Experimenting Visual Interactions, Advantages Reports With Multiple Pages And Advantages Pages With Multiple Visualizations. Data Access PUBLISH Options And Report Verification In Cloud “GET DATA” Options And Report Fields, Filters Report View Options: Full, Fit Page, Width Scale	20%	9	Chalk – Talk, Presentation, Computer based learning



Report Design Using Databases & Queries Query Settings And Data Preloads Navigation Options And Report Refresh Stacked Bar Chart, Stacked Column Chart Clustered Bar Chart, Clustered Column Chart Adding Report Titles. Report Format Options Focus Mode, Explore And Export Settings			
Unit-3 Visualization Power BI Design: Canvas, Visualizations And Fileds Import Data Options With Power BI Model, Advantages Direct Query Options And Real-Time (LIVE) Data Access Data Fields And Filters With Visualizations Visualization Filters, Page Filters, Report Filters Conditional Filters And Clearing. Testing Sets Creating Customised Tables With Power BI Editor General Properties, Sizing, Dimensions, And Positions Alternate Text And Tiles. Header (Column, Row) Properties Grid Properties (Vertical, Horizontal) And Styles Table Styles & Alternate Row Colors – Static, Dynamic Sparse, Flashy Rows, Condensed Table Reports. Focus Mode Totals Computations, Background. Borders Properties Column Headers, Column Formatting, Value Properties Conditional Formatting Options – Color Scale Page Level Filters And Report Level Filters Visual-Level Filters And Format Options Report Fields, Formats And Analytics Page-Level Filters And Column Formatting, Filters Background Properties, Borders And Lock Aspect	20%	9	Chalk – Talk, Presentation, Computer based learning
Unit-4 Advance Visualization tools CHART Report Types And Properties STACKED BAR CHART, STACKED COLUMN CHART CLUSTERED BAR CHART, CLUSTERED COLUMN CHART 100% STACKED BAR CHART, 100% STACKED COLUMN CHART LINE CHARTS, AREA CHARTS, STACKED AREA CHARTS LINE AND STACKED ROW CHARTS LINE AND STACKED COLUMN CHARTS WATERFALL CHART, SCATTER CHART, PIE CHART Field Properties: Axis, Legend, Value, Tooltip Field Properties: Color Saturation, Filters Types	20%	9	Computer based learning, Chalk – Talk, Presentation



<p>Formats: Legend, Axis, Data Labels, Plot Area Data Labels: Visibility, Color And Display Units Data Labels: Precision, Position, Text Options Analytics: Constant Line, Position, Labels Working With Waterfall Charts And Default Values Modifying Legends And Visual Filters – Options Map Reports: Working With Map Reports Hierarchies: Grouping Multiple Report Fields Hierarchy Levels And Usages In Visualizations Preordered Attribute Collection – Advantages Using Field Hierarchies With Chart Reports Advanced Query Mode @ Connection Settings – Options Direct Import And In-Memory Loads, Advantages</p>			
<p>Unit-5 Data Management with hierarchies & drilldown</p> <p>Hierarchies And Drilldown Options Hierarchy Levels And Drill Modes – Usage Drill-Thru Options With Tree Map And Pie Chart Higher Levels And Next Level Navigation Options Aggregates With Bottom/Up Navigations. Rules Multi Field Aggregations And Hierarchies In Power BI DRILLDOWN, SHOWNEXTLEVEL, EXPANDTONEXTLEVEL, SEE DATA And SEE RECORDS Options. Differences Toggle Options With Tabular Data. Filters Drilldown Buttons And Mouse Hover Options @ Visuals Dependant Aggregations, Independant Aggregations Automated Records Selection With Tabular Data Report Parameters : Creation And Data Type Available Values And Default Values. Member Values Parameters For Column Data And Table / Query Filters Parameters Creation – Query Mode, UI Option Linking Parameters To Query Columns – Options Edit Query Options And Parameter Manage Entries Connection Parameters And Dynamic Data Sources Synonyms – Creation And Usage Options</p>	20%	9	Computer based learning, Chalk – Talk, Presentation

Learning Resources	
1.	Textbooks:



Semester VI
Data Science & Power BI

	1. Microsoft Power BI Dashboards Step by Step, First Edition, By pearson 2. Analyzing Data with Microsoft Power BI and Power Pivot for Excel. by Ferrari Alberto , Russo Marco, PHI LEARNING PVT. LTD. MICROSOFT PRESS
2.	Reference Books: 1. Mastering Microsoft Power BI: Expert techniques for effective data analytics and business intelligence, brett powell , Packt Publishing 2. Microsoft Power BI Complete Reference: Bring your data to life with the powerful features of Microsoft Power BI, by Devin Knight , Brian Knight , Mitchell Pearson , Manuel Quintana , Brett Powell , Packt Publishing Limited.
3.	Journals & Periodicals:
5.	Other Electronic Resources:

Evaluation Scheme	Total Marks	
Mid semester Marks	30	
End Semester Marks	50	
Continuous Evaluation Marks	Attendance	5 marks
	Quiz	5 marks
	Skill enhancement activities / case study	5 marks
	Presentation/ miscellaneous activities	5 marks
Course Outcomes	1. Able to understand basics of power BI	
	2. Able to create reports and apply filters	
	3. Able to visualize reports	
	4. Able to make charts and maps	
	5. Able to handle real-time data.	



SEMESTER – VI
INTERNATIONAL MARKETING

COURSE CODE BBAMM08	COURSE NAME INTERNATIONAL MARKETING	L 03	T 0	P 0	C 03	
Total Credits:03	Total Hours in semester: 45	Total Marks:100				
1	Course Pre-requisites: Basic Knowledge of commerce at 12 th std.					
2	Course Category: Core Allied					
3	Course Revision/ Approval Date: Academic Council Meet					
4	Course Objectives : As Below					
4.1 To familiarize the student to understand the international environment and policies						
4.2 To enable the students to acquire necessary skills to deal in international market						
4.3 To familiarize the basic concept of International marketing						
4.4 To gain a solid understanding of the theoretical and conceptual principles of International marketing;						
4.5 To understand the basic concept of international promotion strategy.						

Course Content	Weight age	Contact hours	Pedagogy
Unit 1:Introduction: Concept of International Marketing, Objectives of International Marketing, Challenges and Opportunities in International Marketing, Underlying forces of International Reason of entry in International Marketing, Domestic Marketing vs. International Marketing, Barriers	20 %	9	Lecture/ Assignment/Quiz
Unit 2:International Trade Theories: Basics of International Trade, Trade theories, Mercantilism, Absolut Advantage, Comparative Advantage Heckscher-Ohlin theory: Porter's diamond model, Limitations of Trade Theories	20 %	9	Lecture/ Role play Assignments/Quiz
Unit 3: International marketing Environment, Economic Environment: International Economic environment and trends affecting marketing, Cultural Environment: Meaning and Characteristics of Culture, Beliefs and customs, Implication of culture, Culture as barrier Political and Legal Environment: Implication of political and legal environment on International marketing,	20 %	9	Lecture/ Quiz/ Audio-visual Material
Unit 4:Market Entry Strategies: Market Entry strategies, Foreign Direct Investment, Exporting and Importing, Licensing, Joint Venture, Mergers, Acquisitions, Strategic Alliances, Turnkey operations, Franchising International Product decisions: Product Development, Product diversification, Product customization, Global products, Global Product Planning,	20 %	9	Lecture/ Quizzes/ Cases/ Quiz



SEMESTER – VI
INTERNATIONAL MARKETING

Concept of Branding, Branding decisions, Packaging			
Unit 5: Pricing for International Markets Factors affecting international price determination; International pricing process and policies; Delivery terms and currency for export price quotations; Transfer pricing. International Distribution Decisions: Distribution channel strategy – International distribution channels, their roles and functions; International Promotion Strategies Communication across countries complexities and issues	20 %	9	Lecture/ cases

Learning Resources	
1	Textbook: 1. Rakesh Mohan Joshi, International marketing, Oxford University press, New Delhi, University press. 2. Francis Cherunilam, International Marketing, Himaliya publishing house, Mumbai,
2	Reference books: Winning The World Marketing – Bhattacharya 2. International Trade and Export Management – B.M. Wahi and A.B. Kalkundribar. 3. International Marketing Management – Varshney and Bhattacharya 4. International Marketing Export Marketing – S.Shiva Ramu 5. International Marketing – S.S. Rathor, J.S. Rathor 6. Global Marketing Strategy – Douglas & Craig 7. Export Marketing – Michael Vaz 8. Export Marketing – Francis Cherunilam 9. Export Marketing – B. Bhattacharya 10. Export - What, Where & How – Parasram 11. Essentials of Export Marketing – S.A. Chunnawala 12. Global marketing management by Warren J Keepen 13. Global marketing management by Varshney and Bhattacharya.

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Have developed an understanding of major issues related to international marketing		



SEMESTER – VI
INTERNATIONAL MARKETING

3. Have developed skills in researching and analyzing trends in global markets and in modern marketing practice
3. Analyze the environmental variables that influence international marketing
4. Describe the strategies and tactics that can lead to successful international marketing given those environmental constraints



SEMESTER – VI
Consumer Relationship Management

COURSE CODE BBAMM09	COURSE NAME Consumer Relationship Management	L 03	T 0	P 0	C 03	
Total Credits:03	Total Hours in semester: 45	Total Marks:100				
1	Course Pre-requisites: Basic Knowledge of Marketing					
2	Course Category: Elective					
3	Course Revision/ Approval Date: Academic Council Meet					
4	Course Objectives : As Below					
4.1 To understand the fundamentals of CRM						
4.2 To understand and design customer relationship management strategies						
4.3 To recognize the basic technological infrastructure and organizations involved in current and emerging CRM practices.						

Course Content	Weight age	Contact hours	Pedagogy
Unit:1 Emerging Concepts in Customer Relationship Management CRM Definition, Need and Importance : Conceptual Framework of Customer Relationship Management ; The Value Pyramid , Customer Interaction Cycle , Customer Profiling and Total Customer Experience, Goals of a CRM Strategy and Obstacles, CRM Solutions Map, Discussing People, Processes and Technology	20 %	9	Lecture/ Assignment/Quiz
Unit :2 CRM as a Business Strategy CRM - Issues and Strategies; Winning Markets through Effective CRM; CRM as a business strategy, CRM Process, Effective Customer Relation Management through Customer Knowledge Management; Measuring Customer life time value-. Customer life cycle Management	20 %	9	Lecture/ Role play Assignments/Quiz
Unit 3:Technological Tools for CRM and Implementation :Data Mining for CRM - Some Relevant Issues ; Changing Patterns of e-CRM Solutions in the Future; Structuring a Customer Focused IT Organization to Support CRM; Organizational Framework for Deploying Customer Relationship; measuring profitability CRM implementation –set by step process	20 %	9	Lecture/ Quiz/ Audio-visual Material
Unit 4:CRM in Services :Status of Customer Relationship Management in service industry in India; Relevance of CRM for Hospital Services; Customer Relationship Management in Banking and Financial Services; CRM in Insurance Sector, Supply-Demand Mismatches and their impact on CRM; The Past, Present and Future of CRM;	20 %	9	Lecture/ Quizzes/ Cases/ Quiz



SEMESTER – VI
Consumer Relationship Management

Unit 5: Privacy, Ethics, Evaluation and Future of CRM In the CRM Evaluation module, several categories of measurement of CRM effectiveness including CRM's impact on company efficiency, effectiveness, and employee behavior. Consumer privacy and ethical compliance.	20 %	9	Lecture/ cases
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Learning Resources	
1	Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, 1st Edition, Tata McGraw Hill, June 2008
2	REFERENCE BOOKS 1. Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education 2. H. Peeru Mohamed , A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House 3. Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012
3	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance	5 marks	
	Quiz	5 marks	
	Skill enhancement activities / case study	5 marks	
	Presentation/ miscellaneous activities	5 marks	
Course Outcomes	1. Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented. 2. Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals. 3. Implement various technological tools for data mining and also successful implementation of CRM in the Organizations 4. Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.		



Semester - VI

Advertising and Promotion

COURSE CODE BBAMM10	COURSE NAME Advertising and Promotion	L	T	P	C
		03	0	0	03
Total Credits:03		Total Hours in semester: 45		Total Marks:100	
1	Course Pre-requisites: Marketing Specialisation				
2	Course Category: Elective				
3	Course Revision/ Approval Date: Academic Council Meet				
4	Course Objectives : As Below				
4.1. To learn the fundamentals of advertising & its strategies.					
4.2 To provide students with detailed knowledge of Advertising Copywriting and Designing					
4.3. To aware a series of actions that media planners take to attain the media objectives.					

Course Content	Weight age	Contact hours	Pedagogy
Unit 1 : Introduction to Advertising: Definition of Advertising, History of Advertising, Roles of Advertising, Functions of Advertising, Key Players in Advertising, Types of Advertising, Integrated Marketing Communication: Integrated Marketing Communication, Role of IMC, Promotional Mix: Tools for IMC, The IMC Planning Process,	20%	9 Hours	Lecture/ Assignment
Unit 2 : Advertising Design: Appeals, Message Strategies & Executional Framework: Advertising Design, Types of Advertising Appeals, Structure of an Advertisement, Creating an Advertising, Advertising Effectiveness	20%	9 Hours	Lecture/ Assignments/ Audio Visual
Unit 3: 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	20%	9 Hours	Lecture/ Quiz/ Audio-visual Material
Unit 4: Media Planning and Strategies: Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness	20%	9 Hours	Lecture/ Quizzes/ Cases/
Unit 5: Print Media and Outdoor media: Characteristics of the press, Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising, Packaging, Out-of-home Advertising, Directory Advertising	20%	9 Hours	Lecture/ cases



Semester - VI

Advertising and Promotion

Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium, Television as Medium, Internet Advertising, Email Advertising			
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Learning Resources	
1	Textbooks: Kazmi & Batra , ADVERTISING & SALES PROMOTION, <i>Excel Books</i> ,
2	Reference Books: . Aaker, Batra & Myers , ADVERTISING MANAGEMENT; <i>Prentice Hall, India</i> . 3. Kruti Shah & Alan D'souza , ADVERTISING & PROMOTION, <i>Tata McGraw-Hill New delhi, 2009</i> 4. Kelley & Jugenheimer , ADVERTISING MEDIA PLANNING A BRAND
3	Journals & Periodicals: . 1 Journal of Advertising Research 2. Journal of Business Research 3. Journal of Product and Brand Management 4. Magazine sales Promotion
5	Other Electronic Resources: . www.onlinelibrary.wiley.com

Evaluation Scheme		Total Marks: 100	
Mid semester Marks	30 Marks		
End Semester Marks	50 Marks		
Continuous Evaluation Marks 20	Attendance		5 marks
	Quiz		5 marks
	Skill enhancement activities / case study		5 marks
	Presentation/ miscellaneous activities		5 marks
Course Outcomes	1. Identify managerial issues in advertising management.		
	2. Learns how to design media planning; analyze the creative strategies and message strategies used in different advertising campaigns		
	3. How to set up advertising objectives and budgeting methods		
	4. Identify the various advertising medium and its benefits		