GSFC UNIVERSITY
EDUCATION RE-ENVISIONED

COURSE CURRICULUM

B.Com

Batch:2025-2028
Academic Year: 2025-26
Updated on: July, 2025

GSFC University
School of Management & Entrepreneurship, Vigyan Bhavan, P. O. Fertilizernagar, Vadodara - 391750, Gujarat, India

VISION

- GSFCU strives to be the best compact boutique institution with a futuristic approach, encouraging student centric culture and sharpened focus on developing industry ready & employable students with all-round development.

MISSION

- Establish an institution, which promotes creativity and innovation.
- Develop unique quality standards for academic excellence and pedagogical innovations.
- Remain agile through learning ecosystem with flexible processes & systems.
- Holistic growth for industry readiness.

No.	Programme Outcomes (POs)	Blooms' Taxonomy Domain	Blooms' Taxonomy Sub Domain
PO1	At the end of the B.Com programme, students will possess the ability to articulate, illustrate, analyze, synthesize, and apply the knowledge of principles and frameworks of commerce, accounting, and allied domains to the solutions of real-world business and financial challenges..	Cognitive	Understand, Apply
PO2	The students will possess the ability to identify, formulate, and provide innovative solutions to real-world business and financial challenges by systematically applying modern quantitative and qualitative tools and techniques in commerce and accounting.	Cognitive	Analyze, Create
PO3	The students will possess the ability to investigate multidimensional business and financial problems using research-based knowledge and methods to arrive at data-driven and evidence-based decisions in commerce and accounting.	Cognitive	Apply, Evaluate
PO4	The students will be able to effectively communicate in diverse cultural settings and technology-driven environments, particularly in commerce-related contexts and with society at large.	Affective	Apply, Analyze

PO5	The curriculum develops the ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.	Affective	Analyze, Create
PO6	The program ensures that students approach business and financial issues from a global perspective while demonstrating an understanding and appreciation of cross-cultural aspects of commerce and trade.	Cognitive	Understand, Apply
PO7	The students will be able to identify entrepreneurial opportunities and apply leadership and managerial skills to establish, lead, and manage startups, as well as professionalize and expand family businesses in the field of commerce.	Cognitive	Analyze, Create
PO8	The students will be able to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.	Cognitive	Apply, Analyze

No.	Programme Specific Outcomes (PSOs)	Blooms' Taxonomy Domain	Blooms' Taxonomy Sub Domain
PSO1	Graduates of the B.Com program will successfully integrate core, cross-functional, and interdisciplinary aspects of commerce, accounting, and business frameworks with real-world practices to provide solutions to financial, policy, and social challenges in a dynamic and evolving economic environment.	Cognitive	Understand, Apply
PSO2	Graduates of the B.Com program will possess excellent communication skills, excel in cross-functional, multidisciplinary, and multicultural teams, and demonstrate an understanding of local, national, and global contexts to effectively manage continuity, change, risk, ambiguity, and complexity in commerce and business.	Affective	Apply, Analyze
PSO3	Graduates of the B.Com program will appreciate the significance of Indian ethos and values in commerce and decision-making and demonstrate value-centered leadership in their professional endeavors.	Affective	Understand, Apply

PSO4	Graduates of the B.Com program will be prepared to embark on successful careers across a wide range of fields, including corporate sectors, government, non-profit organizations, and entrepreneurial ventures, while fostering a commitment to life-long learning	Cognitive	Apply, Analyze
PSO5	Graduates of the B.Com program will be recognized for their proficiency in business fundamentals, creativity and innovation, integrity, and sensitivity to local and global social issues. They will earn the trust and respect of others as responsible, effective, and ethical contributors to their chosen fields." How does that sound? Would you like to adjust any part further?	Affective	Analyze, Create

Mapping of POs & PSOs:

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**
PSO1	2	1	1	1	2	3	1	1
PSO2	1	3	1	3	3	2	1	1
PSO3	3	2	2	2	1	1	2	1
PSO4	1	1	3	1	1	2	3	3
PSO5	1	1	1	3	1	1	1	1
Avg.								

1: Slight (Low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Definition of Credit:

1 Hour. Lecture (L) per week	1 credit
1 Hour Tutorial (T) per week	1 credit
4 Hours Practical (P) per week	2 credit
2 Hours Practical (P) per week	1 credit

1 Hour Practical (P) per week	0.5 credit
3 Hours Experiential learning	1 credit

Course code Definitions:

Lecture	L
Tutorial	T
Practical	P
Basic Science Courses	BSC
Engineering Science Courses	ESC
Humanities and Social Sciences including Management courses	HSMC
Professional core courses/Major (Core)	PCC
Professional Elective courses/Minor Stream	PEC
Open Elective courses	OEC
Laboratory course	LC
Mandatory courses	MC
Non-credit courses	NC
Project (Experiential learning)	PROJ
Experiential learning ex. Internship, Industrial Visit, Field visit, etc.	EL
Multidisciplinary courses	MDC
Ability Enhancement Course	AEC
Skill Enhancement Course	SCE
Value Added Courses	VAC

About the Program:

The B.Com program at GSFC University (GSFCU) is designed to provide students with a solid foundation in business principles while preparing them to succeed in a dynamic and ever-changing marketplace. The program offers a perfect blend of theoretical knowledge and practical insights, empowering students with the skills necessary to navigate the complexities of the business world. Our B.Com program focuses on developing key competencies in areas such as accounting, finance, economics, and business law, ensuring that graduates are well-equipped to pursue a variety of career paths in corporate, public, and entrepreneurial sectors.

At GSFCU, we emphasize critical thinking, problem-solving, and decision-making abilities, encouraging students to approach challenges with creativity and a strong sense of responsibility. The program fosters a deep understanding of business dynamics, with a focus on both local and global issues that shape the modern economy. Through a comprehensive curriculum, students acquire the knowledge and tools required to effectively analyze business problems, evaluate financial strategies, and contribute to organizational success.

Our dedicated faculty members, with their vast academic and industry experience, provide students with personalized guidance and mentorship, helping them to develop their full potential. The program also emphasizes ethics, responsibility, and social awareness, preparing graduates to make meaningful contributions to the business world and society at large.

With a systematic approach to career development, the B.Com program at GSFCU ensures that students are not only equipped with academic knowledge but also with the practical exposure and skills needed to thrive in their careers. Join us and embark on a transformative educational journey that will enhance your business acumen, sharpen your entrepreneurial mindset, and empower you to become a future leader in the business world.

B.Com

CREDIT SCHEMES + TEACHING SCHEMES + SYLLABUS

W.E.F: AY 2025 - 26

CREDIT DISTRIBUTION FOR B.COM PROGRAM (NEW TEACHING SCHEME)

Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total
I	14	2	0	4	4	0	24
II	12	2	0	4	4	0	22
III	22	2	0	2	4	0	30
IV	18	2	0	4	2	0	26
V	8	2	0	0	4	8	24
VI	8	2	0	0	6	8	24
VII	12	0	0	0	2	8	22
VIII	4	0	0	0	2	8	14
TOTAL	98	12	0	14	28	32	**186**

New Teaching Scheme (B.Com):

- **Total Credits**: 166
- Core courses credits: 98
- Ability Enhancement Courses credits: 12
- Multi-Disciplinary Elective Courses credits: 0
- Value Added Courses credits: 14
- Skill Enhancement Courses credits: 28
- Discipline Specific Elective credits: 32

GSFC UNIVERSITY, VADODARA

Teaching and Examination Scheme

School of Management & Entrepreneurship

Program: B.Com

Semester- I

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/ Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/Viva	
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
1	BCOM101	Financial Accounting	CC	3	1	0	4	0	20	40	40	-	-	100
2	BCOM102	Business Organisation and Management	CC	3	1	0	4	0	20	40	40	-	-	100
3	BCOM103	Personal Tax Planning and Tax Management	CC	3	1	0	4	0	20	40	40	-	-	100
4	BBA101	Indian Knowledge System	CC	2	0	0	2	0	20	40	40	-	-	100
5	VACC101	Foundation Course	VAC	4	0	0	4	0	-	-	-	-	-	100
6	VACC102	Environmental Science and Sustainability	SEC	2	0	0	2	0	20	40	40	-	-	100
7	AECC101	Fundamentals of English	AEC	2	0	0	2	0	20	40	40	-	-	100
8	VACC103	Communicative English & Employability Skills-I	SEC	2	0	0	2	0	-	60	40	-	-	100
Total							**24**							

*L-Lecture, T-Tutorial, P-Practical, MSE-Mid Semester Examination, CEC- Continuous Evaluation Component, ESE- End Semester Examination, LW-Lab Work, LE-Lab Exam

GSFC UNIVERSITY, VADODARA

Teaching and Examination Scheme

School of Management & Entrepreneurship

Program: B.Com

Semester II

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIVA	
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
1	BCOM201	Business Law	CC	3	1	0	4	-	20	40	40	-	-	100
2	BCOM202	Business Mathematics and Statistics	CC	3	1	0	4	-	20	40	40	-	-	100
3	BCOM203	Consumer Protection act	CC	3	1	0	4	-	20	40	40	-	-	100
4	BBA204	Emerging Technologies and Applications	VACC	2	0	0	2	-	20	40	40	-	-	100
5	AECC201	Communication Skills in English	AECC	2	0	0	2	-	20	40	40	-	-	100
6	VACC201	Tinkering & Mentoring	VACC	0	0	4	2	-	-	50	50	-	-	100
7	BCOM204	Internship	SEC	0	0	4	2	-	-	-	-	-	-	100
	VACC202	Communicative English & Employability Skills-II	SEC	2	0	0	2	-	-	60	40	-	-	100
Total							**22**							

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GSFC UNIVERSITY, VADODARA

Teaching and Examination Scheme

School of Management & Entrepreneurship

Program: B.Com

Semester III

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIVA	
01	**02**	**03**	**04**	**05**	**06**	**07**	**08**	**09**	**10**	**11**	**12**	**13**	**14**	**15**
1	BCOM301	Cost Accounting	CC	3	1	0	4	-	20	40	40	-	-	100
2	BCOM302	Corporate Accounting	CC	3	1	0	4	-	20	40	40	-	-	100
3	BCOM303	Direct Taxes I	CC	3	1	0	4	-	20	40	40	-	-	100
4	BCOM304	Business Economics	CC	3	1	0	4	-	20	40	40	-	-	100
6	BBA304	Management Information System (MIS)	CC	2	0	4	4	-	20	40	40	-	-	100
5	BBA305	Indian Systems of Health and Wellness	CC	1	1	0	2	-	20	40	40	-	-	100
7	VACC301	Sports/NCC/NSS	VAC	0	0	4	2	-	20	40	40	-	-	100
8	AECC301	Entrepreneurship Development	AECC	2	0	0	2	-	20	40	40	-	-	100
10	BCOM305	Internship	SEC	0	0	4	2	-	-	-	-	-	-	100
9	VACC302	Communicative English & Employability Skills-III	SEC	2	0	0	2	-	-	60	40	-	-	100
Total							**30**							

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GSFC UNIVERSITY, VADODARA

Teaching and Examination Scheme

School of Management Studies & Liberal Arts

Academic Session: Even **Program: B.Com** **Semester: IV**

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIVA	
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
1	BCOM401	Auditing Standards in India	CC	3	1	0	4	-	20	40	40	-	-	100
2	BCOM402	Direct Taxes II	CC	3	1	0	4	-	20	40	40	-	-	100
3	BCOM403	Management Accounting	CC	3	1	0	4	-	20	40	40	-	-	100
4	BCOM404	Insurance Theory and Practices	CC	3	1	0	4	-	20	40	40	-	-	100
5	BBA405	Design Thinking and Innovation	CC	1	1	0	2	-	20	40	40	-	-	100
6	VACC401	Public Health and management	VAC	2	0	0	2	-	20	40	40	-	-	100
7	AECC401	Entrepreneurship and Startup Ecosystem	AECC	1	1	0	2	-	20	40	40	-	-	100
8	BCOM405	Internship (REEP)	VAC	0	0	4	2	-	-	-	-	-	-	100
9	VACC402	Communicative English & Employability Skills-IV	SEC	2	0	0	2	-	-	60	40	-	-	100
Total							**26**							

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GSFC UNIVERSITY, VADODARA

Program: B.Com **Semester V**

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIVA	
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
1	BCOM501	Cyber Security	CC	3	1	-	4	-	20	40	40	-	-	100
2	BCOM502	Business Research Methodology	CC	3	1	-	4	-	20	40	40	-	-	100
3	BCOMFM501 /BBAMM501/BBAHR501	Indirect Taxes/Retail Marketing/Change Management & Organisational Development	DSE	3	1	0	4	-	20	40	40	-	-	100
4	BCOMFM502/BCOMMM5002/ BCOMHR502	Financial Market Derivatives/Sales & Distribution Management/Talent Acquisition Management	DSE	3	1	0	4	-	20	40	40	-	-	100
7	AECC501	Disaster Risk Management	AECC	2	-	-	2	-	20	40	40	-	-	100
8	NOC01	NPTEL Online Course	VAC	0	0	0	2	-	-	-	-	-	-	100
9	BCOM503	Internship	SEC	-	-	4	2	-	-	-	-	-	-	100
10	VACC501	Communicative English & Employability Skills-V	SEC	2	0	0	2	-	-	60	40	-	-	100
Total							**24**							

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GSFC UNIVERSITY, VADODARA

Program: B.Com

Academic Session: Even **Program: B.Com** **Semester:VI**

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE		ESE	LW	LE/VIVA	
01	02	03	04	05	06	07	08	09	10		12	13	14	15
1	BCOM601	Corporate and IT Law	CC	3	1	0	4	0	20		40	-	-	100
2	BCOM602	Organisational Behaviour	CC	3	1	0	4	0	20		40	-	-	100
3	BCOMFM601/BBAMMM601/BBAHR601	International Financial Reporting Standards/Marketing of Services/Performance & Compensation Management	DSE	3	1	0	4	0	20		40	-	-	100
4	BCOMFM602/BBAMM602/BBAHR602	Security Analysis & Portfolio Management/Digital Marketing/Industrial Relation & Labour Laws	DSE	3	1	0	4	0	20		40	-	-	100
5	BBA603	Corporate Governance	SEC	2	0	0	2	0	20		40	-	-	100
6	BCOM603	Major Project	SEC	0	0	4	2	0	0		0	-	-	100
8	AECC601	Indian Constitution	AECC	2	0	0	2	0	20		40	-	-	100
	VACC601	Communicative English & Employability Skills-VI	SEC	2	0	0	2	0	0	60	40	-	-	100
Total							**24**							

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GSFC UNIVERSITY, VADODARA

Program: B.Com

Academic Session: Even **Program: B.Com** **Semester:VII**

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIVA	
01	**02**	**03**	**04**	**05**	**06**	**07**	**08**	**09**	**10**	**11**	**12**	**13**	**14**	**15**
1	BBA701	AI for Business	CC	3	1	-	4	-	20	40	40	-	-	100
2	BBA702	Entrepreneurial Leadership	CC	3	1	-	4	-	20	40	40	-	-	100
4	BBAFM701/ BBAMM701 /BBAHR701	Banking & Insurance /Rural Marketing/ Training & Development	DSE	3	1	-	4	-	20	40	40	-	-	100
3	BBAFM702/ BBAMM702 /BBAHR702	Financial Planning/Consumer Behaviour/HR Analytics	DSE	3	1	-	4	-	20	40	40	-	-	100
5	BBA703	Dissertation work	CC	0	0	8	4	0	-	-	-	-	-	100
6	VACC701	Communicative English & Employability Skills-VII	SEC	2	0	0	2	0	-	60	40	-	-	100
Total							**22**							

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GSFC UNIVERSITY, VADODARA

Program: B.Com

Academic Session: Even

Program: B.Com **Semester:VIII**

Sr. N.	Course Code	Course Name	Course Type	Teaching Scheme (Hours/Week)			Total Credit		Theory			Practical		Total Marks
				L	T	P	T	P	MSE	CEC	ESE	LW	LE/VIVA	
01	**02**	**03**	**04**	**05**	**06**	**07**	**08**	**09**	**10**	**11**	**12**	**13**	**14**	**15**
1	BBAMM801 /BBAFM801 /BBAHR801	International Marketing/Business Analysis and Valuation/Cross Culture HRM	DSE	3	1	0	4	0	20	40	40	-	-	100
2	BBAMM802 /BBAFM802 /BBAHR802	Integrated Marketing Communication/Behavioral Finance/Employee Life Cycle Management	DSE	3	1	0	4	0	20	40	40	-	-	100
3	BBA803	Dissertation work	CC	0	0	0	4	0	-	-	-	-	-	100
4	VACC801	Communicative English & Employability Skills-VIII	SEC	2	0	0	2	0	0	60	40	-	-	100
Total							**14**							

*L-Lecture, T-Tutorial, P-Practical, MSE-Mid Semester Examination, CEC- Continuous Evaluation Component, ESE- End Semester Examination, LW-Lab Work, LE-Lab Exam

GSFC UNIVERSITY, VADODARA

Program: B.Com

COURSE CODE **BCOM101**	**COURSE NAME** **Financial Accounting**	**SEMESTER I**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
60	0	0	60	4	0	0	4

Course Pre-requisites	Students enrolling in the Financial Accounting course should have a basic understanding of fundamental mathematical concepts and numerical proficiency. Familiarity with general business terminology and prior exposure to bookkeeping principles, such as recording simple financial transactions, is recommended. A willingness to learn analytical and problem-solving skills is essential for success in this course.
Course Category	Compulsory
Course focus	Skills

Rationale	1. Foundation for Business Decision-Making: Financial accounting provides the essential tools to record, summarize, and interpret financial data, enabling informed decision-making for individuals and organizations. 2. Alignment with Professional and Industry Standards: The course ensures that students are familiar with accounting principles and standards, preparing them for compliance with regulatory requirements and professional practices in the business world. 3. Relevance Across Career Paths: Accounting knowledge is fundamental for careers in finance, management, and entrepreneurship, making this course a critical component of a well- rounded business education.
Course Revision/ Approval Date:	1st March 2024 (10th BoS)

Course Objectives (As per Blooms' Taxonomy)	CO1: Remember fundamental accounting principles, concepts, and terminology, including the accounting cycle and financial statement components. CO2: Understand the role of financial accounting in business decision-making and describe how financial statements communicate an organization's financial position. CO3: Apply the accounting principles to prepare accurate journal entries, ledgers, and financial statements such as the income statement, balance sheet, and cash flow statement. CO4: Analyze the financial transactions and statements to identify discrepancies, trends, and their implications for business performance. CO5: Evaluate the financial health of a business using ratio analysis and other accounting tools to make informed recommendations. CO6: Create comprehensive accounting records and reports for a simulated business scenario, ensuring compliance with accounting standards and ethical practices.

Course Content	Weightage	Contact hours
UNIT 1: Basics of Financial Accounting Need, development and definition of Accounting, Book kepping and Accounting, Persons interested in Accounting, Disclosures, Branches of Accounting, Objectives of Accounting	20%	12
UNIT 2: Accounting Principles & Concepts International Accounting Standards, Accounting Principles, Nature of Accounting, Accounting Standards in India	20%	12
UNIT 3: Accounting and Bookkeeping Journal Entries, Subsidiary books, Ledger preparation, Trial Balance, Rectification of Errors, Suspense Account	20%	12
UNIT 4: Final Accounts Meaning and Preparation of Trading Account, Profit & Loss account, Balance Sheet	20%	12
UNIT 5: Depreciation Concept of depreciation, causes of depreciation, depreciation depletion, amortization and dilapidation, methods of recording depreciation, depreciation of different assets, depreciation of replacement cost, depreciation accounting as per accounting standard, provisions and reserves	20%	12

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Definefundamental accounting principles, concepts, and terminology, including the accounting cycle and financial statement components.	Define
CO2: Understand the role of financial accounting in business decision- making and describe how financial statements communicate an organization's financial position.	Understand

CO3: Design the accounting principles to prepare accurate journal entries, ledgers, and financial statements such as the income statement, balance sheet, and cash flow statement.	Design
CO4: Evaluate the financial health of a business using ratio analysis and other accounting tools to make informed recommendations. CO6: Create comprehensive accounting records and reports for a simulated business scenario, ensuring compliance with accounting standards and ethical practices.	Evaluate
CO5: Analyze the financial transactions and statements to identify discrepancies, trends, and their implications for business performance.	Analyze

Learning Resources	
1.	Textbook: 1. Anthony, RN. and Reece. J.S.: Accounting Principles: Richard Irwin Inc. 2. Gupta. R.L.and Radhaswamy. M: Financial Accounting; Sultan Chand and Sons, New Delhi. 3. Monga J.R., Ahuja Girish, and Sehgal Ashok: Financial Accounting; Mayur Paper Back. Nokia.
2.	Reference Books: Shukla. M.C., Grewal T.S., and Gupta, S.C.: Advanced Accounts: S. Chand & Co. New Delhi. Compendium of Statement and Standards of Accounting : The Institute of Chartered Accountants of India, New Delhi
3.	Journals & Periodicals: 1. The Accounting Review 2. Journal of Accounting Research (JAR) 3. Journal of Financial Reporting and Accounting (JFRA) 4. Accounting, Auditing & Accountability Journal (AAAJ) 5. European Accounting Review (EAR)
4.	Other Electronic Resources: https://www.accountingtools.com https://aaahq.org

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Case Study/ Research Paper	15 marks
	Presentation on Current Trends	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	2	1	1	1
CO2	0	3	1	1	1	3	1	4	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	1	1	1	1	1	1	1	4
CO5	1	1	4	1	1	2	1	1	2
Avg.	0.5	2.5	4	3	1	2	1	4	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	3	1	3
CO2	0	3	1	1	2	1	1	3	1
CO3	1	1	2	1	1	1	1	1	2
CO4	1	1	1	1	1	1	1	1	1
CO5	1	1	1	2	1	1	4	1	1
Avg.	0.5	2.5	1	1.3	1	1	3	3	2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE	**COURSE NAME**	**SEMESTER**
BCOM1002	**Business Organisation & Management**	**I**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
60	0	0	60	4	0	0	4

Course Pre-requisites	Students enrolling in the Business Organisation and Management course should have a basic understanding of business concepts and terminologies gained through prior exposure to subjects like Commerce or Economics at the high school level. Additionally, familiarity with general organizational structures and basic analytical skills will enhance their ability to grasp the core principles of business and management effectively.
Course Category	Compulsory
Course focus	Employability/Skills/ Entrepreneurship
Rationale	Understanding Organizational Structure: This course provides students with the foundational knowledge needed to understand how businesses operate, how they are structured, and how different departments and teams collaborate to achieve organizational goals. Developing Managerial Skills: It equips students with essential management skills such as planning, decision-making, leadership, and problem-solving, all of which are critical for success in a business career. Relevance in Diverse Industries: Knowledge of business organization and management is universally applicable across all sectors. This course prepares students for a variety of roles within both large corporations and small enterprises, offering them a broad perspective on how organizations function and thrive in competitive markets.
Course Revision/ Approval Date:	1st March, 2024 (10th BoS)

Course Objectives (As per Blooms' Taxonomy)	CO1: Remember key concepts of organizational structure, management functions, and business processes that are central to understanding how businesses operate. CO2: Understand the different types of organizational structures and management theories, and describe how they impact business operations and decision-making. CO3: Apply management principles to address practical business challenges, such as team dynamics, resource allocation, and organizational growth. CO4: Analyze the effectiveness of various management strategies and organizational structures in real-world case studies, identifying strengths, weaknesses, and areas for improvement. CO5: Evaluate the impact of leadership styles, organizational culture, and strategic management decisions on the overall performance of a business.

Course Content	Weightage	Contact hours
UNIT 1: Fundamentals of Business (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	20%	12
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.	20%	12
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.	20%	12

Managing Director – definition under Company's Act 1956; position; appointment and disqualifications; remuneration to Managing Director. Company Secretary – definition under Company's Act 1956; position, qualifications; appointment; powers and duties of a Company Secretary.		
UNIT 4: Company Meetings, Resolutions and Minutes: Company meetings - Meaning; types 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. Board Meetings – provisions regarding time, place, notice, quorum, agenda; purpose of holding board meetings. Resolutions – meaning; types; Minutes – meaning; signing	20%	12
UNIT 5: Business Combinations Business Combinations - Meaning; causes/reasons of combinations; economies (benefits) and diseconomies (evils) of combinations; types – horizontal, vertical forward and backward, lateral convergent and divergent, circular; forms – associations, federations, partial and total consolidations.	20%	12

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define key concepts of organizational structure, management functions, and business processes that are central to understanding how businesses operate.	Define
CO2: Understand the different types of organizational structures and management theories, and describe how they impact business	Understand

operations and decision-making.	
CO3: Design management principles to address practical business challenges, such as team dynamics, resource allocation, and organizational growth.	Design
CO4: Evaluate the impact of leadership styles, organizational culture, and strategic management decisions on the overall performance of a business.	Evaluate
CO5: Analyze the effectiveness of various management strategies and organizational structures in real-world case studies, identifying strengths, weaknesses, and areas for improvement.	Analyze

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

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Case Study/ Research Paper	15 marks
Presentation on Current Trends	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	1	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	3	1	1	2	1	2	3

1: Slight (low); 2: Moderate (Medium)
; 3: Substantial (High); 0 None

COURSE CODE BCOM1003	**COURSE NAME** **Personal Tax Planning and Tax Management**	**SEMESTER I**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
60	0	0	60	4	0	0	4

Course Pre-requisites	Students enrolling in the Personal Tax Planning and Tax Management course should have a foundational understanding of basic accounting principles and financial concepts, including income, expenses, and savings. Familiarity with Indian tax laws, particularly the Income Tax Act, will be beneficial but not mandatory. Basic mathematical skills are essential for understanding tax calculations and preparing tax returns. A general understanding of personal finance will also enhance the learning experience.
Course Category	Compulsory
Course focus	Skills/ Entrepreneurship
Rationale	1. Empowering Financial Decision-Making: This course empowers students to make informed decisions regarding their personal finances by providing them with the knowledge of tax-saving strategies and legal frameworks, ultimately helping them optimize their financial resources. 2. Practical Relevance: Personal tax management is an essential skill for individuals in both personal and professional life. Understanding how to efficiently manage taxes will benefit students throughout their careers and personal life, ensuring financial stability and compliance. 3. Navigating Complex Tax Systems: With the ever-changing landscape of tax regulations, this course provides students with the tools to stay up-to-date with tax laws and avoid financial pitfalls by effectively managing their tax obligations and maximizing eligible tax benefits.

Course Content	Weightage	Contact hours
UNIT 1: Personal Financial Planning Meaning, objectives, process The concept of Time Value of Money and its application in financial planning	20%	12
UNIT 2: Personal Tax planning Basics of tax assessment for an individual, deductions and reliefs available to an individual, avenues for tax savings for an individual, Life Insurance – tools for financial planning, different schemes and their implications, benefits and limitations The Housing Decision – factors to be considered, modes of finance, benefits, and limitations, procedural and legal aspects	20%	12
UNIT 3: Tax planning, tax management, tax evasion, tax avoidance Types of companies - Residential status of companies and tax incidence - clubbing tax liability and minimum alternate tax - carry forward and set off of losses in case of uncertain companies- deductions available to corporate assesses. Tax on distributed profits- Units of mutual funds- Filing of the returns	20%	12
UNIT 4: Tax planning setting up of new business Location of Business- Nature of business – from of organization- Tax planning with reference to financial management decision – Capital structure, dividend and bonus shares- Tax planning with reference to sale of scientific research assets. Make or buy - own or lease – repair or replace – Tax planning with reference to employees‵ remuneration – Tax planning with reference to receipt of insurance compensation – tax planning with reference to distribution of assets at the time of liquidation- Filing of the returns	20%	12
UNIT 5: Retirement Need Analysis Techniques Development of retirement plan, Various retirement schemes such as Employees Provident Fund (EPF), Public Provident Fund (PPF), Superannuation Fund, Gratuity, Other Pension Plans and Post- retirement counselling. Other Investment avenues such as stocks, bonds, mutual funds, real estate, etc., and financial planning Various financial institutions and modes of personal financing	20%	12

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define key tax-related concepts, terminologies, and provisions of the Income Tax Act, including tax slabs, exemptions, and deductions available under personal income tax.	Define
CO2: Understand the principles and procedures of personal tax planning, including the calculation of taxable income and tax liability for individuals.	Understand
CO3: Design tax planning tools and strategies to prepare tax returns, compute taxable income, and maximize available deductions, exemptions, and rebates.	Design
CO4: Evaluate different tax planning strategies to recommend optimal approaches for minimizing tax liabilities while ensuring legal compliance.	Evaluate
CO5: Analyze the impact of different tax-saving instruments and strategies on an individual's financial position and tax liabilities, considering various financial goals and circumstances.	Analyze

Learning Resources	
1.	Textbook: Personal Finance with Connect Plus, 10th Edition, Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes, TMH
2.	Reference Books: Singhania, Vinod K. and Monica Singhania: Corporate Tax Planning , Taxmann Publications Pvt. Ltd. New Delhi. - Ahuja, Girish and Ravi Gupta Corporata Tax Planning and Management, Bharat Law House, Delhi. Personal Finance Principles Every Investor Should Know by Manish Chauhan, Network 18 Simplified Financial Management by Vinay Bhagwat, The Times Group
3.	Journals & Periodicals: The Review of Financial Studies. Journal of Financial Economics. Journal of Accounting and Economics. Journal of Financial and Quantitative Analysis. Journal of Money, Credit and Banking. Journal of International Money and Finance

4.	Other E-lectronic Resources: https://www.investopedia.com/ask/answers/030315/what-financial-services- sector.asp https://www.ibef.org/industry/financial-services-india.aspx https://financialservices.gov.in/

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Case Study/ Research Paper: 15 marks Presentation on Current Trends: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	2	1	1	1	1	1	1
CO3	1	1	1	1	3	2	1	1	3
CO4	1	2	1	1	1	1	1	2	4
CO5	3	1	3	1	2	1	1	1	1
Avg.	1.3	2.3	2.5	1	3	2	1	2	2.25

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	2	1	1	1	1	1	1
CO3	1	1	1	1	3	2	1	1	3
CO4	1	2	1	1	1	1	1	2	4
CO5	3	1	3	1	2	1	1	1	1
Avg.	1.3	2.3	2.5	1	2	2	1	2	2.25

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBA101	**COURSE NAME** **Indian Knowledge Systems and Traditions**	**SEMESTER I**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	2

Course Pre-requisites	The course "Indian Knowledge Systems" requires a basic understanding of Indian history, culture, and philosophy to comprehend traditional knowledge frameworks. Familiarity with interdisciplinary approaches and critical thinking is beneficial for exploring the subject in depth.
Course Category	Multi-Disciplinary Elective
Course focus	Skills
Rationale	The rationale for the course "Indian Knowledge Systems" lies in fostering an appreciation of India's rich intellectual traditions and their contributions to global knowledge. By understanding ancient Indian philosophies, sciences, and cultural practices, students can draw i n s i g h t s to address contemporary challenges, promote sustainability, and build a deeper connection with India's heritage.
Course Revision/ Approval Date:	12th BOS
Course Objectives (As per Blooms' Taxonomy)	CO 1: Define the key principles, concepts, and frameworks of Indian Knowledge Systems and their historical significance. CO2: Understand the philosophical, scientific, and cultural dimensions of ancient Indian texts and traditions. CO3: Design innovative solutions and applications by integrating traditional Indian knowledge with modern practices. CO4: Evaluate the relevance and impact of Indian Knowledge Systems in contemporary global and local contexts. CO5: Analyze the interdisciplinary connections within Indian Knowledge Systems to foster a holistic understanding of their contributions to various

	fields.

Course Content	Weightage	Contact hours
UNIT 1: Introduction to IKS (Any eight of total sessions assigned for Literary activity) Introductory lecture on the any eight topics below: Indian Knowledge System Indian Culture & Civilization Ancient Indian Chemistry Ancient Indian Metallurgy Ancient Indian Mathematics Ancient Indian Astronomy Indian Astronomical Instruments Indian Knowledge System (Upveda: Ayurveda) Indian Knowledge System (Upveda: Gandharveda) Indian Knowledge System (Vedangas: Shiksha, Kalpa, Vyakrana) Indian Knowledge System (Vedangas: Jyotisha, Nirukta, Chandas) Indian Architecture I: Sthapatya-Veda Indian Architecture II: Temples Indian Architecture III: Town & Planning Indian Philosophical System.	50%	15
UNIT 2: Introduction to Creative Practices (Twenty Lectures with at least Five different topics of total session under Creative activity) Introductory lecture on the topics below: Dhatuvada: art of metallurgy Akara jnana: art of mineralogy Vastuvidya: art of engineering Yantramatrika: art of mechanics Takshana: art of carpentry Chalitakayoga: art of practicing as a builder of shrines Raupyaratnapariksha: art of testing silver and jewels Maniraga jnana: art of tinging jewels Model curriculum for UG Degree in BBA 275 Sucivayakarma: art of needleworks and weaving	50%	15

Vadya vidya: art of playing on musical instruments Geet vidya : art of singing Nritya vidya: art of dancing Natya vidya: art of theatricals Alekhya vidya: art of painting Viseshakacchedya vidya: art of painting the face and body with color Udakavadya: art of playing on music in water Manasi kavyakriya: art of composing verse Bhushanayojana: art of applying or setting ornaments Citrasakapupabhakshyavikarakriya: art of preparing varieties of delicious food Dasanavasanangaraga: art of applying preparations for cleansing the teeth, cloths and painting the body Utsadana: art of healing or cleaning a person with perfumes Vastragopana: art of concealment of cloths Balakakridanaka: art of using children's toys Tandulakusumabalivikara: art of preparing offerings from rice and flowers Pushpastarana: art of making a covering of flowers for a bed		

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the key principles, concepts, and frameworks of Indian Knowledge Systems and their historical significance.	Define
CO2: Understand the philosophical, scientific, and cultural dimensions of ancient Indian texts and traditions.	Understand
CO3: Design innovative solutions and applications by integrating traditional Indian knowledge with modern practices.	Design

CO4: Evaluate the relevance and impact of Indian Knowledge Systems in contemporary global and local contexts.	Evaluate
CO5: Analyze the interdisciplinary connections within Indian Knowledge Systems to foster a holistic understanding of their contributions to various fields.	Analyze

Learning Resources	
1.	Textbook: Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru
2.	Reference Books: 1. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995. 2. The Cultural Heritage of India. Vol.I. Kolkata:Ramakrishna Mission Publication, 1972. 3. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008. 4. Dr. R. C. Majumdar, H. C. Raychaudhuri and Kalikinkar Datta: An Advanced History of India (Second Edition) published by Macmillan & Co., Limited, London, 1953. 5. Rao, N. 1970. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore. 6. Avari, B. 2016. India: The Ancient Past: A History of the Indian Subcontinent from c. 7000 BCE to CE 1200. London: Routledge
3.	Journals & Periodicals: Indian Journal of Traditional Knowledge (IJTK) Journal of Indian Philosophy
4.	Other Electronic Resources: - HBR studies

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks

Continuous Evaluation 40 marks	Class Participation — 10 marks Quiz — 5 marks Skill Enhancement activities/ Case Study/ Research Paper — 15 marks Presentation — 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	2	1	1	1
CO2	0	3	1	1	1	3	1	4	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	1	1	1	1	1	1	1	4
CO5	1	1	4	1	1	2	1	1	2
Avg.	0.5	2.5	1	3	1	2	1	4	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	2	1	1	1	1	1
CO2	0	3	1	1	1	3	1	3	1
CO3	1	1	4	3	1	1	1	1	1
CO4	1	1	1	1	2	1	1	1	4
CO5	1	1	1	1	1	1	1	1	2
Avg.	0.5	2.5	1	2.5	1	2	1	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE VACC102	**COURSE NAME Environmental Science and Sustainability**	**SEMESTER I**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	2

Course Pre-requisites	Basic understanding of environmental science and its importance in contemporary issues. Familiarity with fundamental business principles and operations (optional). Awareness of global sustainability challenges and the UN Sustainable Development Goals (SDGs).
Course Category	Skill Enhancement
Course focus	Employability/Skills/ Entrepreneurship
Rationale	This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges. This course will equip students to make decisions that consider environmental consequences. This course will enable future business graduates to become environmentally sensitive and responsible managers.
Course Revision/ Approval Date:	

Course Objectives (As per Blooms' Taxonomy)	Remembering ● Identify key environmental concepts, types of ecosystems, and biodiversity conservation methods. Recall major environmental legislation in India. Understanding. Explain the significance of sustainability and its role in natural resource conservation. Describe the impact of pollution and waste management on the environment and business operations. Applying ● Apply concepts of environmental conservation to propose sustainable business practices. Demonstrate the role of businesses in disaster management and achieving SDGs. Analyzing Examine the relationship between ecosystems, biodiversity, and sustainable practices. Analyze case studies on environmental legislation and its implementation in India. Evaluating Assess the effectiveness of sustainable practices in resource conservation and pollution mitigation. Critique the role of businesses in addressing environmental and social issues.

Course Content	Weightage	Contact hours
UNIT 1: Understanding Environment, Natural Resources, and Sustainability Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man- environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.	20%	6

UNIT 2: Ecosystems, Biodiversity, and Sustainable Practices Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods for it conservation, Ecosystem, resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management.	20%	6
UNIT 3: Environmental Pollution, Waste Management, and Sustainable Development Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.	20%	6
UNIT 4: Social Issues, Legislation, and Practical Applications Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption. Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.	20%	6

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define key environmental concepts, types of ecosystems, and biodiversity conservation methods	Define
CO2: Understand the significance of sustainability and its role in natural resource conservation.	Understand
CO3: Design concepts of environmental conservation to propose sustainable business practices.	Design
CO4: Evaluate the effectiveness of sustainable practices in resource conservation and pollution mitigation.	Evaluate

CO5: Analyse the relationship between ecosystems, biodiversity, and sustainable practices.	Analyze

Learning Resources	
1.	Textbook: Poonia, M.P. Environmental Studies , Khanna Book Publishing Co. Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd. Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd. Rajagopalan, R. Environmental studies: from crisis to cure , Oxford University Press. Model curriculum for UG Degree in BBA 47 Miller, G.T. & Spoolman S. Living in the Environment. Cengage. Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press. Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books. Pritwani, K. Sustainability of business in the context of environmental management. CRC Press. Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed,). Pearson.
2.	Reference Books: References Web links: https://www.ourplanet.com https://www.undp.org/content/undp/en/home/sustainable-developmentgoals.html www.myfootprint.org https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem.html
3.	Journals & Periodicals: Environmental Science & Technology (ACS Publications). Journal of Environmental Management. Indian Journal of Environmental Protection. Ecological Economics. 8. Nature Sustainability.
4.	Other Electronic Resources: https://onlinecourses.nptel.ac.in/noc24_mg74/preview

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Case Study/ Research Paper: 15 marks Presentation on Current Trends: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	3.5	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE AECC101	**COURSE NAME** **Fundamentals of English**	**SEMESTER I**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	2

Course Pre-requisites	Students should have basic knowledge of English language and grammar
Course Category	Ability Enhancement
Course focus	Employability/Skills
Rationale	The rationale for the "Fundamentals of English" course is to equip students with essential language skills necessary for effective communication in today's globalized world. Proficiency in English serves as a critical tool for academic success, career advancement, and personal growth, enabling students to express ideas confidently and engage meaningfully in diverse contexts.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the basic rules of English grammar, vocabulary, and sentence structure to build a solid linguistic foundation. CO2: Understand the principles of effective communication and their application in written and spoken English. CO3: Design structured essays, reports, and presentations using appropriate language and formatting. CO4: Evaluate written and verbal communication for clarity, coherence, and correctness. CO5: Analyze diverse texts to identify key ideas, themes, and linguistic elements, enhancing comprehension and critical thinking skills.

Course Content	Weightage	Contact hours
UNIT 1: Language Basics Parts of speech, word formation, prefix-suffix, synonyms, antonyms, homophones and standard abbreviations	20%	6
UNIT 2: Elementary Reading/Writing Skills Types of thesentences, structures of the sentences, use of phrases and clauses,punctuation, creative writing and coherence, comprehension, essay/paragraphwriting,precisewriting	30%	9
UNIT 3: Elementary Spoken Skills Greetings, farewell and introduction, making an apology, accepting an apology,makinganappointment,JAM, group discussion, debate, public speaking	30%	9
UNIT 4: Practicing and Identifying the Common Error Tense, subject-verb agreement, noun-pronounagreement,articles, prepositions,modalauxiliaries, voice, reported speech	20%	6

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the basic rules of English grammar, vocabulary, and sentence structure to build a solid linguistic foundation	Define
CO2: Understand the principles of effective communication and their application in written and spoken English.	Understand
CO3: Design structured essays, reports, and presentations using appropriate language and formatting.	Design
CO4: Evaluate written and verbal communication for clarity, coherence, and correctness.	Evaluate
CO5: Analyze diverse texts to identify key ideas, themes, and linguistic elements, enhancing comprehension and critical thinking skills.	Analyze

Learning Resources	
1.	Textbook: Murphy, Raymond "Murphy's English Grammar with CD" Cambridge University Press, 2004.
2.	Reference Books: Thorpe,Edgar and Showick Thorpe "Basic Vocabulary"Pearson Education India, 2012. Green,David."Contemporary EnglishGrammarStructuresand Composition" MacMillan Publishers, New Delhi, 2010. Wren&Martin(2001),EnglishGrammar&Composition,New York
3.	Journals & Periodicals: -Journal of Communication - International Journal of Business Communication (IJBC)
4.	Other Electronic Resources: -HBR Review

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Case Study/ Research Paper: 15 marks Presentation on Current Trends: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	1	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 Non

COURSE CODE VACC-103	**COURSE NAME** **Communicative English & Employability Skills (Everyday Vocabulary and Communicative English)**	**SEMESTER** **1**

Teaching Scheme (Hours)				Teaching Credit			
Lectur e	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	1		2		1		2

Course Pre-requisites	
Course Category	Skill Enhancement / Employability Development
Course focus	Employability/Skills/ Entrepreneurship
Rationale	To build foundational English skills through vocabulary development and basic grammar, enabling students to use English effectively in routine conversations and social settings.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define basic vocabulary categories and grammatical elements. CO2: Understand sentence structures and apply them in everyday dialogues. CO3: Construct grammatically correct sentences for basic interactions. CO4: Evaluate appropriateness of vocabulary in different social situations. CO5: Analyze communication breakdowns in informal conversations.

Course Content	Weightage	Contact hours
UNIT 1: The Basics of Vocabulary: Understanding word categories: Communicative English practice exercises on nouns, verbs, adjectives, adverbs. Basic word formation: prefixes, suffixes, and roots.	20%	10
UNIT 2: Communicative English practice on sentence Construction, Parts of speech, tenses, sentence patterns. Basic Reading Comprehension. Letter- writing.	20%	10

UNIT 3: Essential Vocabulary and Situational Dialogues required for inter-personal relationships and at the work-place; Vocabulary for greetings, requests, invitations and daily expressions.	20%	10

Learning Resources	
1.	Textbook: English Grammar in Use by Raymond Murphy (Cambridge University Press)
2.	Reference Books: Word Power Made Easy by Norman Lewis Oxford Basic English Dictionary Practice Makes Perfect: English Conversation by Jean Yates
3.	Journals & Periodicals: Journal of Business Communication Harvard Business Review (Communication section)
4.	Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100
End Semester Marks	40 marks
Continuous Evaluation 60 marks	Class Participation: 20 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Report Writing: 25 marks Presentation: 10 marks
Course Outcomes	Use English confidently in professional and academic settings Communicate clearly in interviews, presentations, and discussions Write professional documents such as resumes, reports, and emails Understand and use industry-specific vocabulary Be well-prepared for workplace communication and digital platforms

Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM201	**COURSE NAME** **Business Law**	**SEMESTER II**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
60	0	0	60	4	0	0	4

Course Pre-requisites	A basic understanding of business concepts, principles of management, or prior coursework in economics or business studies. These prerequisites ensure that students have the foundational knowledge to grasp legal terminology and concepts effectively, facilitating a smoother learning experience.
Course Category	Compulsory
Course focus	Employability/Skills/ Entrepreneurship
Rationale	The Business Law course is designed to bridge the gap between business operations and legal frameworks, ensuring that future professionals are well-versed in navigating legal complexities. With businesses operating in increasingly regulated and dynamic environments, understanding laws related to contracts, employment, intellectual property, and corporate governance is crucial. This course empowers students to mitigate risks, uphold ethical practices, and make informed decisions that align with legal requirements, fostering sustainable business growth.

Course Revision/ Approval Date:	1st March 2024 (10th BoS)
Course Objectives (As per Blooms' Taxonomy)	CO1: Remembering key legal terms, principles, and frameworks related to business law, such as contracts, company law, and intellectual property rights. CO2: Understanding the implications of various laws on business operations, demonstrating comprehension of legal processes and their impact on decision-making. CO3: Applying legal knowledge to analyze case studies, resolve business disputes, and ensure compliance with statutory requirements. CO4: Analyzing legal scenarios to identify potential risks and evaluate the implications of business decisions in a legal context. CO5: Evaluating comprehensive legal frameworks and business practices to determine their effectiveness, ethical considerations, and compliance with legal standards.

Course Content	Weightage	Contact hours
UNIT 1: The Indian Contract Act,1872: An overview of Sections 1to75 covering the general nature of contract, consideration, other essential elements of a valid contract, performance of contract, breach of contract, contingent and quasi contract Special Contracts: Contract of Indemnity and Guarantee, Contract of Bailment and Pledge, Contract of Agency	20%	12
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 selle rand his rights NegotiableInstrumentsAct,1881 Negotiable Instruments–meaning characteristics–types–holder and holder in due course-Liability of parties on Negotiable Instruments	20%	12
UNIT 3: TheIndianPartnershipAct,1932 General nature of Partnership, Rights and Duties of partners, Reconstitution of firms, Registration and dissolution of a firm TheLimitedLiabilityPartnershipAct,2008 Meaning &Features of LLP Act–2008-Partners, Designated Partners limitation of liability–Formation of LLP-Forms &Fees–Agreement Accounts & Audit–Taxation of LLP	20%	12
UNIT4:The Information Technology Act, 2000 Definition, Digital Signature, Electronic Governance, Acknowledgment and Dispatch of Electronic Records, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences.	20%	12

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%	12

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define key legal terms, principles, and frameworks related to business law, such as contracts, company law, and intellectual property rights.	Define
CO2: Understand the implications of various laws on business operations, demonstrating comprehension of legal processes and their impact on decision-making.	Understand
CO3: Design legal knowledge to analyze case studies, resolve business disputes, and ensure compliance with statutory requirements	Design
CO4: Evaluate legal scenarios to identify potential risks and evaluate the implications of business decisions in a legal context.	Evaluate
CO5: Analyze comprehensive legal frameworks and business practices to determine their effectiveness, ethical considerations, and compliance with legal standards.	Analyze

Learning Resources	
1.	Textbook: 1.K.R. Bulchandani, Business Laws for Management, Himalaya 2. Gulshan, Business Law, Excel
2.	Reference Books: Ramaswamy, BS, Contracts and their management, Lexis Nexis Prof.(Cmde) PK Goel, Business Law for Managers, Biztantra.
3.	Journals & Periodicals: NLIU Journal of Business Law Indian Journal of Law and Legal Research Journal of Business law and ethics Journal of Civil & Legal Science
4.	Other Electronic Resources: Vikalpa"–Journal of Indian Institute of Management, Ahmedabad https://nludelhi.ac.in/library-dig-data.aspx https://indiankanoon.org/

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	1	1
CO2	0	3	4	1	1	1	2	1	1
CO3	1	1	1	1	1	1	1	1	2
CO4	3	1	1	1	3	2	1	1	1
CO5	1	2	1	1	1	1	1	4	1
Avg.	1.3	2.3	2.5	1.0	2.0	2.0	1.5	2.5	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	1	1
CO2	0	3	2	1	1	1	2	1	1
CO3	1	1	1	1	1	1	1	1	2
CO4	3	1	1	1	3	4	1	1	1
CO5	1	2	4	1	1	1	1	3	1
Avg.	1.5	2.3	2.3	1.0	2.0	4.0	1.3	2.7	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM202	**COURSE NAME Business Mathematics and Statistics**	**SEMESTER II**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
60	0	0	60	4	0	0	4

Course Pre-requisites	Students enrolling in Business Mathematics and Statistics should have a foundational understanding of basic mathematics, including algebra, arithmetic operations, and problem-solving skills. Familiarity with high school-level concepts such as ratios, percentages, linear equations, and basic graph interpretation is recommended. This ensures that students are prepared to grasp advanced topics like statistical analysis, probability, and business-related mathematical models effectively.
Course Category	Skills/ Entrepreneurship
Course focus	The Business Mathematics and Statistics course centers on equipping students with quantitative and analytical skills necessary for effective decision-making in business contexts. It emphasizes practical applications of mathematical concepts such as linear programming, interest calculations, and financial analysis, along with statistical tools like data interpretation, probability, and hypothesis testing. The course aims to bridge theoretical knowledge with real-world problem-solving, fostering analytical thinking and data-driven decision-making.
Rationale	1. The course equips students with essential mathematical and statistical tools to analyze data, solve business problems, and make informed decisions in areas such as finance, operations, and marketing. 2. By integrating mathematical modeling and statistical analysis, the course fosters critical thinking and problem-solving skills, preparing students to navigate complex business scenarios effectively. 3. The focus on real-world applications ensures that students can apply quantitative techniques to interpret trends, forecast outcomes, and optimize resources, aligning with the dynamic needs of the business environment.
Course Revision/ Approval	

Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define fundamental mathematical and statistical concepts, such as algebraic equations, probability distributions, and statistical measures (mean, median, mode, etc.). CO2: Understand the principles behind key business mathematics techniques and statistical methods, demonstrating an understanding of their application in business contexts. CO3: Design mathematical formulas and statistical tools to solve business-related problems, such as calculating financial ratios, interpreting datasets ,and forecasting trends. CO4: Evaluate the accuracy and relevance of mathematical and statistical models in business scenarios, evaluating the outcomes and making recommendations based on data analysis. CO5: Analyze complex business problems by analyzing data, identifying patterns, and determining appropriate mathematical models or statistical tests to use.

Course Content	Weightage	Contact hours
UNIT 1: Statistical Representation of Data & Statistics and Measure of Central Tendency Diagrammatic Representation of Data, Frequency Distribution Graphical Representation of Frequency Distribution–Histogram, Frequency Polygon Curve, Ogive, Pie-chart Statistics-An introduction Types and Collection of Data Frequency Distribution, Charts and Graphs Arithmetic Mean and Median Mode and Other Measures of Location SET THEORY- Introduction, Types of Sets, Venn Diagrams , Operations on Sets, Cartesian Product of two Sets, Applications MATRICES- Matrices and Determinants, solution of system of linear equations	20%	12
UNIT 2: Measure of Central Tendency and Dispersion Measure of Central tendency Dispersion Mean, Median, Mean Deviation,	20%	12

Quartile and Quartile Deviation, Standard Deviation Co-Efficient of Variation		
UNIT 3: Probability & Theoretical Distribution Probability, Independent and depended events Mutually exclusive events, total and compound probability Mathematical Expectation Binominal Distribution Poisson Distribution.	20%	12
UNIT 4: Measures of Variation and Time Series Analysis Dispersion and Their Measures Skewness, Moments, Kurtosis Measures Correlation Analysis Regression Analysis Index Numbers Time Series Analysis	20%	12
UNIT 5: Types of Data – Primary and Secondary Data Methods of Collection of Primary & Secondary data Sampling Test of Large Sample Test of Small Sample Test of Proportion	20%	12

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define fundamental mathematical and statistical concepts, such as algebraic equations, probability distributions, and statistical measures (mean, median, mode, etc.).	Define

CO2: Understand the principles behind key business mathematics techniques and statistical methods, demonstrating an understanding of their application in business contexts.	Understand
CO3: Design mathematical formulas and statistical tools to solve business-related problems, such as calculating financial ratios, interpreting datasets ,and forecasting trends.	Design
CO4: Evaluate the accuracy and relevance of mathematical and statistical models in business scenarios, evaluating the outcomes and making recommendations based on data analysis.	Evaluate
CO5: Analyze complex business problems by analyzing data, identifying patterns, and determining appropriate mathematical models or statistical tests to use.	Analyze

Learning Resources	
1.	Textbook: Trivedi, (2010), Business Mathematics,1st edition, Pearson Education. S.P .Gupta, (2010) Statistical Methods, Sultan Chand and Sons, New Delhi. S.C. Srivastava, Sangya Srivastava (2003), Fundamentals of Statistics
2.	Reference Books: Veena Elhance & B.M. Aggarwal ,Fundamentals of Statistics, Kitab Mahal Khan, Shadab,(2008)A Text Book of Business Mathematics, Anmol Publications
3.	Journals & Periodicals: Journal of Finance. Published by Wiley. The Review of Financial Studies. Journal of Financial Economics. Journal of Accounting and Economics. Journal of Financial and Quantitative Analysis.
4.	Other Electronic Resources: www.onllinelibrary.wiley.com https://www.investopedia.com/ask/answers/030315/what-financial-services-sector.asp https://www.ibef.org/industry/financial-services-india.aspx https://financialservices.gov.in

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Skill Enhancement activities/ Case Study/ Research Paper	15 marks
Presentation	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	2	1	1
CO2	0	3	1	1	2	2	1	2	1
CO3	1	1	2	1	1	1	1	1	1
CO4	1	1	1	1	1	1	2	1	3
CO5	1	3	1	1	1	1	1	1	1
Avg.	0.5	2.7	2.0	1.0	2.0	1.5	2.0	1.5	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2						1	
CO2	0	3	2		1		2	1	1
CO3				1					2
CO4	3				3	2			1
CO5		2	1				1	3	1
Avg.	1.3	2.3	1.5	1.0	2.0	2.0	1.5	2.0	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM203	**COURSE NAME** **Consumer Protection**	**SEMESTER II**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
60	0	0	60	4	0	0	4

Course Pre-requisites	Students enrolling in the Consumer Protection course should have a basic understanding of business and legal concepts. A background in introductory law or business studies is recommended, as it will help students grasp the regulatory frameworks and legal principles governing consumer rights and business responsibilities. Familiarity with general economics, marketing, and ethics will also be beneficial for understanding the dynamics of consumer protection in different market environments.
Course Category	Compulsory
Course focus	Employability/Skills/ Entrepreneurship
Rationale	The course aims to equip students with knowledge about consumer rights and legal protections, enabling them to understand and advocate for fair treatment in the marketplace As businesses increasingly operate in a global and digital economy, the course highlights the importance of corporate accountability and ethical marketing practices in maintaining consumer trust and loyalty. 3. With the growing complexity of consumer laws and regulations, the course ensures that students are aware of key legal frameworks, equipping them to address consumer issues, resolve disputes, and navigate consumer protection policies effectively in professional settings

Course Revision/ Approval Date:	1st March, 2024 (10th BoS)
Course Objectives (As per Blooms' Taxonomy)	CO1: Define key consumer protection laws, regulations, and principles, such as product liability, consumer rights, and advertising standards. CO2: Understand the importance of consumer rights in the marketplace and the role of various stakeholders (governments, businesses, and consumers) in ensuring protection. CO3: Design consumer protection laws to analyze real-world cases, identify violations, and suggest legal remedies or business strategies to address consumer concerns CO4: Evaluate different consumer protection laws across countries, analyzing their impact on businesses and consumer rights in various market conditions. CO5: Analyze the effectiveness of consumer protection policies and practices, determining whether they achieve the desired outcomes in safeguarding consumer interests.

Course Content	Weightage	Contact hours
UNIT 1: Conceptual Framework: Consumer and Markets: Concept of Consumer, Nature of markets, Concept of Price in Retail and Wholesale, Maximum Retail Price(MRP) and Local Taxes ,Fair Price, labeling and packaging Experiencing and Voicing Dissatisfaction: Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Internal and External Complaint handling: Corporate Redress Systems and Public Redress Systems	20%	12
UNIT 2: The Consumer Protection Act,1986(CPA) Objectives and Basic Concepts: Consumer, goods, service, defect in goods, deficiency ins ervice, spurious goods and services, unfair trade practice, restrictive trade practice. Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection	20%	12

Councilsat the Central, State and District Levels, Basic Consumer Rights; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, andJurisdiction (Pecuniary and Territorial),Role of Supreme Courtunderthe CPA		
UNIT 3: Grievance Redress Mechanism under the Consumer Protection Act, 1986 Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy to be provided; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.	20%	12
UNIT 4: Industry Regulators and Consumer Complaint Redress Mechanism RBI and Banking Ombudsman. Insurance: IRDA and Insurance Ombudsman Telecommunication: TRAI Food Products: FSSAI(anoverview) Electricity Supply: Electricity Regulatory Commission Advertising: ASCI	20%	12
UNIT 5: Consumerism in India Consumer Movement in India: Evolution of Consumer Movement in India. Formation of consumer organizations and their role in consumer protection, recent developments in Consumer Protection in India, National Consumer Helpline, Citizens Charter, Product testing. Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI),Ag-mark, Hallmarking, Licensing and Surveillance; ISO:An overview		12

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define key consumer protection laws, regulations, and principles, such as product liability, consumer rights, and advertising standards.	Define
CO2: Understand the importance of consumer rights in the marketplace and the role of various stakeholders (governments, businesses, and consumers) in ensuring protection.	Understand
CO3: Design consumer protection laws to analyze real-world cases, identify violations, and suggest legal remedies or business strategies to address consumer concerns	Design
CO4: Evaluate different consumer protection laws across countries, analyzing their impact on businesses and consumer rights in various market conditions.	Evaluate
CO5: Analyze the effectiveness of consumer protection policies and practices, determining whether they achieve the desired outcomes in safeguarding consumer interests.	Analyze

Learning Resources	
1.	Textbook: Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. Consumer Affairs" (2007) Delhi University Publication. Aggarwal, V. K. (2003). Consumer Protection: Law and Practice. 5th ed. Bharat Law House, Delhi, or latest edition. Girimaji, Pushpa (2002). Consumer Right for Everyone Penguin Books. Nader, Ralph (1973). The Consumer and Corporate Accountability. USA, Harcourt Brace Jovanovich, Inc.
2.	Reference Books: Sharma, Deepa (2011).Consumer Protection and Grievance-Redress in India: A Study of Insurance Industry (LAP LAMBERT Academic Publishing GmbH & Co.KG, Saarbrucken, Germany. Rajyalaxmi Rao, Consumer is King, Universal Law Publishing CompanY The Consumer Protection Act, 1986iples, Applications, and Tools" by Arthur O'Sullivan, Steven Shiffrin, and Stephen Perez
3.	Journals & Periodicals:

	Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues) Recent issues of magazines: Insight, published by CERC, Ahmedabad 'Consumer Voice', Published by VOICE Society , New Delhi. Upbhokta Jagran, Ministry of Consumer Affairs, Govt, of India. New Delhi.
4.	Other Electronic Resources: Websites: www.ncdrc.nic.in www.fcamin.nic.in www.consumeraffairs.nic.in www.iso.org.in www.bis.org www.ascionline.org.in www.trai.gov.in www.irda.gov.in www.derc.gov.in

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Case Study/ Research Paper: 15 marks Presentation on Current Trends: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	2	1	1
CO2	0	3	1	1	2	2	1	2	1
CO3	1	1	2	1	1	1	1	1	1
CO4	1	1	1	1	1	1	2	1	3
CO5	1	3	1	1	1	1	1	1	1
Avg.	0.5	2.7	2.0	1.0	2.0	1.5	2.0	1.5	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PO's & CO's

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	1	1
CO2	0	3	2		1		2	1	
CO3	1	1	1	1	1	1	1	1	2
CO4	3	1	1	1	3	2	1	1	1
CO5	1	2	1	1	1	1	1	3	1
Avg.	1.3	2.3	1.5	1.0	2.0	2.0	1.5	2.0	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBA204	**COURSE NAME Emerging Technologies and Applications**	**SEMESTER II**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	2

Course Pre-requisites	Basic knowledge of computer science, networking, and cybersecurity principles. Familiarity with programming concepts (e.g., Python, Java) and data management (e.g., databases, SQL). Understanding of mathematical concepts like statistics and probability. Awareness of emerging technologies such as IoT, Blockchain, and AR/VR is recommended.
Course Category	Multidisciplinary Elective (MDE)
Course focus	Employability/Skills/ Entrepreneurship
Rationale	To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc. To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define key concepts and terminology related to emerging technologies, such as Artificial Intelligence (AI), Internet of Things (IoT), blockchain, and Big Data. CO2: Understand the fundamentals, benefits, and challenges of various emerging technologies and their applications in different industries CO3: Design knowledge of emerging technologies to evaluate their practical applications in solving real-world problems and improving business operations. CO4: Evaluate the effectiveness and feasibility of emerging

	technologies in various industries, identifying their potential to drive innovation and transformation. CO5: Analyze the potential impacts of emerging technologies on society, business models, and ethical considerations, comparing their advantages and risks.

Course Content	Weightage	Contact hours
UNIT 1: Cloud Computing Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid) - Cloud-based -enterprise solutions – Cost-benefit analysis and scalability Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks	25%	15
UNIT 2: Internet of Things (IoT) & Industry 4.0 Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage – Real-time analytics and decision-making – Concept of Industry 4.0 – Automation and smart manufacturing – Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process optimization	25%	15
UNIT 3: Block chain Technology Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity – Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations	25%	15
UNIT 4: Augmented Reality (AR) and Virtual Reality (VR) Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience – Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.	25%	15

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define key concepts and terminology related to emerging technologies, such as Artificial Intelligence (AI), Internet of Things (IoT), blockchain, and Big Data.	Define
CO2: Understand the fundamentals, benefits, and challenges of various emerging technologies and their applications in different industries	Understand
CO3: Design knowledge of emerging technologies to evaluate their practical applications in solving real-world problems and improving business operations.	Design
CO4: Evaluate the effectivenessand feasibility of emerging technologies in various industries, identifying their potential to drive innovation and transformation.	Evaluate
CO5: Analyze the potential impacts of emerging technologies on society, business models, and ethical considerations, comparing them advantages and risks.	Analyze

Learning Resources	
1.	Textbook: Emerging Technologies by Errol S. van Engelen Internet of Things by Jeeva Jose, Khanna Book Publishing. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.

	Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.
2.	Reference Books: Schwab, K. (2016). The fourth industrial revolution. Crown Business.
3.	Journals & Periodicals: Case Studies 1. Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy, https://hbsp.harvard.edu/product/IMB889-PDFENG?Ntt=emerging%20technologies Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani, https://hbsp.harvard.edu/product/W14007-PDFENG?Ntt=emerging%20technologies
4.	Other Electronic Resources: Practical (Suggestive List): Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts. Hands on sessions on block chain technologies, focusing on the basics development and deployment of decentralized applications

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Case Study/ Research Paper	15 marks
Presentation on Current Trends	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	2.3	2.5	1.0	2.5	1.0	3.0	2.3	1.3	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	2.0	3.0	1.5	1.5	3.0	1.5	3.0	4.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE **AECC 201**	**COURSE NAME** **Communications Skills in English**	**SEMESTER** **II**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	2

Course Pre-requisites	Students enrolling in the Business Communication course should have a foundational understanding of English language skills, including grammar, vocabulary, and sentence construction. Basic knowledge of communication principles and familiarity with digital communication tools is recommended. Prior exposure to group discussions, presentations, or report writing will be advantageous for active participation in this course.
Course Category	Compulsory
Course focus	Employability/Skills/ Entrepreneurship

Rationale	Enhancing Professional Effectiveness: Communication is a core competency for success in any business environment. This course equips students with the skills to convey ideas effectively, build relationships, and influence decision-making. Bridging Academic Knowledge and Industry Needs: The course provides practical insights into real-world communication scenarios, helping students transition seamlessly from academic settings to professional workplaces. Navigating a Globalized Business Environment: In an increasingly interconnected world, the ability to communicate across cultures and use digital tools effectively is critical. This course prepares students to thrive in diverse and dynamic business contexts.

Course Revision/ Approval Date:	14/03/2024

Course Objectives (As per Blooms' Taxonomy)	CO1: Define basic communication skills in English. CO2: Understand writing skills needed for academic as well as workplace contexts CO3: Design professional communication skills CO4: Evaluate cultural communication at workplace CO5: Analyze communication using technological modules and expertise

Course Content	Weightage	Contact hours
UNIT 1: Communicative Skills Basics of Communication, Verbal & Non-verbal Communication, Barriers to Effective Communication, Strategies of Effective Communication.	20%	12
UNIT 2: Grammar & Vocabulary: Types of sentences, Synonyms, Antonyms, Tenses - Past, Present & Future, Homophones, Modals, Verb forms, Phrasal Verbs, Error correction, commonly misused words, technical terms	20%	12
UNIT 3: Listening & Reading Skills Definitions (Listening & Reading), Types of Listening, Barriers to Effective Listening, Traits of a Good Listener, Types of Reading, Techniques of Effective Reading, Reading Tasks (Critical & Inferential)	20%	12
UNIT 4: Writing Skills & Speaking Skills Letter writing, report writing, note-taking and note-making, creative writing, introducing self-interview skills, public speaking, debates, role plays, group discussion.	20%	12
UNIT 5: ICT/Digital/E-Skills: Computer-Assisted Language Learning (CALL), Mobile-Assisted Language Learning (MALL), Emails, Blogs, Digital/E-Portfolio, Filling Online Application Forms	20%	12

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define basic communication skills in English.	Define
CO2: Understand writing skills needed for academic as well as workplace contexts	Understand
CO3: Design professional communication skills	Design
CO4: Evaluate cultural communication at workplace	Evaluate
CO5: Analyze communication using technological modules and expertise	Analyze

Learning Resources	
1.	Textbook: 1. Culture as Communication (2001) by Stever Robbins https://hbsp.harvard.edu/product/C0108A-HCB-ENG 2. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press| BEP336-PDF-ENG | https://hbsp.harvard.edu/product/BEP336- PDF-ENG
2.	Journals & Periodicals: - Journal of Communication
3.	Other Electronic Resources: - Harvard Business Review

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Case Study/ Research Paper	15 marks
Presentation on Current Trends	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	2.0	3.0	3.0	0.5	2.7	0.5	3.0	2.0	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5		3			2				
Avg.	0.5	2.7	2.0		1.5	4.0	3.0	3.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE **VACC201**	**COURSE NAME** **Tinkering and Mentoring**	**SEMESTER** **II**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	2

Course Pre-requisites	Students enrolling in the Tinkering and Mentoring course should have a basic understanding of problem-solving, creativity, and innovation principles. Familiarity with teamwork, project-based learning, and foundational knowledge in their chosen area of study is recommended. Prior exposure to hands-on projects, design thinking, or mentoring roles will be beneficial for actively engaging in this course.
Course Category	Value Added Course
Course focus	Employability/Skills/ Entrepreneurship.
Rationale	Promoting Innovation: This course is designed to nurture a mindset of creativity and experimentation, enabling students to explore innovative solutions to complex problems through hands-on activities and prototyping. Developing Leadership and Mentoring Skills: By emphasizing mentoring, the course prepares students to effectively guide and inspire others, fostering a culture of collaboration and continuous learning. Bridging Theory and Practice: The course connects theoretical knowledge with practical application, empowering students to apply their learning in real-world contexts and contribute to community and organizational growth.

Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the key concepts of design thinking, innovation processes, and mentoring frameworks essential for collaborative problem-solving. CO2: Understand the principles of tinkering, iterative design, and effective mentoring to promote creativity and learning in diverse environments. CO3: Design tinkering techniques and mentoring strategies to address real-world challenges, guiding teams or individuals toward innovative solutions. CO4: Evaluate project outcomes and mentoring effectiveness, reflecting on the impact of collaborative and creative processes. CO5: Analyze the effectiveness of various tinkering approaches and mentoring practices, identifying areas for improvement in design or interpersonal interactions.

Course Content	Weightage	Contact hours
UNIT 1: Introduction to Entrepreneurship: Understanding the concept, need, myths, and types of entrepreneurship. Importance of entrepreneurship in innovation and problem-solving.	25%	15
UNIT 2: Idea Generation and Feasibility Study: Stages of POC, TRL, MRL, , developing Minimum Viable Products (MVP), assessing product-market fit, and pricing strategies	25%	15
UNIT 3: Values, Ethics, and Standards: Importance of values in professional and personal growth. Sustainable solutions, eco-friendly systems, and understanding of BIS standards and their role in innovation and industry	25%	15
UNIT 4: Tinkering and Prototyping: Hands-on project work in groups to develop solutions for identified problems. Projects will include:	25%	15

Physical Prototypes for engineering and science students. Conceptual Modules (e.g., software, programs) for IT students. Business Cases or Models for management students. Students will work closely with faculty mentors to brainstorm, design, and create functional prototypes or models.		

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the key concepts of design thinking, innovation processes, and mentoring frameworks essential for collaborative problem-solving.	Define
CO2: Understand the principles of tinkering, iterative design, and effective mentoring to promote creativity and learning in diverse environments.	Understand
CO3: Design tinkering techniques and mentoring strategies to address real-world challenges, guiding teams or individuals toward innovative solutions.	Design
CO4: Evaluate project outcomes and mentoring effectiveness, reflecting on the impact of collaborative and creative processes.	Evaluate
CO5: Analyze the effectiveness of various tinkering approaches and mentoring practices, identifying areas for improvement in design or interpersonal interactions.	Analyze

Learning Resources	
1.	Textbook: The course relies on expert experiential learning and practical activities
2.	Reference Books: "The Lean Startup" by Eric Ries "Zero to One" by Peter Thiel "Intellectual Property Rights: Unleashing the Knowledge Economy" by Prabuddha Ganguli
3.	Journals & Periodicals: Articles from Harvard Business Review and MIT Sloan Management Review Business Standard, Economic Times, and Forbes articles on entrepreneurship and innovation.
4.	Other Electronic Resources: TED talks, and online courses on prototyping and entrepreneurship

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Case Study/ Research Paper: 15 marks Presentation on Current Trends: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	1	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	1	1	1	1	3	1
CO4	1	1	2	1	1	1	3	1	1
CO5	1	3	1	1	2	1	1	1	1
Avg.	0.5	2.7	2.0	1	1.5	4.0	3.0	3.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	1	1	1	1	1	4
CO2	1	3	1	1	3	1	4	1	1
CO3	1	1	3	1	1	1	1	2	1
CO4	3	1	1	1	2	1	1	1	1
CO5	1	1	1	0	3	0	2	1	1
Avg.	2.0	3.0	3.0	0.5	2.7	0.5	3.0	2.0	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE VACC-202	COURSE NAME Academic Vocabulary and Its Application	SEMESTER II

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	11		2		1		2

Course Pre-requisites	
Course Category	Skill Enhancement / Employability Development
Course focus	Employability/Skills/ Entrepreneurship
Rationale	To enable students to comprehend academic texts and use formal vocabulary in essays, reports, and classroom discussions.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define academic vocabulary and common word families. CO2: Understand academic texts and identify context clues. CO3: Design academic paragraphs using advanced vocabulary. CO4: Evaluate academic writing for vocabulary precision. CO5: Analyze usage of word forms and collocations in academic contexts.

Course Content	Weightage	Contact hours
UNIT 1: Understanding Academic Texts, Analysing academic essays and articles to identify new Vocabulary. Common academic phrases and expressions.	20%	10
UNIT 2: Word Forms and Word Usage, Exploring different forms of words (e.g., noun to verb transformation, etc.), Collocations and word partnerships. Reading Comprehension Text, Poems & Articles,	20%	10
UNIT 3: Vocabulary in Speaking and Writing, Role of vocabulary in academic presentations, Using varied vocabulary in essays, reports, and presentations.	20%	10

Learning Resources	
	Textbook: Academic Vocabulary in Use by Michael McCarthy & Felicity O'Dell (Cambridge University Press)
	Reference Books: Oxford Learner's Dictionary of Academic English Building Academic Vocabulary by Robert J. Marzano Effective Academic Writing series by Alice Savage & Patricia Mayer
	Journals & Periodicals: ☐ Journal of Business Communication ☐ Harvard Business Review (Communication section)
	Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks
Course Outcomes	Students will be able to identify and use academic vocabulary in a variety of reading and writing tasks. Students will comprehend and analyze academic texts for vocabulary acquisition and structure. Students will construct academic paragraphs using appropriate vocabulary and word forms. Students will demonstrate clarity and precision in academic writing. Students will apply collocations and contextual vocabulary in written and oral communication.

Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE **BCOM301**	**COURSE NAME** **Cost Accounting**	**SEMESTER III**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic understanding of financial accounting principles and business operations is recommended. Familiarity with accounting terminology will be beneficial.
Course Category	Core Course
Course focus	Employability/Skills/ Entrepreneurship
Rationale	Cost Accounting is vital for efficient management of resources, cost control, and strategic decision-making. In today's competitive and cost-conscious business environment, knowledge of cost accounting enables professionals to support managerial decisions, contribute to value creation, and enhance profitability.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Define: Identify and recall key concepts and terminology related to cost accounting systems. Understand: Explain cost behavior, classification, and the significance of cost control in managerial decisions. Design: Construct and implement cost sheets, costing methods, and overhead allocation systems. Evaluate: Appraise the effectiveness of costing methods and recommend improvements. Analyze: Examine cost structures, cost variances, and their implications for business performance.

Course Content	Weightage	Contact hours
Unit 1: Introduction: Cost Concepts, Installation of cost accounting system, Cost Classification (CAS-01), Cost Organization and Its Relationship with other Departments. Material Cost: Procurement Procedure, Stores Procedure and Documentation in respect of Receipts and Issues of Stock, Pe rpetual Inventory and Physical Stock Taking, ABC Analysis, VED Analysis, Levels of Inventories and Economic Order Quantity (EOQ) Analysis.	20%	12

Unit 2: Labour Costs: Remuneration Methods, Monetary and Non-Monetary Incentive Schemes, Analysis of Non-Productive Time, Overtime - Cost & its Treatment, Labour Turnover and Remedial Measures. Overheads: Nature, Collection, Classification, Apportionment and Absorption, (CAS – 03) Production Overheads — Collection, Apportionment, Absorption, Use of Predetermined Recovery Rates, Treatment of Under and Over Absorption, Fixed, Variable and Semi Variable Overhead, Report for Control of Overhead cost. Administration, Selling and Distribution Overheads — Analysis, Accounting and Control, Treatment of Miscellaneous items in Cost Accounting.	20%	12
Unit 3: Preparation of Cost Sheet, Cost Accounting Records – Cost Accounting Systems - Integrated and Non-integrated, Reconciliation of Cost and Financial Accounts	22%	14
Unit 4: Specific Order Costing : Determination of cost in Job and Batch Costing, Valuation of Work-In- Progress in Job Costing, Process Costing - Treatment of Normal and Abnormal Losses and Gains, Valuation of Opening and Closing Stock of Raw materials, Finished goods, Valuation of Work-In-Progress using First In -First-Out and Average Methods (Equivalent Production), Inter-Process transfer and Pricing, Concept and Accounting for Joint Products, By-Products, Waste, Packing Materials (Empties), Scrap, Spoilage and Defectives.	23%	14
Unit 5: Emerging Trends in Cost Accounting: Evolving role of cost accounting in modern business, Environmental and Sustainability Cost Accounting and Strategic Cost Management (SCM).	15%	08

Instructional Method and Pedagogy:
The course will follow a blended instructional approach combining lectures, case studies, problem-solving sessions, and interactive discussions. Real-life business scenarios will be analyzed to enhance conceptual clarity and application skills. Pedagogical tools such as presentations, role plays, and group activities will be employed to foster collaborative learning. Regular assignments, quizzes, and presentations will reinforce theoretical knowledge and practical understanding. Technology-enabled learning through ERP simulations, cost sheets in Excel, and video content will support experiential learning. The focus will be on outcome-based education aligned with Bloom's Taxonomy to promote higher-order thinking, analysis, and decision-making skills.

	Course Outcomes:	Blooms' Taxonomy Domain
	After successful completion of the above course, students will be able to:	
	CO1: Define key cost accounting concepts, terminologies, and classifications.	Define

	CO2: Understand various cost accounting procedures and systems used in organizations.	Understand
	CO3: Design cost sheets and costing systems for products and services.	Design
	CO4: Evaluate the efficiency and effectiveness of different costing methods.	Evaluate
	CO5: Analyze the impact of cost accounting data on managerial decision-making and strategy.	Analyze

Learning Resources	
1.	Textbook: Maheshwari, S.N. & Mittal, S.N. – Cost Accounting: Theory and Problems, Mahavir Publications.
2.	Reference Books: Horngren, C.T., Datar, S.M., & Rajan, M. – Cost Accounting: A Managerial Emphasis, Pearson. Jain, I.C. & Narang, K.L. – Cost Accounting, Kalyani Publishers. Arora, M.N. – Cost and Management Accounting, Himalaya Publishing House.
3.	Journals & Periodicals: The Chartered Accountant – ICAI Cost Accounting Journal – ICMAI Journal of Cost Management Indian Journal of Accounting
4.	Other Electronic Resources: ICAI Knowledge Portal: https://www.icai.org NPTEL Courses on Cost and Management Accounting Investopedia: Cost Accounting Section YouTube Lectures by ICAI, Professors (e.g., Prof. Sanjay Welkins, Prof. M. Amanullah)

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Case Study/ Research Paper	15 marks
Presentation on Current Trends	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	1	1	1	1	1	1	1	1
CO2	1	2	1	1	1	1	1	1	1
CO3	1	1	1	1	1	1	1	1	1
CO4	1	1	1	1	3	1	1	1	1
CO5	1	1	2	1	1	2	1	1	1
Avg.	3.0	2.0	1.5	2.0	3.0	2.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3		1			3			
CO2		2							
CO3				2					
CO4					3				
CO5	3		1			3			
Avg.	3.0	2.0	1.0	2.0	3.0	3.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM302	COURSE NAME Corporate Accounting	SEMESTER III

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic knowledge of Corporate Accounting
Course Category	Core Subject
Course focus	Skills
Rationale	Corporate Accounting is vital for efficient management of resources, cost control, and strategic decision-making. In today's competitive and cost-conscious business environment, knowledge of cost accounting enables professionals to support managerial decisions, contribute to value creation, and enhance profitability.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	To Introduce students to the nature, scope, and significance of corporate accounting and the regulatory framework governing corporate financial reporting. To Familiarize students with the procedures and accounting treatments related to the issue, forfeiture, re-issue, and redemption of shares and debentures. To Equip students with the knowledge and skills required to compute the value of intangible assets like goodwill and shares using appropriate valuation techniques. To Enable students to understand and apply accounting procedures for corporate restructuring through amalgamation, absorption, and acquisition of businesses. To Train students in the preparation of final accounts for banking companies in accordance with statutory formats and disclosure norms.

Course Content	Weightage	Contact hours
Unit 1: Introduction to Corporate Accounting Corporate Accounting: Nature and Significance – Corporate Reporting – Accounting Standards, Segment Reporting, Disclosure Norms - Generally Accepted Accounting Principles (GAAP) - Conceptual Framework for preparation and Presentation of Financial Statements in line with the Companies Act, 1956 - Provisions relating to Preparation of Company Final accounts – Form of Balance Sheet - Form of Statement of Profit and Loss - Computation of Managerial Remuneration.	20%	12
Unit 2: Accounting for Share Capital and Debentures Issue of shares and debentures: Introduction - Various kinds - Forfeiture - Re-issue of forfeited shares – Rights Issues - Redemption of preference shares and debentures.	20%	12
Unit 3 Valuation of Intangible Assets and Shares Valuation of Goodwill and Shares: Methods of valuing Goodwill - Different methods of valuing shares (simple problems)	20%	12
Unit 4: Accounting for Amalgamation and Absorbtion: Acquisition of Business, Profits Prior to Incorporation, Amalgamation - Absorption and Reconstruction of a company – Calculation of Purchase Consideration – Accounting Entries – Books of Purchasing Company- Books of Vendor Company - (Inter-company holdings excluded)	20%	12
Unit 5: Accounts for Banking: Accounts of Banks: Preparation of Profit and Loss Account and Balance Sheet.	20%	12

Learning Resources	
1.	Textbook: Maheshwari, S. N., Maheshwari, S. K.,& Maheshwari, S. K. (2018). Corporate Accounting. (6th Ed.). New Delhi: Vikas Publishing House. (Latest Edition)
2.	Reference Books: Mukherjee, A., & Hanif, M. (2017). Corporate Accounting. (2nd Ed.). New Delhi: Tata McGraw Hill Education. Sehgal, A. (2012). Fundamentals of Corporate Accounting.(3rdEd.). New Delhi:Taxmann Publication. Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016). Advanced Accounts. Vol.-II. (19th Ed.). New Delhi: S. Chand Publishing.
3.	Journals & Periodicals: The Chartered Accountant The Management Accountant Journal of Accounting & Finance IUP Journal of Accounting Research and Audit Practices SCMS Journal of Indian Management Periodicals and Magazines:

	Dalal Street Investment Journal Business India Bloomberg Markets Outlook Business
4.	Other Electronic Resources: Accounting Standards at the Website of the Institute of Chartered Accountants of India. Indian Accounting Standards at the Website of the Ministry of Corporate Affairs. The Companies Act, 2013 as amended from time to time.

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	<table><tr><td>Class Participation</td><td>10 marks</td></tr><tr><td>Quiz</td><td>5 marks</td></tr><tr><td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr><tr><td>Presentation</td><td>10 marks</td></tr></table>
Course Outcomes	After successful completion of the above course, students will be able to: CO1: To Explain the fundamental concepts of corporate accounting, including corporate reporting, accounting standards, and legal provisions related to the preparation of final accounts. CO2: To Apply accounting principles to record and prepare journal entries and ledger accounts related to the issue, forfeiture, and redemption of shares and debentures. CO3: To Compute the value of goodwill and shares using various valuation methods for decision-making purposes. CO4: To Analyze and record accounting treatments related to amalgamation, absorption, and business acquisition, including the calculation of purchase consideration and journal entries. CO5: To Prepare final accounts of banking companies including Profit and Loss Account and Balance Sheet as per statutory requirements.

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3		1						
CO2		2							
CO3				2					
CO4					3				
CO5			2			2			
Avg.	3.0	2.0	1.5	2.0	3.0	2.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3		1			3			
CO2		2							
CO3				2					
CO4					3				
CO5	3		1			3			
Avg.	3.0	2.0	1.0	2.0	3.0	3.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM303	COURSE NAME Direct Taxes I	SEMESTER III

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic knowledge of accounting principles and financial statements.
Course Category	Taxation
Course focus	Skills/ Entrepreneurship
Rationale	The knowledge of direct taxes is crucial for commerce graduates aiming to pursue careers in finance, tax consultancy, auditing, or entrepreneurship. This course introduces the students to the Income Tax Act, 1961, covering the basic concepts, heads of income, and computation methods. With tax compliance becoming a key area of focus for individuals and businesses, understanding direct taxes equips students with practical knowledge applicable in a wide array of professional settings.
Course Revision/ Approval Date:	
Course Objectives (As per Bloom's Taxonomy)	To understand the basic framework and principles of the Indian Income Tax Act. To identify and classify different heads of income. To apply computation methods to determine taxable income. To analyze the tax implications of various types of income. To evaluate deductions and exemptions available under the Act.

Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to Income Tax Basic Concepts – Person, Assessee, Income, Previous Year, Assessment Year Basis of Charge	20%	9
Unit 2: Residential Status Residential Status and Incidence of Taxation. Basis of Charge Tax incidence for Individual, Hindu undivided Family and Company	20%	9
Unit 3: TDS Tax Deducated at Source in Educational Insittutions and Corporate Tax Collection at Source Advance Tax E-filling Recovery of Tax and Refund	20%	9
Unit 4: Income from Salary Definition and Features of Salary Employer - Employee Relationship Allowances – Fully Taxable, Partially Exempt Incomes exempt from Tax Perquisites – Taxable and Exempt	20%	9
Unit 5: Tax Planning & Tax Management Tax Planning Tax Management TaxAvoidance Practical Case studies	20%	9

Instructional Method and Pedagogy: (Max. 100 words)
Lectures, discussions on real-time currency markets, case studies on exchange rate fluctuations, practical sessions on forex calculations and risk management, assignments, and quizzes to enhance conceptual understanding.

Course Outcomes:	Bloom's Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Understand the basic framework and principles of the Indian Income Tax Act. CO2 :To identify and classify different heads of income. CO3 : Apply computation methods to determine taxable income. CO4 : Analyze the tax implications of various types of income. CO5 : Evaluate deductions and exemptions available under the Act.	CO1: Understand CO2: Analyze CO3: Evaluate CO4: Apply CO5: Interpret

Learning Resources	
1.	Reference Books: Students' Guide to Income Tax – Dr. Vinod K. Singhania & Dr. Monica Singhania Systematic Approach to Income Tax – Girish Ahuja & Ravi Gupta Income Tax Law and Practice – N.H. Datey Direct Taxes Law & Practice – Bhagwati Prasad
2.	Chartered Accountant Journal – ICAI Taxmann's Corporate Professionals Today Journal of Taxation
3.	Other Electronic Resources:https://www.taxmann.com/

Evaluation Scheme	Total Marks
Theory: Mid semester Marks	20 marks
Theory: End Semester Marks	40 marks
Theory: Continuous Evaluation Component Marks	

Attendance	05 marks
MCQs	10 marks
Open Book Assignment	15 marks
Article Review	10 marks
Total	40 Marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	1	1	1	1	1	1	1
CO2	1	2	1	1	1	1	1	1
CO3	1	1	1	1	1	1	1	1
CO4	1	1	1	1	2	1	1	1
CO5	1	1	3	1	1	1	1	1
Avg.	2.0	1.5	3.0	1.0	1.5	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	1	1	1
CO2	1	2	1	1	1	1	1	1
CO3	1	2	1	1	1	1	1	1
CO4	1	1	2	1	1	1	1	1
CO5	1	3	1	1	1	1	1	1
Avg.	2.0	2.3	1.5	1.0	1.0	1.0	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM304	COURSE NAME Business Economics	SEMESTER III

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic Understanding of Commerce, Business and Economics Concepts.
Course Category	Compulsory
Course focus	Employability/Skills/ Entrepreneurship
Rationale	Business economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	To provide foundational knowledge of micro and macroeconomic principles relevant to business decision-making and economic problem-solving. To analyse consumer behaviour using utility theories and demand analysis for better understanding of market dynamics and strategic pricing. To explain production and cost concepts and their application in optimizing business operations and resource allocation. To examine various market structures and understand how price and output decisions are made under different competitive environments. To introduce key macroeconomic indicators and current challenges in the Indian economy, fostering an understanding of their impact on business and economic policy.

Course Content	Weightage	Contact hours
UNIT 1: Introduction to Business Economics The Economic Problem: Scarcity and Choice, Nature and Scope Positive and Normative Economics. Scope of Study and Central Problems of Micro and Macroeconomics Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand. Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.	20%	9
UNIT 2: Consumer Behaviour Cardinal Utility in Business Decisions, Ordinal Utility Significance of Indifference curves and Budget Line in Business Decisions and Strategies, Consumer equilibrium and Corner solutions, Managerial implications of ICC and Engels Curve, PCC: Splitting of Price Effect by Hicksian Approach, Managerial implications of Income and Substitution Effects.	20%	9
UNIT 3: Production and Cost Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium. Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves.	20%	9
UNIT 4: Market Structure Concept of Market and Main Forms of Market. Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly	20%	9
UNIT 5: National Income and Various Indian Economy Challenges Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income.	20%	9

A Brief Introduction of Indian Economy - Pre-and Post Independence. Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic Business Environment, Trade with Various Nations, Sustainable Economic Development.		

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define and remember fundamental concepts of micro and macroeconomics, including scarcity, choice, demand, supply, and national income.	Remember
CO2: Understand consumer behavior theories, production principles, and cost structures to interpret business decision-making contexts.	Understand
CO3: Apply demand and supply models, utility theories, and cost functions to analyze real-world business scenarios and pricing strategies.	Apply
CO4: Analyze different market structures and their implications on pricing, output decisions, and competition strategies in various industries.	Analyze
CO5: Evaluate economic challenges and policy frameworks in the context of the Indian economy	Evaluate

Learning Resources	
1.	Textbook: H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi

2.	Reference Books: Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000) Hirchey .M., Managerial Economics, Thomson South western (2003) Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001) Frank R.H, Bernanke.B.S.,Principles of Economics (Tata McGraw Hill (ed.3) Gregory Mankiw., Principles of Economics, Thomson South western (2002) Samuelson &Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002) Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004) Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000) Hirchey .M., Managerial Economics, Thomson South western (2003) Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001) Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3) Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint) Samuelson &Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002) Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)
3.	Journals & Periodicals: Journal of Business Economics Journal of Economics and Business Business and Economics Journal Business Economics
4.	Other Electronic Resources: Harvard Business Review

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

MCQ Quiz	10 marks
Open Book Assignment	15 marks
Article Review	10 marks
Attendance	5 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	1	1	1	1	1	1	1	1
CO2	1	2	1	1	1	1	1	1	1
CO3	1	1	1	2	1	1	1	1	1
CO4	1	1	1	1	3	1	1	1	1
CO5	1	1	2	1	1	2	1	1	1
Avg.	3.0	2.0	1.5	2.0	3.0	2.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	3	1	1	1
CO2	1	2	1	1	1	1	1	1	1
CO3	1	1	1	2	1	1	1	1	1
CO4	1	1	1	1	3	1	1	1	1
CO5	3	1	1	1	1	3	1	1	1
Avg.	3.0	2.0	1.0	2.0	3.0	3.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBA304	**COURSE NAME Management Information System (MIS)**	**SEMESTER III**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic understanding of business operations and management. Familiarity with basic concepts of information technology and systems.
Course Category	Skill Enhancement
Course focus	Employability/Skills/ Entrepreneurship
Rationale	The course aims to provide students with comprehensive knowledge and practical skills in managing information systems (MIS), database management, information system applications, and project management using modern tools and methodologies. Students will learn to analyze, design, and implement effective MIS solutions in various business contexts.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the basic concepts of MIS, DBMS, and emerging business trends CO2: Understand the components of IT infrastructure and the role of MIS in decision-making and business processes. CO3: Design project management methodologies and agile techniques (e.g., SCRUM) to information systems. CO4: Evaluate the advantages and limitations of new technologies and business models such as e-commerce, BPO, and KPO.

	CO5: Analyze the structure of database management systems and evaluate their role in data processing and information management.

Course Content	Weightage	Contact hours
UNIT 1: Fundamentals concepts of MIS Basics concepts of MIS/ Types of MIS, Dimension and components of IS, Benefits of MIS, IT infrastructure, and IT infrastructure evolution, Components of IT infrastructure, New approaches for system building in the digital firm era	25%	15
UNIT 2: Database management system: Objectives of database approach- Characters of database Management systems data processing system- Components of DBMS packages - Database administration- Entity – Relationship (conceptual)	25%	15
UNIT 3: Information system applications: MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge-Based Expert System - Enterprise Model System and E-Business, E-Commerce, E-communication, Business Process Reengineering.	25%	15
UNIT 4: Managing Projects Objectives of project management, Fundamentals of project management information systems with agile methodologies - Introduction of SCRUM, Roles and meetings, User stories, Project risk, Controlling risk factors, Ethical, social, and political issues in the information era.	25%	15

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the basic concepts of MIS, DBMS, and emerging business trends	Define

CO2: Understand the components of IT infrastructure and the role of MIS in decision-making and business processes	Understand
CO3: Design project management methodologies and agile techniques (e.g., SCRUM) to information systems.	Design
CO4: Evaluate the advantages and limitations of new technologies and business models such as e-commerce, BPO, and KPO.	Evaluate
CO5: Analyze the structure of database management systems and evaluate their role in data processing and information management.	Analyze

Learning Resources	
1.	Textbook: 1. Laudon, K. C., & Laudon, J. P.. Management information systems: managing the digital firm. Fifteenth Edition. Pearson. 2. Coronel, C., & Morris, S.. Database systems: design, implementation, & management. Cengage Learning. 3. Olson, D. . Information systems project management (First;1; ed.). US: Business Expert Press. 4. Schiel, J. The ScrumMaster Study Guide. Auerbach Publications. 5. The Scrum Master Guidebook: A Reference for Obtaining Mastery" , CHANDAN LAL PATARY 6. Scrum: The Art of Doing Twice the Work in Half the Time", Jeff Sutherland, J.J. Sutherland 7. Stair, R., & Reynolds, G. Fundamentals of information systems. Cengage Learning.
2.	Reference Books: Management Information Systems: Managing the Digital Firm by Kenneth C. Laudon & Jane P. Laudon Database Management Systems by Raghu Ramakrishnan and Johannes Gehrke Information Systems for Managers: Texts and Cases by G. Shainesh, V. G. Narayan Modern Project Management: Providing the Skills to Lead Projects to Success by James P. Lewis
3.	Journals & Periodicals: Journal of Management Information Systems https://www.jmis-web.org/ Information Systems Research https://pubsonline.informs.org/journal/isre MIS Quarterly https://misq.aisnet.org/ Journal of Database Management https://www.igi-global.com/journal/journal-database-management/1134 International Journal of Project Management https://www.journals.elsevier.com/international-journal-of-project-management
4.	Other Electronic Resources: Google Scholar https://scholar.google.com/ ScienceDirect https://www.sciencedirect.com/ IEEE Xplore Digital Library https://ieeexplore.ieee.org/ JSTOR https://www.jstor.org/ ResearchGate https://www.researchgate.net/

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Case Study/ Research Paper	15 marks
Presentation on Current Trends	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	1	1	1	1	1	4
CO2	1	3	1	1	2	3	1	2	1
CO3	2	1	1	1	1	1	1	1	2
CO4	4	2	1	5	1	2	1	3	1
CO5	1	1	1	2	1	1	4	1	1
Avg.	2.3	2.5	1.0	2.7	1.5	2.5	2.5	2.5	3.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	2	1	1	5	1	1	1
CO2	0	3	1	1	1	1	1	1	4
CO3	1	1	3	1	2	3	1	2	1
CO4	1	3	1	1	1	1	1	1	1
CO5	1	1	1	5	1	2	1	3	1
Avg.	0.7	2.7	2.0	3.0	1.5	3.3	1.0	2.5	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBA305	**COURSE NAME Indian Systems of Health and Wellness**	**SEMESTER III**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
15	0	15	30	1	0	1	2

Course Pre-requisites	Basic understanding of health, wellness, and cultural studies. Familiarity with the concepts of traditional medicine and holistic health approaches
Course Category	Multi-Disciplinary Elective
Course focus	Employability/Skills/ Entrepreneurship
Rationale	1. To understand the importance of a healthy lifestyle 2. To familiarize students with physical and mental health 3. To create an awareness of various lifestyle-related diseases 4. To provide an understanding of stress management
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the historical foundations and key principles of various Indian systems of health and wellness, such as Ayurveda, Yoga, Unani, and Siddha. CO2: Understand the relationship between mind, body, and spirit in the context of Indian wellness traditions. CO3: Design Ayurvedic principles to daily lifestyle and nutrition choices for optimal health and wellness. CO4: Evaluate the role of Indian systems of health in promoting wellness in modern society. CO5: Analyze the effectiveness of Indian wellness practices in addressing modern health challenges.

Course Content	Weightage	Contact hours

UNIT 1: Introduction to Health & Wellness Definition of Health Importance of health in everyday life Components of health – physical, social, mental, spiritual and its relevance Concept of wellness Mental health and wellness Determinants of health behaviour	25%	7
UNIT 2: Mind Body and Well-Being Mind-body connection in health – concept and relation Implications of mind-body connection Wellbeing – why it matters? Digital wellbeing	25%	8
UNIT 3: Deficiency & Diseases Malnutrition, undernutrition and overnutrition Body system and common diseases Sedentary lifestyle and risk of disease Modern lifestyle and associated health risks	25%	7
UNIT 4: Indian system of well being Health beliefs of India Health systems in India – AYUSH. Perspective of Indigenous people towards health Happiness and well-being in India	25%	8

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the historical foundations and key principles of various Indian systems of health and wellness, such as Ayurveda, Yoga, Unani, and Siddha	Define
CO2: Understand the relationship between mind, body, and spirit in the	Understand

context of Indian wellness traditions.	
CO3: Design Ayurvedic principles to daily lifestyle and nutrition choices for optimal health and wellness.	Design
CO4: Evaluate the role of Indian systems of health in promoting wellness in modern society.	Evaluate
CO5: Analyze the effectiveness of Indian wellness practices in addressing modern health challenges.	Analyze

Learning Resources	
1.	Textbook: Indian Systems of Health and Wellness by Dr. Chandan Raj SM, Rashmin MG Prakash Publication
2.	Reference Books: Carr, A. Positive Psychology: The science of happiness and human strength. UK: Routledge C. Nyambichu & Jeff Lumiri, Lifestyle Disease: Lifestyle Disease management
3.	Journals & Periodicals: Indian Journal of Health and Wellbeing (IJHW) Journal of Ayurveda and Holistic Medicine (JAHM) Journal of Indian System of Medicine
4.	Other Electronic Resources: Traditional Knowledge Digital Library (TKDL): AYUSH Digital Initiatives eBooks - NML-ERMED Consortium

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Case Study/ Research Paper: 15 marks Presentation on Current Trends: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	1	1	4	1	1	1
CO2	1	3	1	3	1	2	1	3	1
CO3	3	2	1	2	2	1	2	1	2
CO4	1	1	4	1	1	3	1	1	1
CO5	1	1	2	1	3	1	1	4	1
Avg.	1.7	2.5	2.3	2.5	2.0	3.0	1.5	2.7	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	1	1	4	1	1	1
CO2		3	1	3	1	2	1	3	1
CO3	3	2		2	2	1	2	1	2
CO4	1	1	4	1	1	3	1	1	1
CO5	1	1		2	1	1	3	1	4
Avg.	2.0	2.0	2.5	2.3	1.5	3.0	2.0	2.0	2.3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE AECC301	**COURSE NAME Entrepreneurship Development**	**SEMESTER III**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	2

Course Pre-requisites	Domain knowledge of business and startups
Course Category	Ability Enhancement
Course focus	Employability/Skills/ Entrepreneurship
Rationale	The rationale for the "Entrepreneurship Development" course is to empower students to become proactive, innovative, and self-reliant in a dynamic economic landscape. By nurturing entrepreneurial thinking, the course prepares students to identify opportunities, contribute to economic growth, generate employment, and drive societal Change throogh sustainable and impactful business ventures.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define key concepts and principles of entrepreneurship, including innovation, risk management, and value creation. CO2: Understand the processes and challenges involved in identifying opportunities and transforming ideas into viable businesses. CO3: Design comprehensive business plans that include market analysis, financial planning, and operational strategies. CO4: Evaluate the feasibility and potential impact of entrepreneurial ventures through critical assessment of resources and risks. CO5: Analyze successful entrepreneurial case studies to derive insights and strategies for real-world application.

Course Content	Weightage	Contact hours
UNIT 1. Introduction to Entrepreneurship: Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship. Entrepreneurial Motivation.	20%	6
UNIT 2: Starting the Venture Creativity and Entrepreneurship, Steps in Creativity; Product Design & Influencing Factors (Legal, Ethical & Environmental); Generating business idea–sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis;	20%	6
UNIT 3: Feasibility Study (Non-Financial Aspects) Market feasibility, Technical feasibility, operational feasibility ,Legal feasibility, Human Resource Feasibility, Supply Feasibility.	20%	6
UNIT 4: Feasibility Study (Financial Aspects) Cost classification- Fixed vs. Variable; Cost Determination- Material, Labour, Overheads; Product Profitability- Concepts of Break-even, Margin of Safety, Angle of Incidence, Key-factor, Profit-Volume ratio; Balance Sheet & Profit & Loss Account- Concepts & Structure; Budgeting; Financing Schemes from Government, specially schemes for women; Venture Capital & Angel Investing.	20%	6
UNIT 5: Detailed Project Report & Business Plan Project Report- components; Preparation of Business Plan; Pitching the Business Plan, Attracting Angel Investors. (A group of THREE students will prepare a DPR, and Business Plan on selected product or service in the course as a Project/Assignment)	20%	6

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define key concepts and principles of entrepreneurship, including innovation, risk management, and value creation.	Define
CO2: Understand the processes and challenges involved in identifying opportunities and transforming ideas into viable businesses.	Understand
CO3: Design comprehensive business plans that include market analysis, financial planning, and operational strategies.	Design
CO4: Evaluate the feasibility and potential impact of entrepreneurial ventures through critical assessment of resources and risks.	Evaluate
CO5: Analyze successful entrepreneurial case studies to derive insights and strategies for real-world application.	Analyze

Learning Resources	
1.	Textbook: Entrepreneurship Development" by S.S. Khanka Entrepreneurship" by Robert D. Hisrich, Michael P. Peters, and Dean A. Shepherd
2.	Reference Books: 1. Entrepreneurship Development and Management" by Vasant Desai "Small Business Management: Launching and Growing Entrepreneurial Ventures" by Justin G. Longenecker, Carlos W. Moore, and J. William Petty "Entrepreneurship and Innovation" by Josee Bloch and Colin G. Campbell
5.	Journals & Periodicals: Journal of Business Venturing (Elsevier) Entrepreneurship Theory and Practice (Wiley) Small Business Economics (Springer)
6.	Other Electronic Resources: Harvard Business Review

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Case Study/ Research Paper	15 marks
Presentation on Current Trends	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	1	2	1	1	1	1
CO2	1	3	1	2	1	3	1	3	1
CO3	2	1	3	1	1	1	2	1	1
CO4	1	1	1	1	1	1	1	1	1
CO5	3	2	1	1	3	1	1	1	2
Avg.	2.0	2.5	3.0	1.5	2.0	2.0	1.5	2.0	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	3	1	1	1	1	3
CO2	3	1	1	1	3	1	3	1	1
CO3	1	1	1	1	1	2	1	1	1
CO4	4	1	1	1	1	1	1	1	4
CO5	1	1	4	1	1	1	1	2	1
Avg.	3.5	1.5	2.5	2.0	2.0	1.5	2.0	1.5	3.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE VACC-302	COURSE NAME Communicative English & Employability Skills (Intermediate Communication & Presentation Skills)	SEMESTER 3

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Pre-requisites	
Course Category	Skill Enhancement / Employability Development
Course focus	Employability/Skills/ Entrepreneurship
Rationale	To develop oral communication and presentation skills essential for professional and group settings.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define elements of effective public speaking. CO2: Understand the dynamics of group discussions and debates. CO3: Design structured and coherent short speeches. CO4: Evaluate presentation content and body language. CO5: Analyze the use of tone, pace, and vocabulary in verbal communication

Course Content	Weightage	Contact hours
UNIT 1: Communicative English practice exercises on nouns, verbs, adjectives, adverbs; Public Speaking & Body Language , Presentation techniques, posture, tone and eye contact, Language for Presentations.	20%	10
UNIT 2: Vocabulary for Group Discussions and Meetings, Polite disagreement, suggestions, turn-taking. Reading at Intermediate level. Group discussions and debates	20%	10
UNIT 3: Basic business Communication Writings, Format, Email, Report, Short Messages and Proposal writings. Employability skills including Resilience, handling criticism, problem-solving skills	20%	10

Learning Resources	
1	Textbook: Presentation Skills for Students by Joan van Emden & Lucinda Becker
2	Reference Books: Public Speaking for Success by Dale Carnegie Developing Communication Skills by Krishna Mohan & Meera Banerji English for Presentations by Marion Grussendorf (Oxford Business English)
3	Journals & Periodicals: Journal of Business Communication Harvard Business Review (Communication section)
4	Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100
End Semester Marks	40 marks
Continuous Evaluation 60 marks	Class Participation 20 marks Quiz 5 marks Skill Enhancement activities/ Case Study/ Report Writing 25 marks Presentation 10 marks
Course Outcomes	Students will be able to deliver clear and structured public speeches with effective body language. Students will participate confidently in group discussions and collaborative tasks. Students will write basic professional emails, reports, and proposals. Students will assess communication effectiveness using appropriate vocabulary and tone. Students will enhance verbal fluency and articulation for academic and professional settings.

Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM401	COURSE NAME Auditing Standards in India	SEMESTER IV

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic accounting knowledge Understanding of financial statements
Course Category	Core Course
Course focus	
Rationale	This course is essential for commerce students as it provides a strong foundation in auditing principles and practices, ensuring they understand the framework under which audits are conducted in India. It prepares students for careers in auditing, accounting, and finance by equipping them with the knowledge of auditing standards and their application.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Define: Students will be able to define key terms and concepts related to auditing standards. Understand: Students will be able to understand the objectives and applicability of different Standards on Auditing. Apply: (Note: "Apply" is between Understand and Analyze in Bloom's Taxonomy. While "Design" is given, "Apply" is more fitting based on the syllabus content) Students will be able to apply auditing standards to specific audit scenarios. Analyze: Students will be able to analyze the implications of auditing standards on the audit process. Evaluate: Students will be able to evaluate the appropriateness of audit evidence and audit reports based on auditing standards.

Course Content	Weightage	Contact hours
UNIT 1: Standards on Auditing: Introduction. Introduction AASB: Brief History Objective of AASB Composition of AASB Terms of Member Working of AASB	20%	12
UNIT 2:Standards on Auditing concern with General Principal & Responsibility. SA 200 SA 210 SA 220 SA 230 SA 240 SA 250 SA 299	20%	12
UNIT 3: Standards on Auditing concern With risk assessment & response to assessed risk SA300 SA 315 SA 320	20%	12
UNIT 4: Standards on concern with Audit evidence & using work of others. SA 500 SA 501 SA 505 SA 510 SA 520 SA 530 SA 550 SA 560 SA 570 SA 580 SA 610	20%	12
UNIT 5: Standards on Auditing concern with Conclusion & Reporting. SA 700 SA 701 SA 705 SA 706 SA 710	20%	12

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted	
CO1: Students will be able to define the fundamental concepts and principles of auditing standards.	Define
CO2: Students will be able to understand the requirements and guidance provided by various Standards on Auditing (SAs).	Understand
CO3:Students will be able to apply relevant auditing standards to different stages of the audit process.	Design
CO4:Students will be able to evaluate audit evidence and reporting in accordance with the Standards on Auditing.	Evaluate
CO5: Students will be able to analyze the impact of auditing standards on the auditor's responsibilities and judgments.	Analyze

Learning Resources	
1.	Textbook: Auditing and Assurance" by Aruna Jha, Taxmann Publications "Principles and Practice of Auditing" by Dinkar Pagare by Sultan Chand & Sons
2.	Reference Books: Standards on Auditing" published by the Institute of Chartered Accountants of India (ICAI) Auditing Principles and Practice" by Ravinder Kumar and Virender Sharma, published by PHI Learning.
3.	Journals & Periodicals: The Chartered Accountant (Journal of the ICAI) Auditing: A Journal of Practice & Theory International Journal of Auditing by Wiley Publishing house Journal of Accountancy by American Institute of CPAs
4.	Other Electronic Resources: icai.org

	mca.gov.in rbi.org.in sebi.gov.in Thomson Reuters Checkpoint: Provides access to accounting and auditing literature, standards, and guidance. Wolters Kluwer CCH ProSystem fx Knowledge Coach: Offers audit tools and resources.

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	1	1	1	1	1	1	1	1
CO2	1	2	1	1	1	1	1	1	1
CO3	1	1	1	2	1	1	1	1	1
CO4	1	1	1	1	3	1	1	1	1
CO5	1	1	2	1	1	2	1	1	1
Avg.	3.0	2.0	1.5	2.0	3.0	2.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	1	1	1	1
CO2	1	2	1	1	1	1	1	1	1
CO3	1	1	1	2	1	1	1	1	1
CO4	1	1	1	1	3	1	1	1	1
CO5	1	1	2	1	1	2	1	1	1
Avg.	3.0	2.0	1.5	2.0	3.0	2.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE **BCOM402**	**COURSE NAME** **Direct Taxes II**	**SEMESTER** **IV**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic knowledge of accounting principles and financial statements.
Course Category	Taxation
Course focus	Employability
Rationale	The knowledge of direct taxes is crucial for commerce graduates aiming to pursue careers in finance, tax consultancy, auditing, or entrepreneurship. This course introduces the students to the Income Tax Act, 1961, covering the basic concepts, heads of income, and computation methods. With tax compliance becoming a key area of focus for individuals and businesses, understanding direct taxes equips students with practical knowledge applicable in a wide array of professional settings.
Course Revision/ Approval Date:	
Course Objectives (As per Bloom's Taxonomy)	· To understand the basic framework and principles of the Indian Income Tax Act. To identify and classify different heads of income. To apply computation methods to determine taxable income. To analyze the tax implications of various types of income. To evaluate deductions and exemptions available under the Act.

Course Content (Theory)	Weightage	Contact hours

UNIT 1: Income from House Property . Annual Value – Computation Self-occupied and Let-out Properties Deductions under Section 24 Unrealized Rent and Recovery	20%	12
UNIT 2: Profits and Gains from Business or Profession Meaning of Business and Profession Deductions and Allowable Expenses	20%	12
UNIT 3: Profits and Gains from Business or Profession Disallowed Expenses Depreciation	20%	12
UNIT 4: Capital Gains Short-term and Long-term Capital Gains Transfer of Capital Asset Exemptions under Section 54, 54EC, 54F	20%	12
UNIT 5: Income from Other Sources 1. General and Specific Incomes under Other Sources	20%	12

Instructional Method and Pedagogy: (Max. 100 words) Lectures, discussions on real-time currency markets, case studies on exchange rate fluctuations, practical sessions on forex calculations and risk management, assignments, and quizzes to enhance conceptual understanding.

Course Outcomes:	Bloom's Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Understand the basic framework and principles of the Indian Income Tax Act. CO2 :To identify and classify different heads of income. CO3 : Apply computation methods to determine taxable income. CO4 : Analyze the tax implications of various types of income. CO5 : Evaluate deductions and exemptions available under the Act.	CO1: Understand CO2: Analyze CO3: Evaluate CO4: Apply CO5: Interpret

Learning Resources	
1.	Reference Books: Students' Guide to Income Tax – Dr. Vinod K. Singhania & Dr. Monica Singhania Systematic Approach to Income Tax – Girish Ahuja & Ravi Gupta Income Tax Law and Practice – N.H. Datey Direct Taxes Law & Practice – Bhagwati Prasad
2.	Chartered Accountant Journal – ICAI Taxmann's Corporate Professionals Today Journal of Taxation
3.	Other Electronic Resources:https://www.taxmann.com/

Evaluation Scheme	Total Marks	
Theory: Mid semester Marks	20 marks	
Theory: End Semester Marks	40 marks	
Theory: Continuous Evaluation Component Marks	Class Participation	10 marks
	Quiz	5 marks
	Case Study/ Research Paper	15 marks
	Presentation on Current Trends	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	1	1	1	1	1	1	1
CO2	1	1	1	1	3	1	1	1
CO3	1	1	1	1	3	1	1	1
CO4	1	2	1	1	1	1	1	1
CO5	1	1	2	1	1	1	1	1
Avg.	3.0	2.0	1.5	1.0	3.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	1	1	1
CO2	1	1	1	1	1	1	1	1
CO3	1	3	1	1	1	1	1	1
CO4	1	1	1	3	1	1	1	1
CO5	1	1	3	1	1	1	1	1
Avg.	3.0	3.0	2.0	2.0	1.0	0	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM403	COURSE NAME Management Accounting	SEMESTER IV

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Fundamental Knowledge of Management Accounting Understanding Basic Mathematical and Analytical Skills Familiarity with financial instruments and markets is desirable.
Course Category	Core
Course focus	Emphasizes the role of accounting information in facilitating managerial decisions related to planning, controlling, and directing business operations. Focuses on understanding cost structures, cost behavior, and the application of cost data in decision-making and performance evaluation. Covers the preparation and use of budgets and forecasts as tools for strategic planning, resource allocation, and financial control. Explores the use of key performance indicators, variance analysis, and responsibility accounting to monitor and improve organizational performance.
Rationale	This syllabus equips students with the analytical tools and techniques necessary for effective planning, control, and decision-making within organizations. By integrating financial and non-financial data, it enhances strategic thinking, resource optimization, and performance evaluation, thereby enabling informed managerial decisions in dynamic and competitive business environments.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	To understand fundamental concepts, terms, and techniques of management accounting relevant to planning, control, and decision-making. To explain the role of management accounting in organizational strategy and performance evaluation. To apply various management accounting tools such as budgeting, variance analysis, and cost-volume-profit analysis in real business

	scenarios. To analyze financial and non-financial information for internal decision-making, risk assessment, and resource optimization. To critically evaluate contemporary management accounting practices and recommend strategic solutions for business improvement.

Course Content	Weightage (%)	Contact hours
UNIT 1 Introduction to Management Accounting: Meaning, Definition, Importance in Business Decisions, Comparison of Management Accounting with Financial Accounting and Cost Accounting, Classification of Costs in relation to business decisions. Marginal Costing and Break-Even Analysis: Basic Concepts, Marginal Costing and Absorption Costing, Cost-Volume-Profit Analysis, Break-Even Analysis, Limitations of Break-Even Analysis, Differential Cost Analysis and Relevant Cost Analysis, Application for Management Decision Making.	25	12
UNIT 2 Activity Based Costing: Definition, Meaning, Objectives, Steps in Activity Based Costing, Cost Pools and Cost Drivers, Activity Based Information and Decision making. Service Costing: Meaning, Definition, Application, Identification of Cost Unit, Cost Determination and Cost Control.	25	14
UNIT 3 Uniform Costing and Inter Firm Comparison Budgetary Control: Basic Concepts-Functional Budgets and Master Budgets, Preparation of Flexible Budget, Zero Based Budgeting.	15	12
UNIT 4 Standard Costing: Concept, Uses/Advantages and Establishing a Standard Costing system, Variance analysis, Interpretation and Investigation of variances.	25	14
UNIT 5 Emerging Trends in Management Accounting: Evolving role of management accounting in dynamic business environments, Strategic Management Accounting (SMA), Sustainability and Environmental Management Accounting and Performance Management Innovations.	10	08

Class Participation	10 marks
Quiz	5 marks
Skill Enhancement activities/ Case Study/ Research Paper	15 marks
Presentation	10 marks

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted	
CO1: Define investment concepts	Define
CO2: Understand evaluation of equity and fixed income securities	Understand
CO3: Design optimal portfolios	Design
CO4: Evaluate and perform fundamental and technical analysis	Evaluate
CO5: Analyze derivatives and market efficiency	Analyze

Learning Resources	
1.	Reference Books: M.N Arora:A Text book of Cost Accounting (Vikas Publishing House Ltd.) M.N Arora:Cost Accounting–Principles and Practice (Vikas Publishing House Ltd.) Ravi M. Kishore : Cost & Management Accounting (Taxmann Publications) Jawaharlal Lal&SeemaSrivastava: Cost Accounting (Tata McGraw-Hill Publishing Co.Ltd) Colin Drury : Management and Cost Accounting (Taxmann Publications) Khan &Jain :Management Accounting (Tata McGraw-Hill Publishing Co.Ltd.) Jain S.P &Narang K L: Cost Accounting (Kalyani Publishers)
2.	Journals & Periodicals: Journal of Cost Management Indian Journal of Accounting

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks

Course Outcomes	To understand fundamental concepts, terms, and techniques of management accounting relevant to planning, control, and decision-making. To explain the role of management accounting in organizational strategy and performance evaluation. To apply various management accounting tools such as budgeting, variance analysis, and cost-volume-profit analysis in real business scenarios. To analyze financial and non-financial information for internal decision-making, risk assessment, and resource optimization. To critically evaluate contemporary management accounting practices and recommend strategic solutions for business improvement.

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	1	1	1	1	1	1	1	1
CO2	1	2	1	1	1	1	1	1	1
CO3	1	1	1	2	1	1	1	1	1
CO4	1	1	1	1	3	1	1	1	1
CO5	1	1	2	1	1	2	1	1	1
Avg.	3.0	2.0	1.5	2.0	3.0	2.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	1	1	1	1
CO2	1	2	1	1	1	1	1	1	1
CO3	1	1	1	2	1	1	1	1	1
CO4	1	1	1	1	3	1	1	1	1
CO5	1	1	2	1	1	2	1	1	1
Avg.	3.0	2.0	1.5	2.0	3.0	2.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM404	**COURSE NAME Insurance Theory and Practices**	**SEMESTER IV**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic understanding of commerce or business studies at the senior secondary or undergraduate level. Familiarity with financial terminology and concepts is helpful but not mandatory.
Course Category	Category: Elective Level: Undergraduate
Course focus	This course focuses on providing foundational knowledge about the insurance industry, including the regulatory framework, different types of insurance products, historical developments, and current trends in India. It emphasizes both conceptual clarity and practical insights into insurance operations and services.
Rationale	With increasing awareness of financial planning and risk management, insurance has become a vital part of individual and corporate strategies. This course introduces students to the importance and functioning of insurance as a financial tool and as an essential service in economic and industrial development. It prepares students for careers in insurance, banking, and financial services, or for further study in risk and financial management.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Define: Define key terms like insurance, reinsurance, principles, types of insurance Understand: Understand historical developments, IRDA's role, nationalization of insurance. Design: Design insurance plans based on individual or business needs Evaluate: Evaluate policies, reforms, and claims processing Analyze: Analyze documents, clauses, policies, and product trends

Course Content	Weightage	Contact hours
UNIT 1: INTRODUCTION TO INSURANCE Definition, Importance and Principles of Insurance- Role of Insurance in Development of Industry and Commerce - Difference between Life and General Insurance.	20%	12
UNIT 2: INSURANCE IN INDIA: PRE-REFORM Historical Evolution of Life & General Insurance Business in India- Nationalization of Life Insurance Business (1956) and General Insurance Business (1972) - Post Nationalization Scenario of Insurance Business in India.	20%	12
UNIT 3: INSURANCE IN INDIA – POST REFORM PERIOD Malhotra Committee Recommendations- Establishment of IRDA; Its Constitution, Objectives, Major Functions & Powers, Duties & Obligations- Present Insurance Scenario Including Growth of Insurance Industry in India.	20%	12
UNIT 4: INSURANCE PRODUCTS: Life Insurance Products in India: Term Insurance, Whole Life Insurance, Endowment Insurance, Group Insurance, Annuities, Unit Linked Policies. Riders, Premium Calculation, Concept of Surrender Value, Claims: Death and Maturity Claims.	20%	12
UNIT 5: GENERAL INSURANCE PRODUCTS IN INDIA Fire Insurance Policies: Standard Fire Insurance Policy and Special Peril Policy- Marine Insurance Policies and Products- Misc. Insurance Policies -Current Trends and Issues.	20%	12

Instructional Method and Pedagogy:
The course will adopt a blended pedagogy incorporating interactive lectures for conceptual clarity, supported by real-life case studies to understand regulatory and historical developments. Group discussions and role plays will foster active learning, particularly in claims processing and policy evaluation. Presentations and quizzes will reinforce insurance principles and product features, while projects will encourage critical thinking on current trends and reforms in the insurance sector. Practical exposure to insurance documents and sample policies will enhance application-based understanding across both life and general insurance domains, ensuring industry-relevant learning outcomes.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define key concepts, principles, and types of insurance.	Define
CO2: Understand the evolution, regulatory framework, and role of insurance in the Indian economy.	Understand
CO3: Design suitable insurance plans based on customer requirements and risk profiles.	Design
CO4: Evaluate different insurance products, claim processes, and regulatory practices.	Evaluate
CO5: Analyze current trends, reforms, and issues in the insurance industry.	Analyze

Learning Resources	
1.	Textbook: Dr. P. Periasamy – Principles and Practice of Insurance, Himalaya Publishing House
2.	Reference Books: M. N. Mishra & S. B. Mishra – Insurance: Principles and Practice, S. Chand & Co. Kaninika Mishra – Fundamentals of Life Insurance: Theories and Applications, PHI Learning G. Krishna Swamy – A Textbook on Principles and Practices of Life Insurance, Excel Books D.C. Srivastava & Shashank Srivastava – Indian Insurance Industry: Transition and Prospects, New Century Publications
3.	Journals & Periodicals: The Journal of Risk and Insurance – Published by the American Risk and Insurance Association The IRDAI Journal – Monthly journal by Insurance Regulatory and Development Authority of India Asia Insurance Review – Covers latest insurance news and trends in Asia-Pacific region The Economic Times – Insurance Section – Industry news and updates Insurance Chronicle (ICFAI) – Academic and practical perspectives on insurance topics
4.	Other Electronic Resources: IRDAI Official Website: www.irdai.gov.in

	(For latest regulatory updates, industry reports, guidelines, and policy documents) Insurance Institute of India: www.insuranceinstituteofindia.com (Courses, certification programs, and study material) NPTEL Courses on Insurance and Risk Management: nptel.ac.in (Video lectures and modules by IITs and IIMs) Statista: www.statista.com – Insurance Statistics Section (For data and reports on insurance market trends and performance) ResearchGate & Google Scholar – Access to academic papers, articles, and research on insurance topics

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Skill Enhancement activities/ Case Study/ Research Paper	15 marks
Presentation	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	1	1	1	1	1	1	1	1
CO2	1	2	1	1	1	1	1	1	1
CO3	1	1	1	2	1	1	1	1	1
CO4	1	1	1	1	3	1	1	1	1
CO5	1	1	2	1	1	2	1	1	1
Avg.	3.0	2.0	1.5	2.0	3.0	2.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	3	1	1	1
CO2	1	2	1	1	1	1	1	1	1
CO3	1	1	1	2	1	1	1	1	1
CO4	1	1	1	1	3	1	1	1	1
CO5	3	1	1	1	1	3	1	1	1
Avg.	3.0	2.0	1.0	2.0	3.0	3.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBA405	**COURSE NAME** **Design Thinking and Innovation**	**SEMESTER IV**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
15	0	15	30	1	0	1	2

Course Pre-requisites	Students should have a basic understanding of problem-solving techniques and critical thinking. Familiarity with business concepts and customer-centric approaches is recommended but not mandatory.
Course Category	Skill Enhancement
Course focus	Innovative Problem-Solving :This course focuses on design thinking to foster innovation and solve problems. Students will learn a step-by-step process—empathizing, defining, ideating, prototyping, and implementing solutions—while emphasizing customer needs. Practical projects, real-world examples, and feedback integration will enhance their ability to create innovative solutions.
Rationale	Operating under turbulent and uncertain business environment, 'innovation' has become the key driver of organizational success for all companies. Managers are expected to be leading this change by navigating companies into rapid evolution of new products/services and business models. The primary focus of DTI is to help learners develop creative thinking skills and apply design based approaches/tools for identifying and implementing innovation opportunities into implementable projects. Following a learning-by-doing approach, the objectives of the course are – 1. Introduce students to design-based thinking approach to solve problems 2. Observe and assimilate unstructured information to well framed solvable problems 3. Introduce students to templates of ideation 4. Understand the importance of prototyping in the innovation journey 5. Implementing innovation projects
Course Revision/ Approval Date:	

Course Objectives (As per Blooms' Taxonomy)	CO1: Define the concept of innovation, design thinking, and its significance in creating customer-centric solutions. CO2: Understand the ability to empathize, observe, and define problems using design tools and techniques. CO3: Design ideation techniques like brainstorming and systems thinking to create innovative solutions. CO4: Evaluate skills for prototyping, testing, and implementing solutions in real-world scenarios. CO5: Analyze solutions through feedback, redesign, and final presentation, focusing on user experience and creative problem-solving

Course Content	Weightage	Contact hours
UNIT 1: Basics of Design Thinking Understand the concept of innovation and its significance in business Understanding creative thinking process and problem-solving approaches Know the Design Thinking approach and its objective Design Thinking and customer centricity – real-world examples of customer challenges, use of Design Thinking to Enhance Customer Experience, Parameters of Product experience, Alignment of Customer Expectations with Product. Discussion of a few global success stories like AirBnB, Apple, IDEO, Netflix etc. Explain the four stages of Design Thinking Process – Empathize, Define, Ideate, Prototype, Implement	25%	7
UNIT 2: Learning to Empathize and Define the Problem Know the importance of empathy in innovation process – how can students develop empathy using design tools Observing and assimilating information Individual differences & Uniqueness Group Discussion and Activities to encourage the understanding, acceptance and appreciation of individual differences. 4. What are wicked problems 5. Identifying wicked problems around us and the potential impact of their solutions	25%	8

UNIT 3: Ideate, Prototype and Implement Know the various templates of ideation like brainstorming, systems thinking Concept of brainstorming – how to reach a consensus on wicked problems 3. Mapping customer experience for ideation Know the methods of prototyping, the purpose of rapid prototyping. Implementation	25%	7
UNIT 4: Feedback, Re-Design & Re-Create Feedback loop, focus on User Experience, address ergonomic challenges, user-focused design Final concept testing, Final Presentation – Solving Problems through innovative design concepts & creative solution	25%	8

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the concept of innovation, design thinking, and its significance in creating customer-centric solutions	Define
CO2: Understand the ability to empathize, observe, and define problems using design tools and techniques.	Understand
CO3: Design ideation techniques like brainstorming and systems thinking to create innovative solutions.	Design
CO4: Evaluate skills for prototyping, testing, and implementing solutions in real-world scenarios.	Evaluate
CO5: Analyze solutions through feedback, redesign, and final presentation, focusing on user experience and creative problem-solving	Analyze

Learning Resources	
1.	Textbook: 1. E Balaguruswamy , Developing Thinking Skills (The way to Success), Khanna Book Publishing Company 2. Tim Brown,"Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation", Harvard Business Review 3. 8 steps to Innovation by R T Krishnan & V Dabholkar, Collins Publishing
2.	Reference Books: Change by Design: How Design Thinking Creates New Alternatives for Business and Society Design Thinking: Integrating Innovation, Customer Experience, and Brand Value
3.	Journals & Periodicals: The Lancet PLOS ONE
4.	Other Electronic Resources: - MIT Technology Review

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	2	1	2	1	1	1	1
CO3	1	1	1	1	1	1	2	1	3
CO4	2	1	1	1	1	1	1	1	1
CO5	1	1	1	3	1	2	3	2	1
Avg.	1.0	2.5	1.5	2.0	2.0	1.5	2.5	2.5	1.7

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	1	1
CO2	0	3	2	1	1	1	1	1	3
CO3	1	1	1	3	1	1	1	2	1
CO4	1	1	1	1	1	1	1	1	1
CO5	1	1	1	1	2	1	1	3	1
Avg.	0.5	2.0	2.0	2.0	1.5	1	1.0	2.0	3.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE VACC401	**COURSE NAME** **Public Health and Management**	**SEMESTER IV**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	2

Course Pre-requisites	Basic understanding of biology, healthcare systems, and management principles; proficiency in analytical thinking and problem-solving skills; strong communication abilities.
Course Category	Value Added Course
Course focus	Explores public health strategies, healthcare policies, epidemiology, and management approaches to enhance community well-being and address health challenges effectively.
Rationale	Create a basic understanding of the fundamentals of public health. Know the health system of India along with public health planning and implications of policy making. Provide an overall exposure to contemporary issues of Indian Public Health and know the recent policy initiatives to address those challenges.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define key concepts, principles, and terminologies related to public health and management. CO2: Understand the social, economic, and environmental determinants of health. CO3: Design public health tools and methodologies to assess community health needs. CO4: Evaluate the interplay between public health policies and healthcare management practices. CO5: Analyze existing public health policies and propose evidence-based improvements.

Course Content	Weightage	Contact hours
UNIT 1: Public Health - Key concepts, approaches, frameworks & measures Concept of Public Health and its role in society Evolution of Public Health Global Health Framework - Understanding health and disease Health equity and social determinants of Health	25%	7
UNIT 2: Health Systems in India History of public health in India Organization of health systems in India Health system in India: Key Issues Major Contemporary Health Schemes and Programmes as case studies - National Health Mission, Integrated Child Development Services (ICDS), Janani Suraksha Yojana, Ayushman Bharat Scheme, POSHAN Abhiyan etc.	25%	8
UNIT 3: Concepts and practices of management & health planning Basic concepts of planning – macro to micro Tool for planning Health management in a district	25%	7
UNIT 4: Monitoring & Evaluation Introduction to Monitoring & Evaluation Health system frameworks Application of health system frameworks	25%	8

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define key concepts, principles, and terminologies related to public health and management.	Define
CO2: Understand the social, economic, and environmental determinants of health.	Understand
CO3: Design public health tools and methodologies to assess community health needs.	Design
CO4: Evaluate the interplay between public health policies and healthcare management practices.	Evaluate
CO5: Analyze existing public health policies and propose evidence-based improvements.	Analyze

Learning Resources	
1.	Textbook: Goldsteen RL, Goldsteen K, Dwelle TL Introduction to Public Health: Promises and Practices, Springer Publishing Company
2.	Reference Books: Balarajan Y, Selvaraj S, Subramanian SV, "Health care and equity in India", The Lancet, Vol. 377(9764)
3.	Journals & Periodicals: R N Batta (,"Public health management in India: Concerns and options",Journal of Public Administration and Policy Research, Vol. 7(3) National Health Policy 2017, Ministry of Health and Family Welfare, Govt. of India Sen A , "Health in Development", Bulletin of the World Health Organization, Vol. 77(8)
4.	Other Electronic Resources: PubMed https://pubmed.ncbi.nlm.nih.gov World Health Organization (WHO) Library https://www.who.int/library JSTOR - Public Health Journals:https://www.jstor.org

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	1	1
CO2	1	3	2	1	3	1	1	1	1
CO3	3	1	1	1	1	1	2	1	3
CO4	1	1	1	2	2	1	1	1	1
CO5	2	1	1	1	1	1	3	3	2
Avg.	2.0	2.5	1.5	1.5	2.5	1.0	2.5	2.0	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	1	1
CO2	1	3	2	1	3	2	1	1	1
CO3	1	1	1	1	1	1	2	1	1
CO4	2	1	1	2	2	1	1	1	1
CO5	1	1	1	1	1	1	3	3	3
Avg.	1.5	2.0	1.5	2.0	2.5	1.5	2.5	2.0	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE AECC401	**COURSE NAME Entrepreneurship and Startup Ecosystem**	**SEMESTER IV**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
15	0	15	30	1	0	1	2

Course Pre-requisites	Basic understanding of business and economics concepts. Familiarity with market analysis, competitive strategies, and financial management. Awareness of digital marketing and technology adoption in businesses. Knowledge of legal frameworks like intellectual property rights and compliance.
Course Category	Ability Enhancement
Course focus	• Fostering Entrepreneurial Mindset Understanding Family Business Dynamics Opportunity Recognition & Feasibility Analysis
Rationale	• Startup Ecosystem & Government Support Practical Skills for Starting Ventures Business Model Innovation & Technology Adoption
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define entrepreneurship and its types. CO2: Understand that not all ideas can be turned into viable business models and guestimate business potential of an idea. CO3: Design different types of finances available and financing methods. CO4: Evaluate draft business plans on an identified idea CO5: Analyze operations, build a team from scratch and scaling the business.

Course Content	Weightage	Contact hours
UNIT 1: Introduction to Entrepreneurship & Family Business Definition and Concept of entrepreneurship • Entrepreneur Characteristics Classification of Entrepreneurs	25%	7

Role of Entrepreneurship in Economic Development –Start-ups Knowing the characteristics of Family business with discussion on a few Indian cases of Family Business like Murugappa, Dabur, Wadia, Godrej, Kirloskar etc.		
8 UNIT 2: Evaluating Business Opportunity Sources of business ideas and opportunity recognition Guesstimating the market potential of a business idea Feasibility analysis of the idea Industry, competition and environment analysis	25%	8
UNIT 3: Building Blocks of Starting Ventures Low-cost Marketing using digital technologies Team building from scratch Venture Funding Establishing the value chain and managing operations Legal aspects like IPR and compliance	25%	7
UNIT 4: Start-up Ecosystem Accelerators, Venture Capital Funds, Angel Investors etc. Know various govt. schemes like Start-up India, Digital India, MSME etc Sources of Venture Funding available in India Source of Technology, Intellectual Property management	25%	8

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define entrepreneurship and its types.	Define
CO2: Understand that not all ideas can be turned into viable business models and guestimate business potential of an idea.	Understand
CO3: Design different types of finances available and financing methods.	Design
CO4: Evaluate draft business plans on an identified idea	Evaluate
CO5: Analyze operations, build a team from scratch and scaling the business.	Analyze

Learning Resources	
1.	Textbook: Startup India Leaning Program by Start Up India available at www.startupindia.gov.in Entrepreneurship, Rajeev Roy, Oxford University Press Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce R. Barringer, Pearson Publishing Family Business Management by Rajiv Agarwal, Sage Publishing Anish Tiwari , "Mapping the Startup Ecosystem in India", Economic & Political Weekly Ramachandran, K, Indian Family Businesses: Their survival beyond three generations, ISB Working Paper Series
2.	Reference Books: Gupta, A., & Sharma, A. (2018).Entrepreneurship development in India: Emerging issues and challenges. Springer. Subrahmanya, M. H. B. (2021). Entrepreneurial ecosystems for tech start-ups in India: Evolution, structure and role. Walter de Gruyter GmbH & Co KG. Google Books Waghmare, G., & Sardar, R. (2021). Startup ecosystem in India: Text & cases. Himalaya Publishing House. Biswas, D., & Dey, C. (2021).Entrepreneurship development in India. Routledge. Anitha, S., Salomi, S., Sindhuri, K., & Swathi, K. (2023). Entrepreneurship ecosystem and opportunities for startups. Jupiter Publications Consortium
3.	Journals & Periodicals: Journal of Innovation and Entrepreneurship Dedicated to exchanging the latest academic research and practical findings on all aspects of innovation and entrepreneurship. https://innovation-entrepreneurship.springeropen.com/ Journal of Family Business Management Focuses on the dynamics of family-controlled enterprises. https://www.emerald.com/insight/publication/issn/2043-6238 The Journal of Entrepreneurship A multidisciplinary forum for the publication of articles and research on entrepreneurship, with a focus on different national and cultural contexts. https://journals.sagepub.com/home/joe International Entrepreneurship and Management Journal Publishes articles exploring entrepreneurship in diverse organizational contexts. https://link.springer.com/journal/11365 Entrepreneurship Research Journal Encourages scholarly exchange between researchers in the field of entrepreneurship. https://www.degruyter.com/journal/key/erj/html International Journal of Entrepreneurial Behavior & Research Explores behaviors and research in entrepreneurial contexts. https://www.emerald.com/insight/publication/issn/1355-2554
4.	Other Electronic Resources: 1. Harvard Business Review Provides insights and best practices on various business

	topics, including entrepreneurship. https://hbr.org/ Economic and Political Weekly (EPW) Covers a wide range of topics, including economic policies affecting entrepreneurship in India. https://www.epw.in/ Business Today (India) Focuses on the latest developments in the Indian business landscape. https://www.businesstoday.in/

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	2	1	2	1	1	1	1
CO3	1	1	1	1	1	1	2	1	3
CO4	2	1	1	1	1	1	1	1	1
CO5	1	1	1	3	1	2	3	2	1
Avg.	1.0	2.5	1.5	2.0	2.0	1.5	2.5	2.5	1.7

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	1	1
CO2	0	3	2	1	1	1	1	1	3
CO3	1	1	1	3	1	1	1	2	1
CO4	1	1	1	1	1	1	1	1	1
CO5	1	1	1	1	2	1	1	3	1
Avg.	0.5	2.0	2.0	2.0	1.5	0	1.0	2.0	3.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE **VACC402**	**COURSE NAME** **Communication Strategies for the Modern Workplace**	**SEMESTER** **IV**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Pre-requisites	
Course Category	Skill Enhancement / Employability Development
Course focus	Workplace Collaboration, Leadership Communication, Digital Tools
Rationale	To provide students with collaborative communication skills and introduce technology-enhanced vocabulary learning for the workplace.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define teamwork and leadership communication concepts. CO2: Understand digital tools for vocabulary development. CO3: Design collaborative communication strategies. CO4: Evaluate group dynamics and conflict resolution cases. CO5: Analyze real-world workplace communication challenges.

Course Content	Weightage	Contact hours
UNIT 1: Critical Thinking & Problem Solving, Analysing scenarios, Creative solutions, Risk assessment, Case study, Vocabulary for the creative writing.	20%	10
UNIT 2: Teamwork, Collaboration & Leadership Skills, Roles in teams, Synergy & trust-building, Interpersonal Skills, Reading at Intermediate level.	20%	10
UNIT 3: Evolving Vocabulary through Technology, using digital tools and apps for vocabulary learning, Engaging with online communities and resources for active learning.	20%	10

Learning Resources

Textbook: Business Communication Today by Courtland L. Bovee & John V. Thill
Reference Books: The 7 Habits of Highly Effective People by Stephen R. Covey The Essentials of Team working by Michael A. West Digital Literacy for Dummies by Faithe Wempen
Journals & Periodicals: ☐ Journal of Business Communication ☐ Harvard Business Review (Communication section)
Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks
Course Outcomes	☐ Students will be able to apply critical thinking in communication scenarios. ☐ Students will demonstrate leadership and collaboration skills in team-based activities. ☐ Students will use digital tools and platforms for vocabulary enhancement and communication. ☐ Students will effectively engage in conflict resolution and creative problem-solving. ☐ Students will communicate confidently in diverse workplace environments.

Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM501	COURSE NAME Cyber Security	SEMESTER V

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic concepts about Information, Communications Technology (ICT) and Systems
Course Category	Core
Course focus	Skills
Rationale	A cyber security syllabus for B. Com students is valuable because it equips them with essential knowledge of cyber space and importance cyber security in the digital era, protect their own financial information, and understand the security implications of business operations. Moreover, to become aware of Cyber law, IT policy, Data regulations to counter the growing data security issues. Future commerce professionals need to keep abreast of emerging trends in cyber security as well.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the concept of Cyberspace and Cybersecurity and its importance in the digital economy. CO2: Understand the nature and scope of cybercrime and legal remedies and as to how to report the crimes through available platforms and procedures through an understanding of Cyber law. CO3: Demonstrate understanding the basic concepts related to E-Commerce and digital payments. They will become familiar with various digital payment modes and related cyber security aspects, RBI guidelines and preventive measures against digital payment frauds. CO4: Evaluate risk and understand the security issues related to Network, Application and Data with tools and techniques to overcome such issues. CO5: Analyze emerging trends in cyber security and legal and ethical considerations of Cyber security.

Course Content	Weightage	Contact hours
UNIT 1: Introduction to Cyber Security Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Examples of cyber space. Concept of Cyber Security, Cyber Security Layers – Network, Application, Data, Types of Cyber Security, Importance of Cyber Security, Issues and challenges of cyber security, Concepts of confidentiality, integrity, and availability (CIA triad), Social Engineering,Common Cybersecurity Threats	20%	12
UNIT 2: Introduction to Cybercrime and Cyber Law What is Cyber Crime? Nature & Scope - Classification of cybercrimes – individual cybercrimes, Organisation cybercrimes, Property Cybercrime, Society Cybercrime, Cyberterrorism, Most Common cybercrimes – Phishing & scam, Ransomware attack, Malware, Hacking, Internet fraud, Cyber stalking, Social Media frauds etc., Prevention of Cybercrimes, Case studies. What is Cyber Law? Reporting of cybercrimes, Remedial and mitigation measures, Legal perspective of cybercrime, IT Act 2000 and its amendments, Organizations dealing with Cybercrime and Cyber security in India, Case studies	20%	12
UNIT 3: E-Commerce and E-Commerce Security Definition of E- Commerce, Main components of E-Commerce, Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices, Advantage of e-commerce, Survey of popular e-commerce sites. Introduction to digital payments, Components of digital payment and stake holders, Modes of digital payments- Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhar enabled payments, Digital payments related common frauds and preventive measures. RBI guidelines on digital payments and customer protection in unauthorized banking transactions. Relevant provisions of Payment Settlement Act,2007.	20%	12
UNIT 4: Network Security and Data Security and Privacy Definition of network security, Securing the network infrastructure – routers, servers as well as protecting data transmitted over the network. etc. Firewalls, intrusion detection and prevention systems, encryption, access controls, Wi-Fi security and security policies., Configuration of basic security policy and permissions. What is Data Security?, Methods and Techniques used in Data Security, - encryption, access control, Data Loss Prevention (DLP) etc., importance of	20%	12

data security, privacy regulations (GDPR, DPDP), and secure data handling practices, Risk Assessment & Management		

UNIT 5: Emerging Trends & Legal and Ethical Considerations IoT Security, Mobile Security, Supply Chain Attacks, Remote work and cloud security, AI in Cybersecurity etc., Cyber Security Ethics, Digital Forensic, Ethical Hacking, Data Privacy, Cybersecurity Ethics for Professionals	20%	12

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define and become aware of the concepts of Cyberspace and Cybersecurity and its importance in the digital economy.	Define
CO2: Understand the nature and scope of cybercrime and legal remedies and as to how report the crimes through available platforms and procedures through an understanding of Cyber law.	Understand
CO3: Design & understand the basic concepts related to E-Commerce and digital payments. They will become familiar with various digital payment modes and related cyber security aspects, RBI guidelines and preventive measures against digital payment frauds.	Design
CO4: Evaluate risk and understand the security issues related to Network, Application and Data with tools and techniques to overcome such issues.	Evaluate
CO5: Analyze emerging trends in cyber security and legal and ethical considerations of Cyber security.	Analyze

Learning Resources	
1.	Textbook: Introduction to Cyber Security by Jatindra Pandey Cyber Crime Impact in the New Millennium, by R. C Mishra, Auther Press
2.	Reference Books: Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011) Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform. (Pearson, 13th November, 2001)
3.	Journals & Periodicals: Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers. Fundamentals of Network Security by E. Maiwald, McGraw Hill. Network Security Bible, Eric Cole, Ronald Krutz, James W. Conley, 2nd Edition, Wiley India Pvt. Ltd.
4.	Other Electronic Resources: https://www.cyberdegrees.org/resources/the-big-list/ https://skillsbuild.org/students/course-catalog/cybersecurity https://www.simplilearn.com/tutorials/cyber-security-tutorial/cyber-security-for-beginners

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Skill Enhancement activities/ Case Study/ Research Paper	15 marks
Presentation	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	2	1	3	1	1	2
CO2	1	1	1	1	1	1	3	1	1
CO3	1	3	1	1	2	1	1	1	1
CO4	1	1	2	1	1	1	1	1	3
CO5	1	1	1	1	1	1	2	1	1
Avg.	1.0	2.0	1.5	1.5	1.5	3.0	2.5	1.0	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	1	2	1	1	1	1
CO2	2	2	1	3	1	1	2	1	1
CO3	1	1	1	1	1	2	1	1	2
CO4	1	3	1	1	1	1	1	3	1
CO5	1	1	2	1	1	1	3	1	1
Avg.	1.5	2.5	1.5	2.0	1.5	2.0	2.5	2.0	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM502	**COURSE NAME** **Business Research Methodology**	**SEMESTER V**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	30	0	60	3	2	0	4

Course Pre-requisites	Basic Knowledge for research problems and statistics
Course Category	Elective
Course focus	Employability & Skills
Rationale	Research methodology provides a framework for defining the problem clearly and concisely, which helps to ensure that the research is focused and relevant. This is important because a well-defined problem is essential for obtaining accurate and reliable results.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	To give an overview of the research methodology and explain the technique of defining a research problem To explain the functions of the literature review in research To be able to carry out a literature search, its review, develop theoretical and conceptual frameworks, and write a review. To examine various research designs and their characteristics. To explain the details of sampling designs, measurement and scaling techniques and also different methods of data collections

Course Content	Weightage	Contact hours
Unit 1: Business Research Fundamentals: Research Methodology: Introduction, Meaning of Research, Objectives of Research, Types of Research, Research Approaches, Significance of Research. Research Process, Criteria of Good Research, Problems Encountered by Researchers in India. Defining the Research Problem:	20%	12
Unit 2: Reviewing the literature: Place of the literature review in research. Review of the literature, searching the existing literature, Developing a theoretical framework, Developing a conceptual framework, Writing about the literature reviewed. Research Process – Defining Research Problem, Title Formulation; Setting of Hypothesis, Research Design – Exploratory, Descriptive and Experimental Research Designs	20%	12
UNIT 3: Sampling Design, Criteria of Selecting a Sampling Procedure, Characteristics of Good Sample Design	20%	12
UNIT 4: Measurement and Scaling, Methods of Collection of Primary and Secondary Data. Process of Questionnaire Design; Processing of Data – Editing, Coding, Classification and Tabulation.	20%	12
UNIT 5: Analysis and Report Writing - Selection of Appropriate Statistical Techniques - Confidence Intervals and Hypothesis Tests Based on Two Samples; One way and Two way ANOVA; Chi Square Test. Introduction to Non Parametric Tests. Presentation of Result: Report Writing	20%	12

Instructional Method and Pedagogy: (Max. 100 words) Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted	
CO1: Understand the researching relevant literature review	Define
CO2: Apply literature search, develop theoretical and conceptual frameworks, and write a review.	Understand
CO3: Calculate the test criteria and decision-making for the hypothesis.	Design
CO4: Examine various research designs and their characteristics	Evaluate
CO5: Explain the details of sampling designs, measurement, and scaling techniques, and also different methods of data collection.	Analyze

Learning Resources	
1.	Textbook: Zikmund Willium; Business Research Methods; Thomson
2.	Reference Books: Ken Black; Business Statistics for Contemporary Decision Making, Wiley – Student Doald R Cooper and Pamela S Schindler; Business Research Methods, TMG
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: : www.onllinelibrary.wiley.com https://www.intechopen.com/online-first/research-design-and-methodology https://www.open.edu/openlearn/money-management/understanding-different-research-perspectiv es/content-section-8 https://research-methodology.net/research-methodology/

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	1	2	1	1	1	1
CO2	2	2	1	3	1	1	2	1	1
CO3	1	1	1	1	1	2	1	1	2
CO4	1	3	1	1	1	1	1	3	1
CO5	1	1	2	1	1	1	3	1	1
Avg.	1.5	2.5	1.5	2.0	1.5	2.0	2.5	2.0	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	2	1	3	1	1	2
CO2	1	1	1	1	1	1	3	1	1
CO3	1	3	1	1	2	1	1	1	1
CO4	1	1	2	1	1	1	1	1	3
CO5	1	1	1	1	1	1	2	1	1
Avg.	1.0	2.0	1.5	1.5	1.5	3.0	2.5	1.0	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOMFM501	**COURSE NAME** **Indirect Taxes**	**SEMESTER V**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic understanding of taxation
Course Category	Finance Elective
Course focus	A thorough understanding of Indirect Taxes
Rationale	This subject explains the concept, need and objective of Goods and Service Tax (GST) in India, its framework, the roadmap for its implementation, benefits accruing from implementation of GST and other incidental matters
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the basic concepts, terminology, and framework of indirect taxation, including GST, customs duty, and other related levies CO2: Understand the procedural aspects of indirect tax laws, including registration, invoicing, payment, filing of returns, and compliance with statutory requirements. CO3: Design accurate tax computations and invoices while adhering to the applicable provisions of indirect tax laws. CO4: Evaluate the impact of indirect tax policies on business operations and decision-making, considering factors such as compliance, costs, and benefits. CO5: Analyze case studies and practical scenarios related to indirect taxation, enabling students to identify and solve tax-related issues effectively

Course Content	Weightage	Contact hours
UNIT 1: Overview of Goods and Service Tax Introduction and Meaning of GST and IGST Scope of GST Present/old Tax Structure v/s GST GST in Other Countries Existing taxes proposed to be subsumed under GST Principles adopted for subsuming the taxes Dual GST Benefits of GST GST Council GST Network (GSTN) and GST regime Integrated Goods and Services Tax Act, 2017: title and definitions, administration.	20%	12
UNIT 2: Registration Under GST Rules and Procedure of registration Special provisions relating to casual taxable person and non-resident taxable person Amendment of registration Cancellation of registration Revocation of cancellation of registration	20%	12
UNIT 3: Collection of Tax under Integrated Goods and Services Tax Act, 2017 Sec 5 and Sec 6	20%	12
UNIT 4: Place of supply of goods or services or both under Integrated Goods and Services Tax Act, 2017 Sec 10 and Sec 12	20%	12
UNIT 5: Payment of GST Introduction Time of GST Payment How to make payment Challan Generation & CPIN x TDS & TCS	20%	12

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the basic concepts, terminology, and framework of indirect taxation, including GST, customs duty, and other related levies	Define
CO2: Understand the procedural aspects of indirect tax laws, including registration, invoicing, payment, filing of returns, and compliance with statutory requirements.	Understand
CO3: Design accurate tax computations and invoices while adhering to the applicable provisions of indirect tax laws.	Design
CO4: Evaluate the impact of indirect tax policies on business operations and decision-making, considering factors such as compliance, costs, and benefits	Evaluate
CO5: Analyze case studies and practical scenarios related to indirect taxation, enabling students to identify and solve tax-related issues effectively	Analyze

Learning Resources	
1.	Textbook: Indirect Taxes and GST by Dr. H.C. Mehrotra & Prof. V.P. Agarwal, Publisher: Sahitya Bhawan Publications Indirect Taxation by Prof. V. Balachandran, Publisher: Sultan Chand & Sons
2.	Reference Books: Indirect Tax (For B.Com 3rd Year) by Sanjay Mundhra & Suman Mundhra, Publisher: Mahavir Law House Indirect Taxation by Dr. V. Surekha & Ms. Prita Davidson
3.	Journals & Periodicals: Journal of Indian Taxation Journal of Accounting Research, Business and Finance Management (JARBFM) Trade, Law and Development (TL&D)
4.	Other Electronic Resources: - Harvard Business Review

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	2	1	3	1	1	2
CO2	1	1	1	1	1	1	3	1	1
CO3	1	3	1	1	2	1	1	1	1
CO4	1	1	2	1	1	1	1	1	3
CO5	1	1	1	1	1	1	2	1	1
Avg.	1.0	2.0	1.5	1.5	1.5	3.0	2.5	1.0	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	2	1	3	1	1	2
CO2	1	1	1	1	1	1	3	1	1
CO3	1	3	1	1	2	1	1	1	1
CO4	1	1	2	1	1	1	1	1	3
CO5	1	1	1	1	1	1	2	1	1
Avg.	1.0	2.0	1.5	1.5	1.5	3.0	2.5	1.0	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAMM501	**COURSE NAME** **Retail Marketing**	**SEMESTER V**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic understanding of Marketing and Business Operations
Course Category	Marketing Elective
Course focus	This course focuses on understanding the retail industry, its evolution, and the latest trends, especially in India. The course prepares students to make smart decisions in the fast-changing retail world.
Rationale	The objective of the course is to make students understand the unique nature and scope of marketing in the retail environment. The course will enable students to get familiarize with retailing concepts, issues and challenges. The course aims at enhancing student's capability to identify and analyse retail business environment and its opportunities and challenges, in order to envision and strategies for the respective business.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the evolution of retailing and analyze consumer behavior in the retail sector. CO2: Understand how to formulate retail marketing strategies, including pricing, competitive analysis, and communication. CO3: Design knowledge about retail finance and location strategies, as well as store planning and site selection. CO4: Evaluate the role of buying, merchandising, and the significance of services and relationship marketing in retail. CO5: Analyze contemporary retail issues, focusing on digital strategies like e-tailing and quick commerce

Course Content	Weightage	Contact hours
UNIT 1: Introduction to Retail Marketing Discuss the retail evolution and current trend and status of retail industry in India. The unit also elaborates the differences among different types of retailers and also assists to analyse the consumer behaviour in retail. Introduction to Retailing: Definition, Characteristics, Theories of Retailing; Emerging trends in retailing; Evolution of retailing in India; Factors behind the change of Indian retail industry; Retail Formats: Retail institutions by ownership, Retail institutions by Store-Based Strategy Mix, Web, and Non-store based, and other forms of Non-traditional Retailing; Retail consumers.	25%	15
UNIT 2: Formulation of Retail Marketing The objective of the unit are to understand and appreciate the formulation of retail marketing strategies based on competitive and consumer analysis; understand the role of pricing and communication strategy and its integration with market strategy; recognize the importance and role of people strategy. Retail Marketing Mix, Advertising & Sales Promotion, Store Positioning; Retail Merchandising: Buying Organization Formats and Processes, Devising Merchandise Plans, Shrinkage in retail merchandise management; Mark-up & Markdown in merchandise management; Merchandise Pricing: Concept of Merchandise Pricing, Pricing Objectives, External factors affecting a retail price strategy, Pricing Strategies, Types of Pricing. Retail People Strategy	25%	15
UNIT 3: Finance and Location strategy in Retail The objective of the Unit are to understand the finance strategy and location strategy in retail. It also highlights the important considerations for site selection and the related theories and its implications. It also highlights the Store Management and related concepts. Retail Finance strategy; Retail Location Strategy- Choosing a Store Location: Trading-Area analysis, characteristics of trading areas, Site selection, Types of locations, location and site evaluation: theories and application. Store Planning: Design & Layout, Introduction to visual merchandising, Retail Image Mix, effective retail space management, floor space management.	25%	15
UNIT 4: Application of services in retail The objective of the Unit is to understand the role of buying and merchandising management; to understand the application of services in Retail as strategy and its various dimensions; to recognize the importance of relationship marketing in retail; to comprehend and know the contemporary issues in Retail including the digital strategies of online players in retail. Buying and Merchandising strategy; Service Strategy; Customer Relationship and Customer experience; IT in retailing; E-tailing, quick commerce. me value ; customer equity; framework for building customer loyalty	25%	15

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the evolution of retailing and analyze consumer behavior in the retail sector.	Define
CO2: Understand how to formulate retail marketing strategies, including pricing, competitive analysis, and communication	Understand
CO3: Design knowledge about retail finance and location strategies, as well as store planning and site selection	Design
CO4: Evaluate the role of buying, merchandising, and the significance of services and relationship marketing in retail	Evaluate
CO5: Analyze contemporary retail issues, focusing on digital strategies like e-tailing and quick commerce	Analyze

Learning Resources	
1.	Textbook: Berman, Evan, Chatterjee: Retail Management, A Strategic Approach (2018), Pearson Education (Chapter 9, 10) Levy, Weitz and Pandit; Retailing Management, McGraw Hill Education, (Chapter 3, 11, 13, 18)
2.	Reference Books: Retailing Management by Michael Levy, Barton Weitz, and Dhruv Grewa
3.	Journals & Periodicals: - Journal of Retailing and Consumer Services
4.	Other Electronic Resources: Harvard Business Review Articles

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	2	1	3	1	1	2
CO2	1	1	1	1	1	1	3	1	1
CO3	1	3	1	1	2	1	1	1	1
CO4	1	1	2	1	1	1	1	1	3
CO5	1	1	1	1	1	1	2	1	1
Avg.	1.0	2.0	1.5	1.5	1.5	3.0	2.5	1.0	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	1	2	1	1	1	1
CO2	2	2	1	3	1	1	2	1	1
CO3	1	1	1	1	1	2	1	1	2
CO4	1	3	1	1	1	1	1	3	1
CO5	1	1	2	1	1	1	3	1	1
Avg.	1.5	2.5	1.5	2.0	1.5	2.0	2.5	2.0	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHR501	**COURSE NAME** **Change Management and Organizational Development**	**SEMESTER V**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic understanding of HR and organization
Course Category	HR Elective
Course focus	HR Skills
Rationale	This course will equip students with the knowledge and skills to manage and navigate organizational change in a dynamic business environment. This course will help students understand the various approaches, models, and interventions used in organization change and development, and enable them to become effective change agents who can lead organizations to success.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the concept of change and organizational development CO2: Understand the need for change and types of change. CO3: Design change management frameworks and tools to real-world scenarios. CO4: Evaluate organizational diagnosis and OD interventions design CO5: Analyze the effectivenessof organizational development interventions

Course Content	Weightage	Contact hours
UNIT 1: Introduction to Organizational Development and Change Introduction to OD, Difference between OD and Change; The Nature of Planned Change, Models of OD; Roots and History of Doing OD; When should organizations use OD?	25%	15
UNIT 2: Strategic Change Interventions. Transformational Change, Continuous Change; Trans organizational Change; Organization Development for Economic, Ecological, and Social Outcomes; Future Directions in Organization Development	25%	15
UNIT 3: Why Change, contemporary issues in change; The Substance and Process of Change What Changes? Purpose and Vision; Change Communication Strategies; Resistance to Change	25%	15
UNIT 4: The Process of Organization Development Entering and Contracting; Diagnosing; Collecting Data, Analysing, and Feeding Back Diagnostic Information; Designing Interventions; Managing Change Evaluating and Reinforcing Organization Development Interventions. Interpersonal and Group Process Approaches; Organization Process Approaches; Employee Involvement; structural design, Downsizing, Reengineering, Parallel structures, TQM, High involvement organization, Work Design.	25%	15

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain	
After successful completion of the above course, students will be able to:		
CO1: Define the concept of change and organizational development	Define	
CO2: Understand the need for change and types of change.	Understand	
CO3: Design change management frameworks and tools to real-world scenarios.	Design	
CO4: Evaluate organizational diagnosis and OD interventions design	Evaluate	

CO5: Analyze the effectiveness of organizational development interventions	Analyze

Learning Resources	
1.	Textbook: Palmer, I., Dunford, R., & Buchanan .A.,. 2009 ,(2nd Ed.) Managing organizational change: A multiple perspectives approach. Boston: McGraw-Hill Irwin Organization Development and Change with MindTap, 11e Author(s): Thomas G. Cummings | Christopher G. Worley, Cengage Learning Organization Development, Principles, Processes, Performance 6. Author : Gary N.
2.	Reference Books: Wendell French and Cecil Bell Organization Development: Behavioral Science Interventions for organization PHI latest edition Deepak kumar Organisational System, Design, Himalaya latest edition Kavita Singh Organization Change & development Excel Books latest edition
3.	Journals & Periodicals: Journal of Organizational Change Management The Journal Of applied Behavioral Science Journal of Change Management Harvard Business Review
4.	Other Electronic Resources: https://onlinecourses.nptel.ac.in/noc24_mg74/preview

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	2	1	3	1	1	2
CO2	1	1	1	1	1	1	3	1	1
CO3	1	3	1	1	2	1	1	1	1
CO4	1	1	2	1	1	1	1	1	3
CO5	1	1	1	1	1	1	2	1	1
Avg.	1.0	2.0	1.5	1.5	1.5	3.0	2.5	1.0	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	1	2	1	1	1	1
CO2	2	2	1	3	1	1	2	1	1
CO3	1	1	1	1	1	2	1	1	2
CO4	1	3	1	1	1	1	1	3	1
CO5	1	1	2	1	1	1	3	1	1
Avg.	1.5	2.5	1.5	2.0	1.5	2.0	2.5	2.0	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOMFM502	**COURSE NAME** **Financial Market Derivatives**	**SEMESTER** **V**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic Information about Finance and Account Terminology
Course Category	Finance Electives
Course focus	Skills
Rationale	The primary role of derivative contracts is the transfer of risk without the need to trade the underlying to who is willing to accept. This allows for more effective risk management within companies and the broader economy. In addition, the derivatives market plays a role in information discovery and market efficiency. However, despite the benefits, there are criticisms that derivatives are misused and add to market volatility.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	To equip students with the ability to apply stock market basics to the Indian Derivatives market To know that financial derivatives are discussed in terms of their valuation, analysis, and application for hedging, speculation, and arbitrage Students are apprised of the recent innovations in derivatives in India To have learned the mechanics, valuation, and trading strategies of the derivative market To apply option strategies

Course Content	Weightage	Contact hours
Unit 1: Introduction to Cash & Derivative Market- An Overview Basic Market Concepts & Mechanics of the Cash Market, Various Indexes of the world & their computation, Meaning & types of Derivative Instruments, Forward, future, Option & swaps, Spot v/s	20%	14
Unit 2: Financial Market Structure 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, Primary vs. secondary markets, Stock exchanges (e.g., NYSE, NASDAQ, BSE, NSE), IPO process and book building, SEBI or other regulatory bodies	15%	10
Unit 3: Forward & Future Markets 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. Cost of Carry Models & Basis-Cash Price v/s Future price.	20%	12
Unit 4: Trading Strategies Trading Strategies-Index Arbitrage, hedging using futures, options, and a combination of both, Speculation, spreads, etc & other advanced trading strategies, Stock exchanges, clearing corporations, SEBI, SEC, RBI, BIS, IMF, World Bank Credit rating agencies, Depositories (NSDL, CDSL) "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 Case: Development of Financial Derivatives Market in India- A Case Study Ashutosh Vashishat http://www.eurojournals.com/irjfe_37_02.pdf	20%	12
Unit: 5 Trading and Settlement Trading systems and electronic platforms, Order types (limit, market, stop-loss), Settlement cycles (T+1, T+2), Risk management and margining, Real-world data analysis using Bloomberg/Excel/R/Python	20%	12

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Bloom's Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Aware of the commodities market and international market. CO2: Demonstrate an awareness of the current structure and regulation of the Indian financial services sector. CO3: Recognize margin risk on commodities. CO4: learned the mechanics, valuation, and trading strategies of the derivative market. CO5: Analysis of market movement on seasonal variation	CO1: Aware CO2: Demonstrate CO3: Recognize CO4: Learn CO5: Analysis

Learning Resources	
1.	Reference Books: Rajiv Srivastava "Derivatives & Risk Management" Oxford University Latest Edition Vohra & Bagri "Futures and Options" Tata McGraw hill Latest Edition John C. Hull "Futures and Options Markets" Pearson Education Latest Edition
2.	List of Journals Journals, Periodicals, Reference Journals & Periodicals Journal of Finance. Published by Wiley. The Review of Financial Studies. Journal of Financial Economics. Journal of Accounting and Economics. Journal of Financial and Quantitative Analysis. Journal of Money, Credit and Banking. Journal of International Money and Finance.
3.	Other Electronic Resources: www.onllinelibrary.wiley.com www.mcxindia.com www.capitalmarketline.com' www.bseindia.com www.nseindia.com www.goldprice.org

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Case Study/ Research Paper	15 marks
Presentation on Current Trends	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	2	3	2	1	3	3
CO2	1	1	1	1	2	2	3	3	1
CO3	1	1	1	1	1	2	1	2	2
CO4	2	2	3	3	2	1	2	3	3
CO5	2	3	2	3	3	1	1	2	3
Avg.	1.4	1.6	1.6	2.0	2.2	1.6	1.6	2.6	2.8

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	1	2	3	3	3	3
CO2	1	1	1	1	1	2	3	2	3
CO3	2	3	3	3	3	1	2	3	2
CO4	2	3	2	1	3	1	1	2	2
CO5	1	1	1	1	2	2	3	3	3
Avg.	1.4	1.8	1.6	1.4	2.2	1.8	2.4	2.6	2.6

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAMM502	**COURSE NAME** **Sales Marketing**	**SEMESTER V**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
3	0	1	4	3	0	1	4

Course Pre-requisites	Basic understanding of Marketing
Course Category	Marketing Elective
Course focus	This course focuses on understanding the fundamentals of sales management
Rationale	To impart knowledge and skills to develop an understanding of concepts, which will help in designing sound programs for organizing and managing the sales force. The course will use the Indian environment as the backdrop though it will also draw from international experiences whenever needed.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the key concepts and importance of sales management in modern businesses. CO2: Understand the processes of recruiting, training, and evaluating sales personnel. CO3: Design strategies for motivating the sales team, designing compensation plans, and managing sales events. CO4: Evaluate insights into evaluating and controlling sales performance through budgeting and analysis. CO5: Analyze sales management principles to online and internet-based sales operations.

Course Content	Weightage	Contact hours
UNIT 1: Introduction to Sales Management Meaning, nature, and importance of sales management in modern businesses; roles and responsibilities of sales manager, personal selling and salesmanship, selling process.	25%	15
UNIT 2: Organization of Sales Force Recruiting sales personnel - planning; sources, selecting sales personnel, executing and evaluating sales training programs, sales information system & planning: sales skills	25%	15
UNIT 3: Directing Sales Force Operations Motivating sales personnel, designing and administering compensation plans for the sales force – financial and non-financial compensation methods, sales meetings and sales contests, sales quotas, and sales territories	25%	15
UNIT 4: Evaluating and Controlling Sales Force The sales budget; analysis of sales volume & profitability; and evaluating salesperson's performance; selling agents for internet trading.	25%	15

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the key concepts and importance of sales management in modern businesses.	Define
CO2: Understand the processes of recruiting, training, and evaluating sales personnel.	Understand
CO3: Design strategies for motivating the sales team, designing compensation plans, and managing sales events.	Design
CO4: Evaluate insights into evaluating and controlling sales performance through budgeting and analysis.	Evaluate
CO5: Analyze sales management principles to online and internet-based sales	Analyze

operations.	

Learning Resources	
1.	Textbook: Jobber, D., Lancaster, G. Selling and Sales Management. Pearson Education. Johnston, M. W., Marshal, G. W. Sales Force Management. New Delhi: Tata McGraw-Hill Education. Spiro, R., Rich, G., &Stanton, W. Management of a Sales Force. New Delhi: Tata McGraw-Hill Education. Panda T, Sachdev S. Sales and Distribution Management. Oxford University Press Havaldar, Krishna K. Sales and Distribution Management. Tata McGraw Hill Gupta S. L. Sales & Distribution Management: Text & Cases in Indian Perspectives. Excel Books Still, Kundiff, Govoni. Sales and Distribution Management. PHI
2.	Reference Books: Sales Management: Analysis and Decision Making by Thomas N. Ingram et al. Selling and Sales Management by David Jobber and Geoffrey Lancaster Personal Selling and Sales Management by Edward W. Johnston and Charles M. Futrell Sales and Distribution Management by Krishna K. Havaldar and Vasant M. Cavalem Strategic Sales Management by S.L. Gupta
3.	Journals & Periodicals: Journal of Personal Selling & Sales Management Harvard Business Review (Sales Strategy Section) Sales & Marketing Management Magazine Journal of Marketing Indian Journal of Marketing
4.	Other Electronic Resources: Coursera: "Sales Training for High Performing Teams" – HubSpot Academy edX: "Strategic Sales Management" – Doane University YouTube: Harvard i-lab Sales Videos, Brian Tracy's Sales Strategies

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Skill Enhancement activities/ Case Study/ Research Paper	15 marks
Presentation	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	2	1	3	1	1	2
CO2	1	1	1	1	1	1	3	1	1
CO3	1	3	1	1	2	1	1	1	1
CO4	1	1	2	1	1	1	1	1	3
CO5	1	1	1	1	1	1	2	1	1
Avg.	1.0	2.0	1.5	1.5	1.5	3.0	2.5	1.0	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	2	1	3	1	1	2
CO2	1	1	1	1	1	1	3	1	1
CO3	1	3	1	1	2	1	1	1	1
CO4	1	1	2	1	1	1	1	1	3
CO5	1	1	1	1	1	1	2	1	1
Avg.	1.0	2.0	1.5	1.5	1.5	3.0	2.5	1.0	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHR502	**COURSE NAME** **Talent Acquisition and Management**	**SEMESTER V**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	4	3	0	1	4

Course Pre-requisites	Basic Knowledge of Human Resource Management
Course Category	HR Elective
Course focus	Skill & Employability
Rationale	This course focuses on developing an understanding of the talent management process. It also explores different strategies and techniques to identify and manage talented employees and align their skills with the organization's goals and objectives. Talent Management is a critical discipline for organizations aiming to attract, develop, and retain top talent to gain a competitive advantage in today's dynamic and globalized business environment.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the fundamental concepts, theories, and practices in talent management and talent acquisition. CO2: Understand the methods of talent acquisition and relation with competency mapping CO3: Design comprehensive talent management strategies that integrate workforce planning, employee development, and succession planning CO4: Evaluate the outcomes of talent management initiatives CO5: Analyze the effectiveness of various talent management practices in achieving organizational success.

Course Content	Weightage	Contact hours
UNIT 1: Introduction to Talent Management and Talent Acquisition strategies Overview of Talent Management and Factors affecting Talent Management context globally; Need and Type of Talent, Four components of Talent Management; Creating a culture for Talent Management. Difference between Recruitment and Talent Acquisition; Definition and role in Talent Management; Contemporary strategies in acquiring talent; Competing value Proposition and role of Employer Branding in Talent Acquisition; Onboarding new Hires and socializing challenges..	25%	15
UNIT 2: Talent acquisition and role of Assessment centers Concept of Assessment centers; Definition and meaning of assessment centers; Use and Benefit of Assessment centers; Outsourcing and use of technology in Assessment centers; Training Assessors, Resources required, Validity and reliability of Assessment centers, Disadvantages of Assessment center; When to use and not to use Assessment centers. through Assessment Centres. Definition of Competencies, Types of competencies; Assessing and developing competencies; Role of training in Competency development; Competency Mapping, at Individual and task level; Use of Competency Framework for developing Talent.	25%	15
UNIT 3: Career Management and Succession Planning, Managing Potential of Key talent Fundamentals of Career Planning, trends and Best Practices; Models of career Planning; Succession Planning Process and Issues; Challenges pertaining to Succession Planning;. Managing Performance and Potential of Key talent, Managing Potential of Key talent.	25%	15
UNIT 4: Mentoring Talent, Rewarding talent and Future trends in Talent Acquisition and Management Mentoring High Potential talent; Process of effective Mentoring; Gender Differences in Mentoring Process; Managing the Reward and Benefits for Talent, building in customized talent reward strategy for retaining talent, War for talent; Ethics of Managing Talent; Talent and technology trends.	25%	15

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the fundamental concepts, theories, and practices in talent management and talent acquisition	Define
CO2: Understand the methods of talent acquisition and relation with competency mapping	Understand
CO3: Design comprehensive talent management strategies that integrate workforce planning, employee development, and succession planning	Design
CO4: Evaluate the outcomes of talent management initiatives	Evaluate
CO5: Analyze the effectiveness of various talent management practices in achieving organizational success.	Analyze

Learning Resources	
1.	Textbook: Talent Management, Author(s): Gowri Joshi | Veena Vohra, Cengage Learning Hurconomics for Talent Management Latest Edition Edition: First Publisher: Pearson Education Editor: -- T. V Rao ISBN: 13-978- 8131759677 The Talent Management Handbook, Third Edition: Making Culture a Competitive Advantage by Acquiring, Identifying, Developing, and Promoting the Best People, 3rd Edition By Lance A. Berger, Dorothy Berger© 2018 | Latest Edition available
2.	Reference Books: Talent Management Handbook: Creating a Sustainable Competitive Advantage by Lance A. Berger and Dorothy Berger Talent Management: Cases and Commentary by David G. Collings, Kamel Mellahi, and Wayne F. Cascio The Talent Management Handbook: Creating a Dynamic and Sustainable Organisation by David Clutterbuck and Elaine Heslop

3.	Journals & Periodicals: Journal of Talent Management Harvard Business Review Talent Management Institute Society for Human Resource Management Human Resource Executive Online
4.	Other Electronic Resources: https://www.talentmanagementinstitute.com/ https://talentculture.com/ https://www.talentmanagementalliance.com/

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	0	0	1	0	2	1	1	1	1
CO2	2	2	1	3	1	1	2	1	1
CO3	0	0	0	1	1	2	1	1	2
CO4	1	3	1	1	1	1	1	3	1
CO5	1	1	2	1	1	1	3	1	1
Avg.	1.5	2.5	1.5	2.0	1.5	2.0	2.5	2.0	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	2	1	3	1	1	2
CO2	1	1	1	1	1	1	3	1	1
CO3	1	3	1	1	2	1	1	1	1
CO4	1	1	2	1	1	1	1	1	3
CO5	1	1	1	1	1	1	2	1	1
Avg.	1.0	2.0	1.5	1.5	1.5	3.0	2.5	1.0	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

COURSE CODE AECC501	COURSE NAME Disaster Risk Management	SEMESTER V

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	2

Course Pre-requisites	Basic understanding of what disaster is
Course Category	Ability Enhancement
Course focus	Developing skills for managing disasters
Rationale	Disaster risk management is essential for minimizing the adverse impacts of natural and human-induced disasters by implementing proactive strategies that enhance resilience and ensure sustainable development. It integrates risk assessment, mitigation, preparedness, and recovery to safeguard lives, livelihoods, and infrastructure.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the fundamental concepts and terminologies related to disaster risk, resilience, and mitigation. CO2: Understand the causes, impacts, and management strategies for various natural and human-induced disasters. CO3: Design effective disaster risk reduction plans and community-based preparedness strategies. CO4: Evaluate existing disaster management frameworks and policies for their effectiveness in mitigating risks. CO5: Analyze case studies of past disasters to identify lessons learned and best practices for future risk management.

Mapping of POs & COs

Course Content	Weightage	Contact hours
UNIT 1: Theory: Introduction to Disasters-Understanding the Concepts and Definitions of Disaster, Hazard,Vulnerability Risk, Capacity – Disaster and Development, and Disaster Management Fundamental of Disasters-Types,Trends, Causes, Consequences and Control: Geological Disasters, Hydro-Meteorological Disasters, Biological Disasters, Technological Disasters, and Man-made Disasters. Global Disaster Trends – Emerging Risks of Disasters – Climate Change and Urban Disasters.	20%	12
UNIT 2: Theory: Disaster Management Cycle and Framework-Disaster Management Cycle Paradigm Shift in Disaster Management, Pre-Disaster – Risk Assessment and Analysis, Risk Mapping, Zonation, Microzonation, Prevention and Mitigation of Disasters, Early Warning System, Preparedness, Capacity Development; Awareness,DuringDisaster –Evacuation–Disaster Communication– Search and Rescue ,Emergency Operation Centre–IncidentCommand System– Relief and Rehabilitation. Post-disaster – Damage and Needs Assessment, Restoration of Critical Infrastructure –Early Recovery–Recoinstructionand Redevelopment; IDNDR,Yokohama Strategy, Hyogo Framework of Action, Sendai framework.	20%	12
UNIT 3: Disaster Management in India Disaster Profile of India–Mega Disasters of India and Lessons Learnt, Disaster, Management Act 2005 – Institutional and Financial Mechanism, National Policy on Disaster Management, National Guidelines and Plans on Disaster Management; Role of Government (local, state and national),Non- Government and Inter-Governmental Agencies. Disaster Management Act in relation to COVID-19 pandemic.	20%	12
UNIT 4: Role of Science and Technology in Disaster Management Geo-informatics in DisasterManagement (RS, GIS, GPS and RS), Disaster Communication System (Early Warning and Its Dissemination), Land ,Planning and Development Regulations, Disaster Safe Designs and	20%	12

Mapping of POs & COs

Constructions, Structural and Non-Structural Mitigation of Disasters, S&T Institutions for Disaster Management in India.		
UNIT 5: Disaster Case Studies Various Case Studies on Disaster and Development, Disaster Prevention and Control, Risk Analysis and Management. Case study relating to COVID -19 to be explored.	20%	12

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the fundamental concepts and terminologies related to disaster risk, resilience, and mitigation	Define
CO2: Understand the causes, impacts, and management strategies for various natural and human-induced disasters	Understand
CO3: Design effective disaster risk reduction plans and community-based preparedness strategies	Design
CO4: Evaluate existing disaster management frameworks and policies for their effectiveness in mitigating risks.	Evaluate
CO5: Analyze case studies of past disasters to identify lessons learned and best practices for future risk management.	Analyze

Learning Resources	
1.	Textbook: Alexander,D.,NaturalDisasters,KluwerAcademicLondon. Asthana,N.C.,AsthanaP.,DisasterManagement,AavishkarPublishers. Carter, N., Disaster Management: A Disaster Manager's Handbook, Asian Development Bank Collins,A.E.,DisasterandDevelopment,Routledge. Coppola,D.P.,IntroductiontoInternationalDisasterManagement,2n d Edition, Elsevier Science

2.	Reference Books: Goyal,S.L., Encyclopedia ofDisaster Management(Vols.1-3),Deep & Deeep, New Delhi Gupta,A.K.,Nair,S.S.,EnvironmentalKnowledgeforDisaster RiskManagement, NIDM, New Delhi. Ibrahimbegovic,A.,Zlatar,M.,DamageAssessment andReconstruction after War or Natural Disaster, Springer. Menshikov,V.A.,Perminov,A.N.,Urlichich, Y.M., Global AerospaceMonitoring and Disaster Modh,S.,IntroductiontoDisasterManagement, MacmillianPublishers India Srivastava,H.N.,Gupta,G.D.,Management ofNatural Disasters inDeveloping Countries, Daya Publishers,
3.	Journals & Periodicals: International Journal of Disaster Risk Reduction (IJDRR)
4.	Other Electronic Resources: Harvard Business Review

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation 10 marks Quiz 5 marks Case Study/ Research Paper 15 marks Presentation on Current Trends 10 marks

Course Pre-requisites	
Course Category	Skill Enhancement / Employability Development
Course focus	Interview Techniques, Career Planning, Digital Literacy
Rationale	To ensure students are interview-ready, capable of setting career goals, and proficient with digital employment platforms.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define key interview questions and formats (e.g., STAR). CO2: Understand career planning tools like SWOT and SMART goals. CO3: Design digital profiles and job search strategies. CO4: Evaluate interview performances and career options. CO5: Analyze online platforms for professional networking.

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	2	3	2	1	3	3
CO2	1	1	1	1	2	2	3	3	
CO3	1	1	1	1	1	2	1	2	2
CO4	2	2	3	3	2	1	2	3	3
CO5	2	3	2	3	3	1	1	2	3
Avg.	1.4	1.6	1.6	2.0	2.2	1.6	1.6	2.6	2.8

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	2	3	2	1	3	3
CO2	1	1	1	1	2	2	3	3	
CO3	1	1	1	1	1	2	1	2	2
CO4	2	2	3	3	2	1	2	3	3
CO5	2	3	2	3	3	1	1	2	3
Avg.	1.4	1.6	1.6	2.0	2.2	1.6	1.6	2.6	2.8

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE VACC501	COURSE NAME Workplace Communication & Professionalism	SEMESTER 5

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Pre-requisites	
Course Category	Skill Enhancement / Employability Development
Course focus	Business Etiquette, Time Management, Resume Writing
Rationale	To prepare students for professional interactions, document preparation, and workplace etiquette.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define norms of business communication and etiquette. CO2: Understand time management techniques for professional settings. CO3: Design professional resumes and cover letters. CO4: Evaluate communication scenarios in the workplace. CO5: Analyze job roles to align resumes and communication styles.

Course Content	Weightage	Contact hours
UNIT 1: Business Etiquette, Meetings, phone conversations, Negotiations & conflict, Language development and Vocabulary for Negotiations.	20%	10
UNIT 2: Time Management, Prioritizing tasks, Scheduling and planning, Case study, Reading Comprehension – Advance level.	20%	10
UNIT 3: Cover Letter and Resume Writing Writing tailored cover letters, Structuring resumes	20%	10

Learning Resources	
	Textbook: Business Communication: Process and Product by Mary Ellen Guffey & Dana Loewy
	Reference Books: Harvard Business Review on Communication The Quick Resume & Cover Letter Book by Michael Farr Time Management from the Inside Out by Julie Morgenstern
	Journals & Periodicals: ☐ Journal of Business Communication ☐ Harvard Business Review (Communication section)
	Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation Quiz Skill Enhancement activities/ Case Study/ Research Paper Presentation	10 marks 5 marks 15 marks 10 marks
Course Outcomes	Students will be able to exhibit business etiquette in meetings, calls, and emails. Students will manage professional tasks effectively using time management tools. Students will create impactful resumes and cover letters tailored to specific job roles. Students will communicate appropriately and persuasively in various business formats. Students will demonstrate readiness for formal professional interactions.	

Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM601	**COURSE NAME** **Corporate and IT Law**	**SEMESTER VI**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic understanding of Business Environment, Legal Frameworks, and Computer Fundamentals.
Course Category	Core
Course focus	Skills
Rationale	In the rapidly evolving business landscape, understanding corporate governance and legal aspects related to digital operations is essential. This course equips students with legal literacy in corporate structures, compliance, IT regulations, and cyber law — vital for professionals in finance, management, and digital commerce sectors.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	To understand the fundamental principles and evolution of company law and corporate governance. To analyze the legal provisions related to company incorporation, management, and director responsibilities. To explain the regulatory framework governing share capital, corporate meetings, and winding up of companies. To interpret key provisions of the Information Technology Act, 2000, with emphasis on digital signatures and cyber law. To apply legal concepts to practical corporate scenarios for effective governance and compliance.

Course Content	Weightage	Contact hours
UNIT 1: Introduction to Company Law Evolution of Company law – Meaning and characteristics of a company – Stages of incorporation – e-filing – Memorandum of Association and Articles of Association – Alteration – Effects of registration – Doctrine of constructive notice – Ultravires and indoor management – lifting of Corporate veil.	20%	9
UNIT 2: Corporate Governance and Compliance	20%	9

Prospectus – Shelf Prospectus – Red herring Prospectus – Civil & Criminal liability for mis-statement in Prospectus – Statement in lieu of Prospectus -, Director, DIN, Qualification, Disqualification, Appointment, Position, Rights, Duties, Power, Resignation, Liabilities, Removal and Resignation of director, Key Managerial Personnel (Managing Director, Whole time Directors, the Companies Secretary, Chief Financial Officer, Resident Director, Independent Director, Women Director).		
UNIT 3: Share Capital and Corporate Meetings Share Capital -Kinds of share capital-Voting -Meaning and Definition of Meeting -Kinds of Meeting: (a) Shareholders meeting (b) Board of directors meeting (c) Creditors meeting (d) Debenture holders meeting-Board of Directors Meeting-Validity of Meeting -Convening Authority-Notice of Meeting Quorum-Chairman -Minutes	20%	9
UNIT 4: Winding Up and Regulatory Framework Modes of Winding up - Winding up by the tribunal – Voluntary Winding up – NCLT – Special courts – Mediation and Conciliation panel.	20%	9
UNIT 5: The Information Technology Act, 2000 Definition -Digital Signature- Electronic Governance-Attribution, Acknowledgment and Dispatch of Electronic Records- Sense Electronic Records and Sense Digital Signatures- Regulation of Certifying Authorities, Digital Signature Certificates- Duties of Subscribers- Penalties and Offences	20%	9

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define key concepts related to Company Law, including company incorporation, corporate governance, and director responsibilities.	Define
CO2: Understand the legal framework governing share capital, corporate meetings, and winding up of companies.	Understand
CO3: Explain the provisions of the Information Technology Act, 2000, including digital signatures, electronic records, and cyber offences.	Explain
CO4: Apply company law and IT law principles to practical corporate scenarios, ensuring compliance and effective governance.	Apply
CO5: Analyze legal issues in corporate and IT law and evaluate them impact on business practices and regulatory compliance.	Analyze

Learning Resources	
1.	Textbook: Kapoor, N.D. "Elements of Company Law", Sultan Chand & Sons. Sharma, J.P. "An Easy Approach to Corporate Laws", Ane Books Pvt. Ltd.
2.	Reference Books: Ramaiya, A. "Guide to the Companies Act", LexisNexis. Farooq Ahmed, "Cyber Law in India", Pioneer Books. Vakul Sharma, "Information Technology Law and Practice", Universal Law Publishing.
3.	Journals & Periodicals: Company Law Journal (CLJ) Journal of Cyber Law, Policy, and Security Chartered Secretary – Institute of Company Secretaries of India (ICSI)
4.	Other Electronic Resources: Ministry of Corporate Affairs: www.mca.gov.in Securities and Exchange Board of India: www.sebi.gov.in Information Technology Act Portal: www.cca.gov.in

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	1	1	1	1	1	1
CO2	3	1	2	3	1	2	1	2	1
CO3	1	1	1	1	1	1	1	1	1
CO4	2	1	1	1	1	1	2	1	1
CO5	1	1	1	2	1	3	1	3	3
Avg.	2.0	1.0	1.5	2.5	1.0	2.5	2.0	2.5	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	1	1	1	1	1	1
CO2	3	1	2	3	1	2	1	2	1
CO3	1	1	1	1	1	1	1	1	1
CO4	2	1	1	1	1	1	2	1	1
CO5	1	1	1	2	1	3	1	3	3
Avg.	2.0	1.0	1.5	2.5	1.0	2.5	2.0	2.5	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM602	**COURSE NAME** **Organizational Behavior**	**SEMESTER IV**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic understanding of interpersonal skills
Course Category	Elective
Course focus	Employability/Skills/ Entrepreneurship
Rationale	The course on Organizational Behavior explores the dynamics of human behavior within organizational settings, emphasizing the importance of understanding individual, group, and organizational processes. It equips students with the knowledge and skills to analyze and influence behaviors, enhancing their ability to manage teams and organizational culture effectively. This course fosters a deeper understanding of motivation, leadership, communication, and decision-making, preparing students for successful careers in management and organizational leadership.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Define key concepts such as motivation, leadership, organizational culture, and group dynamics within the context of organizational behavior. Understand the psychological and sociological factors influencing individual and group behavior in organizational settings. Design strategies and interventions to improve organizational effectiveness, employee satisfaction, and team performance based on behavioral insights. Evaluate the impact of various organizational behavior theories and practices on employee performance, organizational culture, and overall effectiveness. Analyze the complex organizational issues, such as conflict resolution, communication patterns, and leadership styles, to understand their causes and effects on organizational performance.

Course Content	Weightage	Contact hours
UNIT 1: Introduction to Organizational Behaviour : Management and Organizational Behaviour, Theories of Management, Major Behavioural Science that contribute to Organizational Behaviour-Psychology, Sociology, Socio-Psychology, Political Science, Anthropology,Organizational structure, Dynamics of People and Organization, Models of OrganizationalBehaviour, Hawthorne studies, Challenges and opportunities in Organizational Behaviour.	20%	12
UNIT 2: : Motivation, Personality & Perception: Motivation-Motivation and Behaviour, theories of Motivation, Reinforcement theory, Organisational Learning Process, Motivation and performance, Financial and Non-financial incentives, Personality Determinants of personality, Type A and Type B personality, Values, Attitudes & Beliefs, Argyris'sMaturity- Immaturity Continuum, Perception-Motivation and Perception, Meaning, Need of Perceptual process, Factors influencing Perceptual process, self-concept and self esteem	20%	12
UNIT 3: : Group Dynamics and Stress Management: Group Dynamics-Team & Group difference, Group Effectiveness, Formal & Informal Group, Stages of Group Development, Group Decision Making, Inter group relation and Conflict, Stress Management-Stress and Behaviour,Sources of Stress, Consequences of Stress and Performance.	20%	12
UNIT 4: Leadership, Conflict Management and Power & Politics: Leadership-Introduction and characteristics of Leadership, Formal and Informal leadership, Theories of Leadership, Conflict Management-Nature of Conflict, Sources of Organizational Conflict, Modes of Conflict Resolution, Conflict Management, Power & Politics-Difference between Influence, Power &Authority, Sources of power, Organizational Politics, Machiavellian ism, Ethics of Power and Politics in Organizations.	20%	12
UNIT 5: Organization Development and Culture:	20%	12

Organizational Change, Resistance to change, Steps for planned change, Quality Work Life, Organization Development Objective and Interventions, Organization Climate and Organizational Effectiveness, Managing Organizational Culture.		

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define key concepts such as motivation, leadership, organizational culture, and group dynamics within the context of organizational behavior.	Define
CO2: Understand the psychological and sociological factors influencing individual and group behavior in organizational settings.	Understand
CO3: Design strategies and interventions to improve organizational effectiveness, employee satisfaction, and team performance based on behavioral insights.	Design
CO4: Evaluate the impact of various organizational behavior theories and practices on employee performance, organizational culture, and overall effectiveness.	Evaluate
CO5: Analyze the complex organizational issues, such as conflict resolution, communication patterns, and leadership styles, to understand their causes and effects on organizational performance.	Analyze

Learning Resources	
1.	Textbook: Stephen P.Robbins, Timothy A. Judge, Niharika Vohra (18th ed.), Pearson Education, New Delhi
2.	Reference Books: Uma Sekaran, Organisational Behaviour, Tata McGraw Hill John W Newstrom, Organisational Behaviour, Tata McGraw Hill L. M. Prasad, Organisational Behaviour, Sultan Chand & Sons
3.	Journals & Periodicals: Harvard Business Review Articles
4.	Other Electronic Resources: Youtube videos and various short movies

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Skill Enhancement activities/ Case Study/ Research Paper	15 marks
Presentation	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	2	1	3	1	3	2	3	0	2
CO2	0	3	1	2	3	1	2	1	3
CO3	3	1	0	3	2	2	1	3	2
CO4	1	2	1	2	1	0	3	1	1
CO5	0	2	3	1	3	1	2	0	2
Avg.	2	2	3	1	0	3	2	2	1

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	3	2	3	0	2
CO2	3	1	2	0	1	1	2	1	1
CO3	2	1	0	3	2	2	1	3	2
CO4	1	3	1	2	1	0	3	1	1
CO5	0	2	3	2	2	1	1	0	2
Avg.	1.4	2	1.6	1.4	1.8	1.2	2	1	1.6

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BCOM601	**COURSE NAME** **International Financial Reporting Standards**	**SEMESTER VI**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic Information about Finance and Account Terminology
Course Category	Finance Electives
Course focus	Skills
Rationale	Studying International Financial Reporting Standards is essential in today's interconnected and globalized business environment. As companies increasingly operate across borders, there is a growing demand for consistency, transparency, and comparability in financial reporting.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Understand and explain the structure of the international professional and conceptual framework of financial reporting. Apply relevant international financial reporting standards (IFRS Accounting Standards) to key elements of financial statements. Identify and apply disclosure requirements for entities relating to the presentation of financial statements and notes. Prepare group financial statements (excluding group cash flow statements) including subsidiaries, associates and joint arrangements.

Course Content	Weightage	Contact hours
Unit 1 Introduction: 1. The International Accounting Standards Board (IASB) and the regulatory framework 2. Fundamental ethical and professional principles	20%	14
Unit 2 Elements of Financial Statements: 1. Revenue recognition 2. Property, plant and equipment 3. Impairment of assets 4. Leases 5. Intangible assets and goodwill 6. Inventories 7. Financial instruments 8. Provisions, contingent assets and liabilities 9. Employee benefits 10. Tax in financial statements	15%	10
Unit 3 Presentation of financial statements and additional disclosures 1. Presentation of the statement of financial position, the statement of profit or loss and other comprehensive income and the statement of changes in equity 2. Earnings per share 3. Events after the reporting period 4. Accounting policies, changes in accounting estimates and errors 5. Related party disclosures 6. Operating segments 7. Reporting requirements of small and medium-sized entities (SMEs)	20%	12
Unit 4: Preparation of external financial reports for combined entities, associates and joint arrangements Preparation of group consolidated external reports 2. Business combinations – intra-group adjustments 3. Business combinations – fair value adjustments 4. Business combinations – associates and joint arrangements	20%	12
Unit 5 Step acquisitions, partial disposal of subsidiaries and group re-constructions Financial statements of banks and similar financial institutions Preparation of statements of cash flow (single company and consolidated)	20%	14

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Bloom's Taxonomy Domain
After successful completion of the above course, students will be able to: Understand the structure of the international financial reporting framework. Apply IFRS standards to various components of financial statements. Analyze and interpret disclosure requirements and presentation formats. Prepare consolidated financial statements for groups, including subsidiaries and associates. Evaluate the implications of complex transactions such as step acquisitions and group reconstructions.	Understand Apply Analyze Prepare Evaluate

Learning Resources	
1.	IFRS: A Quick Reference Guide" by Robert Kirk "IFRS Essentials" by Dieter Christian & Irene Lynch Fannon "Applying IFRS Standards" by Ruth Picker, Kerry Clark, and others
2.	List of Journals Journals, Periodicals, Reference Journals & Periodicals Journal of Finance. Published by Wiley. The Review of Financial Studies. Journal of Financial Economics. Journal of Accounting and Economics. Journal of Financial and Quantitative Analysis. Journal of Money, Credit and Banking. Journal of International Money and Finance. The International Journal of Accounting

	11. Journal of International Financial Management & Accounting
3.	Other Electronic Resources: www.onllinelibrary.wiley.com www.mcxindia.com www.capitalmarketline.com' www.bseindia.com www.nseindia.com www.goldprice.org

Evaluation Scheme	Total Marks
Theory: Mid-semester Marks	20 marks
Theory: End Semester Marks	40 marks
Theory: Continuous Evaluation Component Marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	2	3	2	1	3	3
CO2	1	1	1	1	2	2	3	3	
CO3	1	1	1	1	1	2	1	2	2
CO4	2	2	3	3	2	1	2	3	3
CO5	2	3	2	3	3	1	1	2	3
Avg.	1.4	1.6	1.6	2.0	2.2	1.6	1.6	2.6	2.8

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	1	2	3	3	3	3
CO2	1	1	1	1	1	2	3	2	3
CO3	2	3	3	3	3	1	2	3	2
CO4	2	3	2	1	3	1	1	2	2
CO5	1	1	1	1	2	2	3	3	3
Avg.	1.4	1.8	1.6	1.4	2.2	1.8	2.4	2.6	2.6

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAMM601	**COURSE NAME** **Marketing of Services**	**SEMESTER VI**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic understanding of marketing principles and consumer behavior. Familiarity with service-oriented industries and customer service principles. Knowledge of general business and organizational structures.
Course Category Course focus	Marketing Elective Skills/Entrepreneurship
Rationale	The basic aim of this course is to explain why there is a need for special services marketing discipline, the challenges for services marketing, and how to deal with them. The course brings out the emerging service environment in India and the world. It emphasizes the distinctive aspects of Services Marketing. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.
Course Revision	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define key differences between services and goods marketing, and the challenges associated with services marketing. CO2: Understand the concept of service quality and apply tools like the SERVQUAL instrument and Gap Model to measure and improve service quality. CO3: Design service blueprinting and customer participation strategies to enhance service delivery and manage demand fluctuations. CO4: Evaluate different pricing strategies, including bundling and result-based pricing, and assess their impact on service industries.

	CO5: Analyze service communication problems and propose strategies to align service promises with delivery.

Course Content	Weightage	Contact hours
UNIT 1: Understanding Services, Service Consumers and Managing Services Quality Difference between goods and services marketing; Challenges of Services Marketing; Role of internal and interactive marketing in services; Services Marketing Myopia, Expanded Services Marketing mix; Levels of service expectations; Factors influencing Consumers' perception of service; Different types of Service Quality; Determinants of Service Quality; Gap Model of Service Quality; Servqual instrument to measure service quality; Service quality research.	25%	15
UNIT 2: Service as Product, Service Delivery Process and Service Pricing Distinction between core, facilitating, and support services; Different levels of customer participations in the creation of service and the strategies to enhance the customer participation in service production and delivery; Service blueprinting and its benefits; Customer Service standards; Strategies to manage fluctuations of demand in the creation and delivery of services; Service delivery intermediaries; Setting up Service prices- costs, perceived value and competition; Revenue Management in specific service industries; Pricing concepts- price bundling, captive pricing, two-part pricing, loss-leadership pricing and result-based pricing; Price competition challenges.	25%	15

UNIT 3: Service Communication, Branding, Physical Evidence in Service Challenges in designing communication programmes for services; Service communication problems; Strategies for matching service promises with delivery; Services advertising; Role of promotion in marketing of services; Servicescape, the roles played by the servicescape, and its effects; Environmental dimensions of servicescape; High-contact and Low-contact; Approaches for understanding servicescape effects.	25%	15
UNIT 4: Service Failures, Recovery Strategies, Managing People and Customer Relationships Service failures; strategies and tactics of service recovery in the event of a service failure; service guarantee and its role in promoting and achieving service quality; customer feedback system; human resource strategies for customer oriented service delivery; internal marketing in delivering the promise made to customers (through external marketing); interactive marketing (managing the moments of truth); guideline for people in service organizations ; service oriented organizational structure; customer loyalty; customer lifetime value ; customer equity; framework for building customer loyalty.	25%	15

Academic Year, 2025-28

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define key differences between services and goods marketing, and the challenges associated with services marketing.	Define
CO2: Understand the concept of service quality and apply tools like the SERVQUAL instrument and Gap Model to measure and improve service quality.	Understand
CO3: Design service blueprinting and customer participation strategies to enhance service delivery and manage demand fluctuations.	Design
CO4: Evaluate different pricing strategies, including bundling and result-based pricing, and assess their impact on service industries.	Evaluate
CO5: Analyze service communication problems and propose strategies to align service promises with delivery.	Analyze

Learning Resources	
1.	Textbook: Services Marketing: V Zeithaml, Gremler, Bitner and Ajay Pandit, 7 th Edition TMH,2018 Services Marketing: Jochen Wirtz, Christopher H. Lovelock & Jayanta Chatterjee 9th Edition; Published by World Scientific, 2023 Service Management: Operations, Strategy, Information Technology, Sanjeev Bordoloi, James Fitzsimmons and Mona Fitzsimmons 10th Edition ISBN10: 1264098359 | ISBN13: 9781264098354 © 2023 Services Marketing: Concepts, Strategies & Cases K. Douglas Hoffman | John E.G. Bateson ISBN: 9789386858771 Edition: 5th © Year: 2017
2.	Reference Books: Services Marketing: People, Technology, Strategy by Christopher Lovelock & Jochen Wirtz Services Marketing: Integrating Customer Focus Across the Firm by Adrian Payne Managing Service Quality: An Integrated Approach by John E. G. T. Service Marketing: A Framework for Managing Business Services by R. Srinivasan The Service-Dominant Logic of Marketing by Stephen L. Vargo and Robert F. Lusch
3.	Journals & Periodicals: Journal of Services Marketing https://www.emerald.com/insight/publication/issn/0887-6045 Journal of Service Research https://journals.sagepub.com/home/jsr International Journal of Service Industry Management https://www.emerald.com/insight/publication/issn/0956-4233
4.	Other Electronic Resources: Google Scholar https://scholar.google.com/ Academia.edu https://www.academia.edu/ JSTOR https://www.jstor.org/ ScienceDirect https://www.sciencedirect.com/ ResearchGate https://www.researchgate.net/

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	<table><tr><td>Class Participation</td><td>10 marks</td></tr><tr><td>Quiz</td><td>5 marks</td></tr><tr><td>Case Study/ Research Paper</td><td>15 marks</td></tr><tr><td>Presentation on Current Trends</td><td>10 marks</td></tr></table>

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	1	2	3	3	3	3
CO2	1	1	1	1	1	2	3	2	3
CO3	2	3	3	3	3	1	2	3	2
CO4	2	3	2	1	3	1	1	2	2
CO5	1	1	1	1	2	2	3	3	3
Avg.	1.4	1.8	1.6	1.4	2.2	1.8	2.4	2.6	2.6

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	2	3	2	1	3	3
CO2	1	1	1	1	2	2	3	3	
CO3	1	1	1	1	1	2	1	2	2
CO4	2	2	3	3	2	1	2	3	3
CO5	2	3	2	3	3	1	1	2	3
Avg.	1.4	1.6	1.6	2.0	2.2	1.6	1.6	2.6	2.8

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHR601	**COURSE NAME Performance and Compensation Management**	**SEMESTER VI**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic knowledge of Human Resource Management
Course Category	HR Elective
Course focus	HR Skills
Rationale	To provide learners with understanding of performance management concepts. To equip learners with the dynamics of performance appraisal and develop criteria for assessing performance. To enable learners to develop effective appraisal systems that can be linked to managerial objectives and compensation. To enable learners with contemporary issues and solutions in appraisal systems.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the fundamental concepts, theories and frameworks of performance management and compensation strategies CO2: Understand the components of an effective performance management system and their connection to compensation. CO3: Design performance appraisal techniques to assess employee effectiveness and recommend adjustments to compensation plans CO4: Evaluate the relationship between performance metrics and compensation strategies to identify areas for improvement. CO5: Analyze assess the fairness and effectiveness of existing compensation systems using qualitative and quantitative criteria.

Course Content	Weightage	Contact hours
UNIT 1: Introduction to Performance Management Meaning, Principles, Objectives, Purpose of Performance Management, Performance Management vs Performance Appraisal, Performance management as a System and Process of Management.	25%	15
UNIT 2: Performance Planning and Managing Performance Developing Performance Planning: Agreement and Action Planning, Methods of managing performance of all the levels of Management (including labour), Graphics rating scale, Ranking Methods, Paired Comparison Methods, Forced Distribution Method, Critical Incident Method, Behaviourally Anchored Rating Scales, Management By Objective, 360-Degree Performance Appraisal, Performance Feedback & Counselling, Performance analysis for Individual and organizational Development.	25%	15
UNIT 3: Learning Organisation and Performance Based Compensation Concept-Peter Senge Model, Need, Types, Factors and Obstacles in Learning Organisation, Performance Management and Compensation: Concept of Performance Related Pay, Criteria for Performance Related Pay, Installing and Monitoring PRP.	25%	15
UNIT 4: Implementation of Performance Management Performance Management and Career Planning Advantages and Significance, Coaching and Mentoring in Performance Management: Concept, Roles, Advantage and Disadvantage of Coaching and Mentoring, Performance Management and Talent Management: Concepts, Features and Strategies to retain employees. Competency Mapping, Competency Mapping & its Linkage with Career Development and Succession Planning, Online Appraisal: Advantage & Disadvantage, Performance Management Audit, Ethical and Legal issues in Performance Management	25%	15

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the fundamental concepts, theories and frameworks of performance management and compensation strategies	Define
CO2: Understand the components of an effective performance management system and their connection to compensation.	Understand
CO3: Design performance appraisal techniques to assess employee effectiveness and recommend adjustments to compensation plan	Design
CO4: Evaluate the relationship between performance metrics and compensation strategies to identify areas for improvement.	Evaluate
CO5: Analyze assess the fairness and effectiveness of existing compensation systems using qualitative and quantitative criteria.	Analyze

Learning Resources	
1.	Textbook: Armstrong, M. (2003). Handbook of Strategic Human Resource Management: a guide to action. Crest. Armstrong, M. (2006). Performance management: Key strategies and practical guidelines. Kogan page. Berger, L. A., & Berger, D. R. (2004). The talent management handbook. New York, NY: McGraw-Hill. Bhattacharyya, D. K. (2011). Performance management systems and strategies. Pearson Education India. Dencker, J. C. (2009). Relative bargaining power, corporate restructuring, and managerial incentives. Administrative Science Quarterly, 54(3), 453-485. Jordan, A. H., & Audia, P. G. (2012). Self-enhancement and learning from performance feedback. Academy of management review, 37(2), 211-231. Liu, D., Mitchell, T. R., Lee, T. W., Holtom, B. C., & Hinkin, T. R. (2012). When employees are out of step with coworkers: How job satisfaction trajectory and dispersion influence individual-and unit-level voluntary turnover. Academy of management journal, 55(6), 1360-1380. McDonnell, A. (2011). Still fighting the "war for talent"? Bridging the science versus practice gap. Journal of business and psychology, 26, 169-173. Rao, T. V. (2004). Performance Management and Appraisal Systems: HR tools for global competitiveness. SAGE Publications India. Silzer, R., & Dowell, B. E. (2009). Strategy-Driven Talent Management. John

Mapping of POs & COs

	Wiley & Sons 11.Trevor, C. O., Reilly, G., & Gerhart, B. (2012). Reconsidering pays dispersion's effect on the performance of interdependent work: Reconciling sorting and pay inequality. Academy of Management Journal, 55(3), 585-610.
2.	Reference Books: Varkkey, B., & Dessler, G. (2018). Human Resource Management (15th ed.). Pearson India. Dewakar Goel, PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT, PHI Learning, New Delhi. Richard.I. Henderson, COMPENSATION MANAGEMENT IN A KNOWLEDGE BASED WORLD, Prentice Hall India, New Delhi. Richard Thrope & Gill Homen, STRATEGIC REWARD SYSTEMS, Prentice Hall India, New Delhi.
3.	Journals & Periodicals: Journal of Human Resources Management
4.	Other Electronic Resources: https://onlinecourses.nptel.ac.in/noc24_mg74/preview

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Case Study/ Research Paper	15 marks
Presentation on Current Trends	10 marks

Mapping of POs & COs

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	2	3	2	1	3	3
CO2	1	1	1	1	2	2	3	3	
CO3	1	1	1	1	1	2	1	2	2
CO4	2	2	3	3	2	1	2	3	3
CO5	2	3	2	3	3	1	1	2	3
Avg.	1.4	1.6	1.6	2.0	2.2	1.6	1.6	2.6	2.8

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	2	3	2	1	3	3
CO2	1	1	1	1	2	2	3	3	
CO3	1	1	1	1	1	2	1	2	2
CO4	2	2	3	3	2	1	2	3	3
CO5	2	3	2	3	3	1	1	2	3
Avg.	1.4	1.6	1.6	2.0	2.2	1.6	1.6	2.6	2.8

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE **BCOM602**	**COURSE NAME** **Security Analysis and Portfolio Management**	**SEMESTER VI**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	4	3	0	1	4

Course Pre-requisites	Basic knowledge of financial accounting and financial management Understanding of mathematics and statistics (especially descriptive statistics and probability) Familiarity with financial instruments and markets is desirable.
Course Category	Core
Course focus	Employability Skills
Rationale	This syllabus equips students with the theoretical and practical tools to evaluate investment opportunities, manage risk, and optimize portfolios. Covering valuation methods, market analysis, derivatives, and portfolio theory, it provides a comprehensive framework to develop strategic decision-making skills essential for financial professionals and investors in dynamic market environments.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	To explain the distinctions between investment, speculation, and gambling, and outline various investment alternatives and evaluation criteria. To calculate historical and expected returns and risks, and apply these measures to evaluate financial investments. To analyze economy-industry-company analysis and technical analysis using tools such as Dow Theory and technical indicators

	to assess market trends and security performance. To evaluate critically evaluate the pricing and application of derivatives, such as futures and options, and the implications of the Capital Asset Pricing Model (CAPM). To construct optimal investment portfolios using diversification principles, portfolio theory, and risk-return analysis to achieve desired financial outcomes.

Course Content	Weightage(%)	Contact hours
Unit 1 Investment: Overview, Investment vs. Speculation vs. Gambling, Investment Alternatives, & Criteria for Evaluation. Risk and Return: Sources of Risk, Types of Risk, Components of Return, Measuring Historical Return and Risk; and Measuring Expected Return and Risk.	20	12
Unit 2 Equity Valuation Bond Prices and Yields	20	12
Unit 3 Fundamental Analysis (Economy-Industry-Company Analysis) Technical Analysis: Basic Premises, Dow Theory, Charting Techniques, Technical Indicators.	20	12
Unit 4 Derivatives: Definition, derivative products, Participants and Functions, Analysis of futures and options, Types of Derivatives-Futures and Options: Features, Differences, How Option works -Call and Put Options, Payoffs Capital Asset Pricing Model (CAPM)	20	12
Unit 5 Portfolio Theory: Diversification and Portfolio Risk, Portfolio Return and Risk, Measurement of Comovements in Security Returns, Calculation of Portfolio Risk, Efficient Frontier, Optimal Portfolio.	20	12

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted	
CO1: Define investment concepts	Define
CO2: Understand evaluation of equity and fixed income securities	Understand
CO3: Design optimal portfolios	Design
CO4: Evaluate and perform fundamental and technical analysis	Evaluate
CO5: Analyze derivatives and market efficiency	Analyze

Learning Resources	
1.	Textbook: Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw Hill Education (Latest Edition)
2.	Reference Books: Fischer, Donald E., and Ronald J. Jordan, Security Analysis and Portfolio Management, Pearson Education Bodie, Zvi, Alex Kane, and Alan J. Marcus, Investments, McGraw Hill Education Reilly, Frank K., and Keith C. Brown, Investment Analysis and Portfolio Management, Cengage Learning Sharpe, William F., Gordon J. Alexander, and Jeffrey V. Bailey, Investments, Pearson
3.	Journals & Periodicals: The Journal of Portfolio Management The Journal of Finance Financial Analysts Journal Indian Journal of Finance Journal of Investment Management Economic and Political Weekly (EPW) – for Indian market perspectives Business Standard / The Economic Times – financial market updates and analysis
4.	Other Electronic Resources: NSE India – https://www.nseindia.com Stock prices, corporate announcements, and investor education modules BSE India – https://www.bseindia.com Market statistics and reports Moneycontrol – https://www.moneycontrol.com Stock quotes, charts, portfolio tracking, and financial news Investopedia – https://www.investopedia.com Concept explanations, tutorials, and videos on finance and investing TradingView – https://www.tradingview.com Technical charting platform with real-time data

	SEBI Investor Education – https://investor.sebi.gov.in Regulatory updates and investor awareness content

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation – 10 marks Quiz – 5 marks Skill Enhancement activities/ Case Study/ Research Paper – 15 marks Presentation – 10 marks
Course Outcomes	Comprehend Investment Concepts Evaluate Equity and Fixed Income Securities Perform Fundamental and Technical Analysis Analyze Derivatives and Market Efficiency Develop Optimal Portfolios

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	1	1	1	1	1	1	1	1
CO2	1	2	1	1	1	1	1	1	1
CO3	1	1	1	2	1	1	1	1	1
CO4	1	1	1	1	3	1	1	1	1
CO5	1	1	2	1	1	2	1	1	1
Avg.	3.0	2.0	1.5	2.0	3.0	2.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	1	1	1	1
CO2	1	2	1	1	1	1	1	1	1
CO3	1	1	1	2	1	1	1	1	1
CO4	1	1	1	1	3	1	1	1	1
CO5	1	1	2	1	1	2	1	1	1
Avg.	3.0	2.0	1.5	2.0	3.0	2.0	0	0	0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAMM602	**COURSE NAME** **Digital Marketing**	**SEMESTER VI**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	4	3	0	1	4

Course Pre-requisites	Basic knowledge of Marketing
Course Category	Marketing Elective
Course focus	Employability Skills/ Entrepreneurship Skills
Rationale	Develop a foundational understanding of how Digital Marketing. Be able to develop or critique the business models of firms that are engaged in digital marketing. Applying skills and capabilities to address DM problems in the real world.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the foundation of digital marketing CO2: Understand the evolution and fundamentals of digital marketing and its distinction from traditional marketing approaches. CO3: Design effective digital marketing strategies, frameworks, and plans for business models. CO4: Evaluate digital marketing campaigns using various tools, channels, and analytical frameworks. CO5: Analyze innovative applications of AI, VR, and AR in digital marketing execution while addressing ethical challenges like data privacy.

Course Content	Weightage	Contact hours
UNIT 1: Introduction to Digital Marketing Evolution of Digital Marketing, Traditional Marketing vs. Digital Marketing; Digital Marketing Framework, Digital Marketing Business Models; Digital Consumers; Consumer Behavior on Digital Channels, Managing Consumer Demand, Digital Decision Journey, POEM Framework	25%	15
UNIT 2: Digital Marketing Strategy Development Digital Marketing Assessment Phase; Elements, Digital Marketing Internal Assessment, Objective Planning, Digital Marketing Strategy; Groundwork, Digital Marketing Mix, Skills in Digital Marketing,	25%	15
UNIT 3: Digital Marketing Planning Digital Marketing Communication and Channel Mix; Display, Search Engine, Social Media, Facebook, LinkedIn Advertising, etc.; Designing the Communication Mix, Digital Marketing Campaign Management; Content Management; Web Design, Optimization of Websites, Web Analytics, Search Engine Optimization, Data Interpretation in Marketing Decision.	25%	15
UNIT 4: Digital Marketing Execution Elements Digital Marketing Execution Elements; Managing Digital Marketing Revenue, Managing Service Delivery and Payment, Role of Artificial Intelligence, Virtual Reality & Augmented Reality in Digital Marketing, Managing Digital Implementation Challenges, Digital Ethics – Data Privacy and Ethical Marketing.	25%	15

Instructional Method and Pedagogy: (Max. 100 words)
The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the foundation of digital marketing.	Define
CO2: Understand the evolution and fundamentals of digital marketing and its	Understand

distinction from traditional marketing approaches.	
CO3: Design effective digital marketing strategies, frameworks, and plans for business models.	Design
CO4: Evaluate digital marketing campaigns using various tools, channels, and analytical frameworks.	Evaluate
CO5: Analyze innovative applications of AI, VR, and AR in digital marketing execution while addressing ethical challenges like data privacy.	Analyze

Learning Resources	
1.	Textbook: Bhatia, Puneet Singh. Fundamentals of Digital Marketing.2ed., 2023, Pearson. Ahuja, Vandana. Digital Marketing. 2015, Oxford University Press Kingsnorth, Simon (2022), Digital Marketing Strategy: An Integrated Approach to Online Marketing. New Delhi: Kogan Page.
2.	Reference Books: Gupta, Seema (2022), Digital Marketing. Noida, UP: McGraw Hill Education (India) Pvt. Ltd. Hafiz, Adnan (2024), Fundamentals of Digital Marketing: Text and Cases, New Delhi: Book Rivers.
3.	Journals & Periodicals: Journal od Digital Marketing ans Communications
4.	Other Electronic Resources: https://onlinecourses.nptel.ac.in/noc24_mg74/preview

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Case Study/ Research Paper	15 marks
	Presentation on Current Trends	10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	2	3	2	1	3	3
CO2	1	1	1	1	2	2	3	3	
CO3	1	1	1	1	1	2	1	2	2
CO4	2	2	3	3	2	1	2	3	3
CO5	2	3	2	3	3	1	1	2	3
Avg.	1.4	1.6	1.6	2.0	2.2	1.6	1.6	2.6	2.8

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	2	3	2	1	3	3
CO2	1	1	1	1	2	2	3	3	
CO3	1	1	1	1	1	2	1	2	2
CO4	2	2	3	3	2	1	2	3	3
CO5	2	3	2	3	3	1	1	2	3
Avg.	1.4	1.6	1.6	2.0	2.2	1.6	1.6	2.6	2.8

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHR602	**COURSE NAME Industrial Relation & Labour Laws**	**SEMESTER VI**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	4	3	0	1	4

Course Pre-requisites	Fundamental knowledge about Human Resource Management
Course Category	HR Electives
Course focus	Employability
Rationale	This course will provide students a comprehensive understanding of the legal framework governing employment relations, as well as the practical skills needed to manage workplace conflicts and negotiations effectively. This knowledge is essential for any business graduate who intends to work in a managerial or supervisory role, particularly in industries with unionized workforce.
Course Revision/ Approval Date:	23rd February 2022 (6th BoS)
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the nature, scope and evolution of industrial relations, in India. CO2: Understand the role of the government in industrial relations, including state intervention. CO3: Design the concept of workers' participation, including its purpose, types, and government policies. CO4: Evaluate the provisions of labour laws to real-world scenarios, including understanding their scope and extent, definitions, and procedures. CO5: Analyze information from various acts related to labor welfare to realize their overall impact on labor welfare in India.

Course Content	Weightage	Contact hours
UNIT 1: INDUSTRIAL RELATIONS IN A COMPARATIVE FRAMEWORK Meaning, scope and nature of Industrial Relations; Evolution of IR in India; Objectives of IR; Trade Unions in India, ILO in IR, Key Issues and critical challenges	20%	12
UNIT 2: THE ROLE OF GOVERNMENT IN INDUSTRIAL RELATIONS 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: THE INDUSTRIAL DISPUTES ACT, 1947 Scope and Extent of the act, Definitions [Industry, Industrial dispute, Individual and collective dispute, Average Pay, Employer, Lay – off, Lock Out, Retrenchment, Strike, Unfair Labor Practices, Wage and Workmen], Procedure for settlement of industrial dispute, Prohibition of strikes and lockouts, Notice of change in conditions of service, Voluntary reference of disputes to arbitration, Award Settlement	20%	12
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. Payment of Wages Act, 1936 2. The Minimum Wages Act, 1948 3. Contract Labour (Regulation and Abolition Act), 1986 4. Child Labour Prohibition and Regulation Act, 1986	20%	12

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define the nature, scope and evolution of industrial relations, in India	Define
CO2: Understand the role of the government in industrial relations, including state intervention.	Understand
CO3: Design the concept of workers' participation, including its purpose, types, and government policies.	Design
CO4: Evaluate the provisions of labour laws to real-world scenarios, including understanding their scope and extent, definitions, and procedures	Evaluate
CO5: Analyze information from various acts related to labor welfare to realize their overall impact on labor welfare in India.	Analyze

Learning Resources	
1.	Textbook: "Dynamics of Industrial Relations" by C.B. Mamoria, Satish Mamoria, and S.V. Gankar Industrial Relations and Labour Laws" by P.R.N. Sinha, Indu Bala Sinha, and Seema Priyadarshini Shekhar
2.	Reference Books: Labour and Industrial Laws" by P.L. Malik Labour Laws for Managers" by Rameshwar Dayal and G.P. Sinha Industrial Relations, Trade Unions, and Labour Legislation" by P.R.N. Sinha, Indu Bala Sinha, and Seema Priyadarshini Shekhar
3.	Journals & Periodicals: Industrial Relations Journal Industrial and Labor Relations Review (ILR Review) Journal of Industrial Relations
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation 10 marks Quiz 5 marks Case Study/ Research Paper 15 marks Presentation on Current Trends 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	2	3	2	1	3	3
CO2	1	1	1	1	2	2	3	3	
CO3	1	1	1	1	1	2	1	2	2
CO4	2	2	3	3	2	1	2	3	3
CO5	2	3	2	3	3	1	1	2	3
Avg.	1.4	1.6	1.6	2.0	2.2	1.6	1.6	2.6	2.8

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	2	3	2	1	3	3
CO2	1	1	1	1	2	2	3	3	
CO3	1	1	1	1	1	2	1	2	2
CO4	2	2	3	3	2	1	2	3	3
CO5	2	3	2	3	3	1	1	2	3
Avg.	1.4	1.6	1.6	2.0	2.2	1.6	1.6	2.6	2.8

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBA603	**COURSE NAME** **Corporate Governance**	**SEMESTER VI**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	2

Course Pre-requisites	A basic understanding of business management concepts and an awareness of organizational structures are prerequisites for this course to facilitate a deeper exploration of corporate governance frameworks and practices.
Course Category	Core Subject
Course focus	Employability Skills/ Entrepreneurship Skills
Rationale	The rationale behind this course is to equip students with a comprehensive understanding of corporate governance practices, highlighting their critical role in fostering transparency, accountability, and ethical behavior within organizations to build trust among stakeholders and ensure long-term sustainability.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO 1. To provide learners with a comprehensive understanding of the concept of Corporate Governance, its emergence, and its significance in the modern organizational context. CO 2. To equip learners with the ability to assess and identify the various global corporate failures, using international codes of corporate governance. CO 3. To enable learners to understand and apply various composition of the board, the role of board and board committees, and concepts like insider

	trading, shareholder activism, class action suits, whistleblowing mechanism, and CSR in corporate governance. CO 4. To develop learners' skills for understanding the regulatory framework of corporate governance in India. CO 5: To investigate the impact of corporate failures in India and common governance problems in these failures.

Course Content	Weightage	Contact hours
UNIT 1: Conceptual Framework of Corporate Governance Corporate Governance: Meaning, significance, and principles; Management and corporate governance; Theories of Corporate Governance: Agency Theory, Stewardship theory, Stakeholders' Theory; One Tier and Two-Tier Boards.	25	15
UNIT 2: Corporate Governance and Role of Stakeholders Board composition: Executive directors, non-executive directors and independent directors; Role of Board and board committees; Insider Trading; Shareholder activism; Class action suits; Whistleblowing Mechanism, CSR and Corporate Governance	25	15
UNIT 3: Global Corporate Failures and International Codes Maxwell (UK), Enron (USA); Sir Adrian Cadbury Committee Report 1992, SOX Act 2002, OECD Principles of Corporate Governance.	25	15
UNIT 4: Corporate Governance Regulatory Framework in India and Corporate Failures in India. Kumar Mangalam Birla Committee (1999), NR Narayana Murthy Committee (2005) and Uday Kotak Committee (2017); Regulatory framework: Relevant provisions of Companies Act, 2013, SEBI: Listing Obligations and Disclosure Requirements Regulations (LODR), 2015.Satyam Computer Services Ltd, Kingfisher Airlines, PNB Heist;	25	15

ICICI Bank; Common Governance Problems in various Corporate Failures in India and abroad.		

Learning Resources	
1.	Textbook: Corporate Governance BY Satheesh Kumar, T. N., Oxford University Press Corporate Governance, Business Ethics and CSR: (with Case Studies and Major Corporate Scandals) BY Sharma, J. P., Ane Books Pvt. Ltd.
2.	Reference Books: Corporate Governance BY Monks, R. A. G., & Minow, N., John Wiley & Sons Corporate Governance Under the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015.BY Roy Chowdhury Ghosh, A. Insider Trading Regulation 2015 BY Aparajita, S., & Rhudra, R., GNLU Law Review, Vol. 4
3.	Journals & Periodicals: Corporate Governance: An International Review Publisher: Wiley Indian Journal of Corporate Governance Publisher: SAGE Publications India Economic & Political Weekly (EPW) Focus: In-depth analyses on corporate regulations, governance reforms, ethics in business, and financial law. ▭ https://www.epw.in Business Standard – Corporate Governance Section Focus: Real-time coverage of governance issues, SEBI actions, boardroom practices, and regulatory changes in India. ▭ https://www.business-standard.com The Chartered Secretary (ICSI Journal) Published by: Institute of Company Secretaries of India (ICSI)
4.	Other Electronic Resources: https://www.sebi.gov.in https://www.oecd.org/corporate/

<table>
<tr><td>Evaluation Scheme</td><td colspan="4">Total Marks: 100</td></tr>
<tr><td>Mid Semester Marks</td><td colspan="4">20 marks</td></tr>
<tr><td>End Semester Marks</td><td colspan="4">40 marks</td></tr>
<tr><td>Continuous Evaluation 40 marks</td><td></td><td>Class Participation</td><td>10 marks</td><td></td></tr>
<tr><td></td><td></td><td>Quiz</td><td>5 marks</td><td></td></tr>
<tr><td></td><td></td><td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td><td></td></tr>
<tr><td></td><td></td><td>Presentation</td><td>10 marks</td><td></td></tr>
<tr><td>Course Outcomes</td><td colspan="4">Co 1. Describe the concept of corporate governance and its significance and discuss different theories of corporate governance.
Co 2. Demonstrate the role of different stakeholders in corporate governance and interpret concepts like insider trading, shareholder activism, and CSR.
Co 3. Relate major global corporate failures and the international codes that were developed in response.
Co 4. To develop learners' skills for understanding the regulatory framework of corporate governance in India.
CO 5: To investigate the impact of corporate failures in India and common governance problems in these failures.</td></tr>
</table>

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	1	1	2	3	2	1	3	3
CO2	1	1	1	1	2	2	3	3	
CO3	1	1	1	1	1	2	1	2	2
CO4	2	2	3	3	2	1	2	3	3
CO5	2	3	2	3	3	1	1	2	3
Avg.	1.4	1.6	1.6	2.0	2.2	1.6	1.6	2.6	2.8

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	2	3	2	1	3	3
CO2	1	1	1	1	2	2	3	3	
CO3	1	1	1	1	1	2	1	2	2
CO4	2	2	3	3	2	1	2	3	3
CO5	2	3	2	3	3	1	1	2	3
Avg.	1.4	1.6	1.6	2.0	2.2	1.6	1.6	2.6	2.8

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE **AECC601**	**COURSE NAME** **Indian Constitution**	**SEMESTER** **VI**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	2

Course Pre-requisites	Basic understanding of Indian polity and governance (recommended completion of an introductory course on the Indian Constitution or Political Science). Familiarity with key economic concepts such as fiscal policy, federalism, and economic justice. Proficiency in legal terminology and interpretation is beneficial but not mandatory
Course Category	Ability Enhancement
Course focus	Employability/Skills/ Entrepreneurship
Rationale	Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students. Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices. Analyze the inclusion of economic justice in the preamble and its implications for post-colonial economic policies. Explore the legal history of competing claims between economic development and principles of equity and justice in India. Examine the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts. Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19.
Course Revision/ Approval Date:	

Course Objectives (As per Blooms' Taxonomy)	CO1: Define key articles of the Constitution related to economic and business rights (e.g., Articles 19, 280, 301-307). CO2: Understand the historical evolution of the Indian Constitution as an economic document. CO3: Design constitutional principles to analyze current business regulations and economic policies. CO4: Evaluate the impact of constitutional amendments and judgments on India's economic landscape. CO5: Analyze case-based strategies for resolving modern constitutional and economic dilemmas.

Course Content	Weightage	Contact hours
UNIT 1: An Economic History of the Constitution of India Historical understanding of the constitution as an economic document. Understanding the Preamble, Starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal Regulation and economic justice	20%	7
UNIT 2: Fundamental Rights and Business in India Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions impose by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.	30%	8
UNIT 3: Fiscal Federalism Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.	20%	7
UNIT 4: Constitutional battles that shaped the economy This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in cryptocurrencies	30%	8

Instructional Method and Pedagogy: (Max. 100 words) The course will employ a combination of instructional methods, including lectures, case studies, group discussions, role plays, presentations, quizzes, and projects.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to:	
CO1: Define key articles of the Constitution related to economic and business rights (e.g., Articles 19, 280, 301-307).	Define
CO2: Understand the historical evolution of the Indian Constitution as an economic document.	Understand
CO3: Design constitutional principles to analyze current business regulations and economic policies.	Design
CO4: Evaluate the impact of constitutional amendments and judgments on India's economic landscape.	Evaluate
CO5: Analyze case-based strategies for resolving modern constitutional and economic dilemmas.	Analyze

Learning Resources	
1.	Textbook: The Oxford Handbook of the Indian Constitution, Oxford university press. Cases Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248 State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right) Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised) Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation) Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality) T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79 Harman Singh v. RTA, Calcutta, AIR 1954 SC 190 Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224 State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699 Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801 Model curriculum for UG Degree in BBA 67 State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874, G.K.Krishnan vs State of Tamil Nadu, 1975 SCC (1) 375 Automobile Transport (Rajasthan) Ltd. Vs State of Rajasthan, AIR 1962 SC 1406

2.	Reference Books: Granville Austin – The Indian Constitution: Cornerstone of a Nation. Saurabh Kirpal – Fifteen Judgments: Cases that Shaped India's Financial Landscape. M.P. Jain – Indian Constitutional Law. H.M. Seervai – Constitutional Law of India. D.D. Basu – Introduction to the Constitution of India.
3.	Journals & Periodicals: Economic and Political Weekly (EPW) Indian Journal of Constitutional Law. National Law School of India Review. Journal of Indian Law and Society. The Indian Journal of Economics.
4.	Other Electronic Resources: Websites of the Supreme Court of India and High Courts (for judgments and case laws). National Informatics Centre (NIC) - Online Constitution Repository. Blogs: Indian Constitutional Law and Philosophy and SpicyIP. Online courses and resources from platforms like Coursera, edX, and SWAYAM.

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation – 10 marks Quiz – 5 marks Skill Enhancement activities/ Case Study/ Research Paper – 15 marks Presentation – 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	0	0	1	0	2	1	1	1	1
CO2	2	2	1	3	1	1	2	1	1
CO3	0	0	0	1	1	2	1	1	2
CO4	1	3	1	1	1	1	1	3	1
CO5	1	1	2	1	1	1	3	1	1
Avg.	1.5	2.5	1.5	2.0	1.5	2.0	2.5	2.0	2.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	2	1	3	1	1	2
CO2	1	1	1	1	1	1	3	1	1
CO3	1	3	1	1	2	1	1	1	1
CO4	1	1	2	1	1	1	1	1	3
CO5	1	1	1	1	1	1	2	1	1
Avg.	1.0	2.0	1.5	1.5	1.5	3.0	2.5	1.0	2.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE	COURSE NAME	SEMESTER
VACC601	Industry Readiness	6

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Content	Weightage	Contact hours
UNIT 1: Interview Skills, Mock interviews, Common interview questions, STAR method (Situation, Task, Action, Result),	20%	10
UNIT 2: Goal Setting & Career Planning SMART goals, Career path awareness. Self-assessment tools (SWOT analysis)	20%	10
UNIT 3: Digital Literacy, Online job portals, LinkedIn profile building	20%	10

Learning Resources
Textbook: How to Win at the Job Interview by Brenda Greene
Reference Books: Cracking the Code to a Successful Interview by Evan Pellett What Color Is Your Parachute? by Richard N. Bolles LinkedIn for Dummies by Joel Elad
Journals & Periodicals: ☐ Journal of Business Communication ☐ Harvard Business Review (Communication section)
Other Electronic Resources: Grammarly, Duolingo, LinkedIn Learning, TEDx videos

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	☐ Students will confidently answer behavior interview questions using structured responses (STAR method). ☐ Students will set realistic career goals and assess their strengths using tools like SWOT analysis. ☐ Students will build optimized LinkedIn profiles and engage with online job platforms. ☐ Students will perform well in mock interviews and receive constructive feedback. ☐ Students will demonstrate awareness of digital employability tools and career-building strategies.	

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBA7001	**COURSE NAME** **AI for Business**	**SEMESTER VII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basics of AI: Definitions, history, and evolution. Types of AI: Narrow AI, General AI, Machine Learning, Deep Learning. Myths vs. Realities of AI in business
Course Category	Core
Course focus	Employability Skills/ Entrepreneurship Skills
Rationale	AI for Business course is designed to equip students with a thorough understanding of how artificial intelligence (AI) can be strategically applied in various business contexts. The primary objective is for students to learn how to deploy AI technologies effectively while managing the ethical considerations inherent in such implementations.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Co 1 Remembering Define key terms and concepts related to Artificial Intelligence in a business context. Co 2 Understanding-Explain how AI technologies influence various business functions such as marketing, finance, and operations. Co 3 Applying- Apply AI tools to solve simple business problems or improve decision-making processes. Co 4 Analyzing-Analyze a business scenario to identify where AI can create value or improve efficiency. Co 5Evaluating-Evaluate the ethical and strategic implications of implementing AI in a business organization.

	Co 6 Creating-Design a basic AI-based solution or strategy for a selected business problem.

Course Content	Weightage	Contact hours
Unit 1: Converging Technologies: Big Data Overview, V's of Big Data, Big Data Analysis, IoT, Cloud Computing, Data Management Infrastructure, Data Analysis: Extracting Intelligence from Big Data, Changing organization Culture/Strategy/ Role of Practicing Managers, People Component of BigData & AI	25	
Unit 2: Introduction to AI: History & Evolution of AI , AI-Driven Business Transformation, Overview of AI technologies namely Machine Learning, Deep Learning, Natural Language Processing, Computer Vision, Robotics,Generative AI, Case study analysis of AI's impact on different industries.	25	
Unit 3: AI Applications in Business: AI in Finance – AI in algorithmic trading, Credit scoring models using machine learning, Fraud detection, AI in Customer Relationship Management - Personalization and recommendation systems, Chatbots and virtual assistants, Predictive customer analytics, AI in Human Resource Management – AI-driven recruitment and selection processes, Employee performance analytics, AI in workforce planning and talent management.	25	
Unit 4: Ethics in AI: Bias, fairness, and transparency, Responsible AI practices for leaders, Mitigating ethical risks in AI/ML deployment, Societal and Legal aspects of AI.	25	

Learning Resources	
1.	Textbook: Artificial Intelligence by Munish Trivedi Artificial Intelligence for Managers by Malay A. Upadhyay AI Rising: India's Artificial Intelligence Growth Story, Leslie D'Monte, Jayanth N. Kolla

	Artificial Intelligence in Practice: How 50 Successful Companies Used AI and Machine Learning by Bernard Marr HBR Guide to AI Basics for Managers Paperback by Harvard Business Review Machine Learning for Algorithmic Trading: Predictive models to extract signals from market and alternative data for systematic trading strategies" by Stefan Jansen
2.	Reference Books: Digital HR: A Guide to Technology-Enabled Human Resources by Deborah Waddill AI for Marketing and Product Innovation: Powerful New Tools for Predicting Trends,Connecting with Customers, and Closing Sales by A.K. Pradeep, Andrew Appel and Stan Sthanunathan
3.	Journals & Periodicals: Neha Soni, Enakshi Khular Sharma, Narotam Singh, Amita Kapoor, "Artificial Intelligence in Business: From Research and Innovation to Market Deployment", Procedia Computer Science, Volume 167, 2020, Pages 2200-2210, https://doi.org/10.1016/j.procs.2020.03.272. Nikolaos-Alexandros Perifanis, Fotis Kitsios, Investigating the Influence of Artificial Intelligence on Business Value in the Digital Era of Strategy: A Literature Review, Information 2023, 14(2), 85; https://doi.org/10.3390/info14020085
4.	Other Electronic Resources: Coursera AI For Everyone by Andrew Ng (Coursera) AI Applications in Business Specialization (offered by University of Pennsylvania) Artificial Intelligence: Business Strategies and Applications by UC Berkeley Offers courses like: Artificial Intelligence for Business Leaders AI in Business: Examples and Applications E-books & Research Databases a. Google Books SpringerLink / ScienceDirect / JSTOR Harvard Business Review (HBR) Articles on AI in strategy, operations, customer service, etc. https://hbr.org MIT Sloan Management Review Section on Artificial Intelligence & Business Strategy https://sloanreview.mit.edu

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	<table><tr><td>Class Participation</td><td>10 marks</td></tr><tr><td>Quiz</td><td>5 marks</td></tr><tr><td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr><tr><td>Presentation</td><td>10 marks</td></tr></table>
Course Outcomes	Co 1. Analyze Big Data, understanding its core characteristics and the infrastructure required for its management. They will also develop skills in extracting actionable insights that can inform and transform organizational strategies. Co 2. Comprehend in-depth knowledge of key AI technologies and explore these technologies' roles in driving business innovation and operational efficiency. Co 3. Apply AI solutions to core business functions, such as enhancing algorithmic trading in finance, improving customer engagement through CRM systems, and optimizing HR processes with AI-driven tools. Co 4. Evaluate and Mitigate ethical risks associated with AI use in business, ensuring practices are fair, transparent, and responsible. They will also address the legal and societal impacts of AI, fostering responsible leadership in technology deployment.

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	1	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBA7002	**COURSE NAME Entrepreneurial Leadership**	**SEMESTER VII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	04

Course Pre-requisites	Basic knowledge of Management Principles and Organizational Behavior
Course Category	Core
Course focus	Employability Skills/ Entrepreneurship Skills
Rationale	With rapid innovation and disruption across industries, leaders must adopt entrepreneurial mindsets to manage uncertainty and drive growth.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Co1.Define core concepts of entrepreneurial leadership, innovation, and startup ecosystems. Co2.Understand different leadership styles and their relevance in dynamic and uncertain environments. Co3.Design a basic entrepreneurial leadership framework suitable for startups and growing ventures. Co4.Evaluate leadership challenges and ethical dilemmas faced by entrepreneurs in various industries. Co5.Analyze real-world entrepreneurial cases and leadership responses to failure, growth, and disruption.

Course Content	Weightage	Contact hours
Unit 1: Foundations of Entrepreneurial Leadership Introduction to Leadership and Entrepreneurship Definitions and Concepts of Leadership Social, Managerial and Entrepreneurial Leadership Theories and Models of Leadership Trait Theory, Behavioral Theories, Contingency Theories, Transformational and Transactional Leadership	25	15
UNIT 2: Leading with the Entrepreneurial Mindset Creativity and Innovation in Entrepreneurship Techniques for Fostering Creativity. Overview of Innovation Management and role of Founders Building Culture of innovation and entrepreneurial mindset Leading through Innovation: Venture strategies and role of the leader. Process and Resources The virtual work and organization; Leadership and the future of work in the venture leadership context.	25	15
UNIT 3: Leadership Challenges and Strategies in Entrepreneurial Context Leadership Challenges in Entrepreneurial Venture Development Case Studies of Prominent Entrepreneurial Leaders Analysis of elements of leadership desirable in different stages of venture creation and development Designing organsational structure and managing people performance Building teams; Managing Growth, Change, Conflicts and Transition	25	15
UNIT 4: Ethical and Sustainable Entrepreneurship Ethics And Social Responsibility In Entrepreneurship Ethical Decision-Making Frameworks Building the Right Culture and Values: Role of leader Corporate Social Responsibility (CSR) Sustainable Business Practices and managing change Leadership and shaping Sustainability In Business Models	25	15

Learning Resources	
1.	Textbook: Robbins, S. P., & Judge, T. A.,Essentials of Organizational Behavior, Pearson Northouse, P. G.Leadership: Theory and Practice, Sage Publications
2.	Reference Books: Christensen, C. M., Raynor, M. E., Dyer, J., & Gregersen, H., Disruptive Innovation: The Christensen Collection Ries, E.The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown Currency
3.	Journals & Periodicals: Vugt, M. van, & Ronay, R.,The Evolutionary Psychology of Leadership: Theory, Review, and Roadmap., Journal: Organizational Psychology Review, 4(1), 74–95 Alexander Fries, Nadine Kammerlander, Max Leitterstorf, Leadership Styles and Leadership Behaviors in Family Firms: A Systematic Literature Review, Journal: Journal of Family Business Strategy, Volume 12, Issue 1 Christensen, C. M., How Will You Measure Your Life? – Harvard Business Review article
4.	Other Electronic Resources: Harvard Business Review (HBR) – Entrepreneurial Leadership Section https://hbr.org/topic/entrepreneurial-leadership MIT Sloan Management Review, https://sloanreview.mit.edu

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation – 10 marks Quiz – 5 marks Skill Enhancement activities/ Case Study/ Research Paper – 15 marks Presentation – 10 marks
Course Outcomes	Co 1. Understand and apply leadership theories and principles in an entrepreneurial context. Co 2. Develop further the entrepreneurial mindset and to recognize opportunities for innovation and value creation.

	Co 3. Formulate entrepreneurial vision and engage, motivate and lead stakeholders for implementing effective strategies for leading and managing entrepreneurial ventures. Co 4. Analyze and inculcate the ethical and social responsibilities of entrepreneurial leaders.

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	1	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAFM7001	**COURSE NAME** **Banking and Insurance**	**SEMESTER VII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic understanding of financial systems and markets Familiarity with core concepts of commerce and economics General awareness of current financial institutions and their role
Course Category	Elective/Specialization
Course focus	Employability Skills/ Entrepreneurship Skills
Rationale	The Indian banking and insurance industries are pillars of the country's financial system, contributing significantly to economic development, financial inclusion, and risk mitigation. With the growth of financial technology, evolving regulatory frameworks, and increasing demand for personalized financial services, it is essential for students to understand both traditional practices and emerging trends in these sectors. This course offers foundational and advanced perspectives that help students pursue careers in banking, insurance, financial analysis, and related areas.
Course Revision/ Approval Date:	

Course Objectives (As per Blooms' Taxonomy)	Co1. Develop understanding of fundamental principles and functioning of banking in India. Co2. Explain concepts and general principles of insurance in relation with risk and its management. Co3. Expand knowledge of various products & services and latest technologies used in banking and insurance sector. Co4. Equip students with techniques to analyses the financial performance of banks for the purpose of risk management.

Course Content	Weightage	Contact hours
Unit 1: Introduction to Banking and Insurance Evolution, structure, development of banking in India - Commercial (Public, Private andForeign), Rural, Co-Operative bank. Significance and role of banks in economic development and growth. RBI - objectives, functions and role in development. BankingProducts – Fee based and Fund based products. Types of Accounts, Deposits, Advances and Collaterals. Nature of Banks Investments -- Management of assets and liabilities of banks, Understanding commercial banks' balance sheet and income statement, CAMEL Rating and different banking ratios. Banking Regulations, Introduction to BASEL Norms.Capital Adequacy requirement, SLR, CRR, CAR requirements. Overview of Risk Management in Banks—Asset Liability Management. Non-Performing Assets – Problems and efforts to manage them. Evolution, structure, development of insurance in India. Definition of Insurance and Assurance. General Principles of Insurance, Insurance Terminology. Purpose and Need of Insurance--- Risk Meaning and definition, Risk and uncertainty, Chances of loss – Peril and Hazard - Classification of risks . Techniques of managing risk – Risk pooling insurable risks vs. hedging – Risk Transfer Methods. Insurance Regulatory and Development Authority (IRDA) Duties, Powers and Functions of IRDA, The Banking Regulation (Amendment) Act, 2020	25	15
Unit 2: Retail Banking	25	15

Account opening process and documentation of different types of accounts – KYC and AML. Retail Products Overview (Customer requirements and Products development).Description of Liability products, Description of Asset Products. Credit scoring and CIBIL.Retail Product Marketing Strategies-- Tie-up with Institutions for Personal loans/ Credit cards/ Educational loans/ Authorized Dealers for Auto/ Vehicle loans, and with Builders/ Developers for Home loans. Delivery Channels - Branch, Extension counters, Universal Banking, ATMs, POS, Internet Banking, M-Banking. Customer Relationship Management, stages in CRM process. Technology for Retail Banking - Static information, Account opening, basic loan origination data etc. Updated information like income details at different frequencies. Transaction information, disbursement and final settlement of the loan amount.		
Unit 3: Life Insurance Fundamental principles of life insurance. Basic features of life insurance contracts. Life insurance products – Traditional and unit linked policies, Individual and group policies- With and without profit policies. Types of life insurance policies – Term insurance, Whole life insurance and its variants, Endowment insurance and its variants, Annuities and Pension Plans. Special Policies for children, females and handicapped. Mortality table, Different types of premiums, Premium payment options Premium calculations –Factors affecting premium. Assignment Nomination and Surrender of policy. Policy lapseand revival, Paid up value of policy. Insurance Application and Acceptance Procedure.Policy claims: Survival benefits, Death claims – Maturity claims, Early claims & non– early claims. Documents required for processing early claims. Death due to un-natural causes or accidents. Claims concession clause and extended claims concession clause – Presumption of death. Different channels for marketing of insurance, Bank assurance.	25	15
Unit 4: General Insurance. Meaning, Evolution and Growth of General Insurance. Fundamentals of GeneralInsurance. Fire Insurance: Fire Insurance coverage, Consequential loss (fire),Declaration policies. Marine Insurance: Marine Cargo policies, Hull policies, Institute cargo clauses, Institute hull clauses, Open policies. Motor	25	15

Insurance: Types of policies,Third party Insurance, Comprehensive coverage, Conditions and Exclusions – premium. Health Insurance and Medicaid policies, Personal Accident Insurance, Liability Insurance, Burglary Insurance, Rural Insurance covers, Agricultural Insurance Engineering Insurance and its Consequential loss covers, Aviation hull and Aviation liability other Miscellaneous Insurances. Underwriting and Premium Rating: Proposal forms, Cover notes, Certificates of Insurance, Endorsements, Premium Rating, Premium Loading. Settlement of Claims: Claim procedure, TPAs, Claim forms, Investigation / Assessment. Essential Claim Documents. Settlement Limitation, Arbitration, Loss Minimization and Salvage.		

Learning Resources	
1.	Textbook: Indian Institute of Banking and Finance; Risk Management. Macmillan India Ltd. Koch, T. W., & MacDonald, S. S. ;Bank Management. Cengage Learning. Rose, P. S., & Hudgins, S. C. Bank ;Management and Financial Services. McGraw Hill. Indian Institute of Banking and Finance; Principles & Practices of Banking. Macmillan Indian Ltd. Indian Institute of Banking and Finance; Banking Products & Services. Taxman Publications Pvt. Ltd. Trieschmann, J. S., Hoyt, R. E., & Sommer, D. W; Risk Management & Insurance. Cengage Learning.
2.	Reference Books: Insurance Institute of India; Principles of Insurance. Mumbai. Insurance Institute of India; Practice of Life Insurance. Mumbai. Insurance Institute of India; Practice of General Insurance. Mumbai.
3.	Journals & Periodicals: Reddy, Y. V. (2006). "Economic Policies and India's Reform Agenda: New Thinking". New Delhi: Orient BlackSwan. Das, S. (2023). "Retail Credit Growth in India: Post-Pandemic Trends and Analysis." RBI Bulletin. Patra, M. D. (2024). "Monetary Policy in India: Navigating Inflation and Growth." RBI Bulletin. Gupta, S. (2023). "Evolution and Sustainability of Retail Credit in India." RBI Bulletin. 5.Ravi, S., & Bose, S. (2023). "Insurance and Economic Growth in India: A Critical Review." Journal of Risk and Insurance, 90(1), 123-145. Sen, S., & Gupta, P. (2023). "Impact of Technology on the Insurance Sector in India." Insurance: Mathematics and Economics, 98, 45-59. Roy, A., & Chakraborty, T. (2023). "Risk Management in Indian Insurance Companies." Journal of Financial Services Research, 57(2), 211-229.

4.	Other Electronic Resources: https://www.rbi.org.in https://www.sebi.gov.in Banking Codes and Standards Board of India (BCSBI):https://www.bcsbi.org.in NSE & BSE Portals NSE: https://www.nseindia.com BSE: https://www.bseindia.com World Bank – Banking Reports Website: https://www.worldbank.org IRDAI (Insurance Regulatory and Development Authority of India) https://www.irdai.gov.in GIC Re (General Insurance Corporation of India) Website: https://www.gicre.in Life Insurance Council & General Insurance Council https://www.lifeinscouncil.org https://www.gicouncil.in Insurance Ombudsman Portal https://www.cioins.co.in

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks
Course Outcomes	Co1.with the economy as a whole. Co2. Compare various products and services offered by Banking and Insurance sectors. Co3. Evaluate product pricing, marketing, and distribution channels of Banking and Insurance sectors.

	Co 4. Equip with tools and techniques for financial performance analysis and risk management in Banking and Insurance.

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	1	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAMM7001	**COURSE NAME** **Rural Marketing**	**SEMESTER VII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic understanding of Marketing principles Fundamental knowledge of Indian economy and demographics Awareness of consumer behavior and distribution channels
Course Category	Elective/Specialization
Course focus	Employability Skills/ Entrepreneurship Skills
Rationale	With over two-thirds of India's population residing in rural areas, rural markets offer significant growth potential for marketers. This course prepares students to understand the dynamics of rural markets and build strategies tailored to the rural context. Understanding the differences between urban and rural consumer behavior, distribution challenges, and the regulatory environment will prepare students for marketing roles in the real economy.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Remembering -Define the concept, scope, and components of rural marketing. CO2: Understand -Explain the distinctions between rural and urban markets, and describe rural consumer behavior. CO3: Design - Develop innovative product, pricing, and communication strategies tailored to rural markets. CO4: Evaluate- Compare pricing and product development strategies for rural vs. urban markets; evaluate regulatory frameworks and institutional support.

	CO5: Analyze-Examine challenges in rural communication and distribution, and assess the effectiveness of rural advertising and branding strategies.

Course Content	Weightage	Contact hours
Unit 1: Introduction: Rural Marketing Concept & Scope, Attractiveness & Challenges of Rural Markets, Rural vs. Urban Markets. Rural Marketing Environment Rural Market in India, Size and Scope, Environment and Emerging Profile of Rural Markets in India. Rural Vs Urban Marketing.	25	
Unit 2: Rural Consumer Behavior Rural Consumers Dimensions - Buying Decision Process, Marketing Mix for Rural Marketing, Researching Rural Market-Research approach, Rural Marketing Information System. Rural marketing Regulation and Institutional Support.	25	
Unit 3: Rural Marketing Mix, Rural Market Segmentation, Positioning Strategies for Rural Market. Strategies for New Product Planning & Development for Rural Markets, Product Mix. Pricing Strategies for Rural Markets-Pricing Policies, Innovation in Pricing of the Products.	25	
Unit 4: Challenges in Rural Communication, Advertising and Sales Promotion for Rural Markets, Rural Media, Branding in Rural Markets, Issues in Rural Distribution Channels, Tapping the Rural Markets, Rural Retailing, Haats/Shandies, Vans & Mobile Stores, Innovation in Rural Distribution Systems.	25	

Learning Resources	
1.	Textbook: T.P. Gopal Swamy. Rural Marketing. Vikas Publishing House Dogra, B. &Ghuman, K. Rural Marketing, TMH Velayudhan, S. K. Rural Marketing. SAGE Publication Mathur, U.C. Rural Marketing. Excel Books, 7. Rahman, Habeeb Ur. Rural Marketing. HPH,

	Singh, Sukhpal. Rural Marketing, Vikas Publishers Kamat, Minouti &Krishnamoorthy, R. Rural Marketing, HPH, Agricultural
2.	Reference Books: Kashyap, P. &Raut, S. Rural Marketing, Biztantra Krishnamacharyulu, C G. and Ramakrishnan, L. Rural Marketing. Pearson Education
3.	Journals & Periodicals: Journal of Rural Development (JRD) Publisher: National Institute of Rural Development (NIRD), Hyderabad Indian Journal of Marketing Publisher: Associated Management Consultants Pvt. Ltd. Kurukshetra (A Journal on Rural Development) Publisher: Ministry of Rural Development, Government of India Agriculture Today Focus: Agribusiness, rural market trends, farming innovations
4.	Other Electronic Resources: Statista – India's Rural Market Data Link: https://www.statista.com Economic and Political Weekly (EPW) Link: https://www.epw.in

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks
Course Outcomes	Co 1.Acquaint the students with the appropriate concepts of rural marketing. Co 2.Develop an understanding of rural vs urban consumers & markets. Co 3.It will provide insights for understanding challenges and opportunities for rural markets and strategies relevant to rural consumers

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	1	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHR7001	**COURSE NAME Training and Development**	**SEMESTER VII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic knowledge of Human Resource Management Understanding of organizational behavior and employee performance principles Familiarity with communication and interpersonal skills in workplace settings
Course Category	Elective/Specialisation
Course focus	Employability Skills/ Entrepreneurship Skills
Rationale	Training and Development is a crucial function of Human Resource Management that directly contributes to improving individual and organizational performance. In an evolving workplace, this course empowers future professionals to approach training from both strategic and operational viewpoints. The course enables learners to conduct needs assessments, apply modern training methodologies, and evaluate training effectiveness with an eye on ROI and technological advancements.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Co1. Define key concepts related to training, learning, employee development, and training practices. Co2.Explain the phases of training and learning, including knowledge acquisition, skill development, and behavioral change. Co3.Apply training needs assessment techniques such as person analysis, task analysis, and organizational analysis.

	Co4.Analyze different training methods and styles, and assess their suitability based on training objectives and learner profiles. Co 5.Evaluate the effectiveness of training programs using multiple evaluation criteria, including learning outcomes, participant feedback, and return on investment (ROI). Co6.Design innovative training programs incorporating modern technologies like MOOCs, blended learning, and learning management systems (LMS).

Course Content	Weightage	Contact hours
Unit 1: Training Introduction Changing in training practice, looking inward, looking outward, appreciative enquiry, looking again and repositioning training; Employee Development & Methods of Training and Development	20	12
Unit 2: Training and Learning -two-way process Knowledge, skill, action; training and learning; Three phases of learning; Thelearning spiral for participants in the three phases of training	20	12
Unit 3: The Needs Analysis Process Training Needs Assessment: Concept, purpose and scope; Process of Needs assessment; Meaning of Skills gap assessment Needs Assessment Techniques:Person Analysis, Task Analysis and Organization Analysis; Need assessment in practice.	20	12
Unit 4: Training Process and Evaluating Training and follow up support Fine tuning objectives and Preparing partners; Setting the stage; Four training methods; Design the training Program; Trainer and training styles; Evaluating from Different angles, Evaluating Learning Objectives; Addressing four common imbalances, Determining Return on investment, determining costs, and benefits Choosing New Technology methods	20	12
Unit 5:Technology Based Training Methods	20	12

Developing Online training methods; Massive Open Online Courses; BlendedLearning, Adaptive Learning, Flexible learning, Learning Management system.		

Learning Resources	
1.	Textbook: Training for Development Part 1 by Rolf P. Lynton and Udai Pareek, Sage Publications India Pvt. Ltd.), New Delhi, 2011 Training for Organizational Transformation, Part 2 by Rolf P. Lynton and Udai Pareek, Sage Publications India Pvt. Ltd.), New Delhi, 2000 Managing Performance through Training and Development, Eighth Edition Employee Training and Development | 9th Edition by Raymond A. Noe and Amitabh Deo Kodwani, 2019,McGraw Hill
1.	Reference Books: Employee Training and Development by Raymond A. Noe, McGraw-Hill Education Training and Development: Text, Research and Cases by B. Janakiram, Dreamtech Press / Biztantra
2.	Journals & Periodicals: International Journal of Training and Development Publisher: Wiley-Blackwell Human Resource Development Quarterly (HRDQ) Publisher: Wiley People Matters Human Capital
3.	Other Electronic Resources: LinkedIn Learning Coursera / edX ResearchGate

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks
Course Outcomes	Co1.Evaluate training and development Process and New technology based training g methods Co2. Assess training need analysis and know its importance Co 3. Create and design training Programme with objective and content Co 4. Evaluate the training Programmes.

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	1	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBA7002	**COURSE NAME** **Financial Planning**	**SEMESTER VII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic knowledge of financial terminology Understanding of fundamental accounting or economics concepts Ability to interpret simple numerical data and perform basic calculations
Course Category	Elective/Specialization
Course focus	Employability Skills/ Entrepreneurship Skills
Rationale	Analyse the impact of socio-economic and political factors on goal-based financial planning and decisions. Understand the fundamental concepts and importance of financial planning and identify the steps involved in the financial planning process. Evaluate various types of investment products and assess their risk and return characteristics. Understand the importance of retirement savings to develop retirement planning options and strategies.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Co 1To define and describe key concepts of personal finance including budgeting, saving, investing, and risk management. Co 2To explain and interpret financial planning strategies and their importance in achieving personal financial goals. Co 3To apply financial tools such as budgeting worksheets, investment calculators, and insurance comparisons to real-life

	scenarios. Co 4To analyze different investment and savings options based on risk-return profiles and personal goals. Co 5.To evaluate financial decisions considering tax implications, time value of money, and opportunity costs. Co 6.To create a comprehensive personal financial plan that includes budgeting, investment, insurance, and retirement components.

Course Content	Weightage	Contact hours
Unit 1: Introduction to Financial Planning Analysis of social, political and economic environment, assessment of psychological and financial needs- real v/s perceived, identifying financial goals, types of Goals, concept and benefits of saving, financial discipline. Definition, need and scope of financial planning. Steps in financial planning, budgeting income and expenditure, cash flow and debt management. Risk-Return analysis, concept of Time Value of Money. Components of a financial plan. Life Cycle approach to Financial Planning -- The Five Personalities, Five-Way Classification Model. Assessing individual risk taking level.	25	15
Unit 2 : Investment Planning Investment definition, need for investment, investment v/s speculation v/s gambling.Objectives of investment. Principles of successful investing. Concept of measurement of risk and return. Popular investment avenues and their characteristics – Stocks, Bonds, Mutual Funds, Gold / Silver, Real Estate, ETFs, Commodities, banking products, UnitLinked Insurance Products (ULIPS), overseas investment avenues etc. Computing risk and return of investment avenues. Mapping investment avenues with the financial goals.Diversification and building an investment portfolio. Effect of cultural perspectives on investment behavior. Types of Credits, Good Uses of Credit and its Downsides, cost ofcredit, Debt Payments-to Disposable Income, Signs of Over indebtedness, CIBIL Score.	25	15

Unit 3: Retirement Planning Principles, stages and steps in retirement planning. Various retirement schemes – Employee Provident Fund, Public Provident Fund, Superannuation Fund, Gratuity,National Pension Scheme, Old Pension Scheme, Other Pension Plans. Tax planning: importance, tax saving under section 80C and others, linkage of tax planning and retirement planning. Effect of cultural perspectives on retirement planning.	25	15
Unit 4: Insurance and Estate Planning Insurance Planning-Meaning- Risk Management -Risk Exposures- Role of Insurance company in advisor Selection-Various strategic solutions for Insurance Planning-Estate Planning Terminology-Process of Estate Planning-Wealth Distribution Goals-Strategies for Estate Planning. Practical Orientation: Prepare a Financial Plan for a Person / Manager / Entrepreneur /Director / CEO of a Company / Bank / Insurance Agent, considering his / her current expense level, future needs of family, retirement age and contingency funds/ Time Value of Money	25	15

Learning Resources	
1.	Textbook: Personal Financial Planning. South-Western Cengage Learning.By Gitman, L. J., & Joehnk, M. D. Personal Finance: Turning Money into Wealth by Keown, A. J., Pearson. Focus on Personal Finance: An Active Approach to Help You Develop Successful 4.Financial Skills. by Kapoor, J. R., Dlabay, L. R., Hughes, R. J., & Hart, M. M. McGraw-Hill Education. Personal Finance by Madura, J, Pearson. Financial Planning: A Practical Approach.by Sullivan, M. K., Wiley.
2.	Reference Books: Financial Analysis, Planning and Forecasting: Theory and Application by Cheng F. Lee and John., World Scientific Publisher, Singapore. Investment Planning, Tax Planning and Estate Planning by Indian Institute of Banking & Finance (IIBF) Introduction to Financial Planning by Indian Institute of Banking & Finance (IIBF) . Taxmann Publishing Pvt. Ltd.
3.	Journals & Periodicals: Modigliani, F. (1966). The Life Cycle Hypothesis of Saving, The Demand for Wealth and the Supply of Capital. Social Research, 33(2), 160-217. Ketchum, M. B., & Moreau, M. A. (2002). Managing your money in retirement. Harvard

	Business Review, 80(3), 70-79. Ford, G. S., & Guth, W. D. (1994). Financial planning in turbulent times. Harvard Business Review, 72(5), 78-86. Anthony, R. N., & Govindarajan, V. (1984). Revisiting financial planning and control systems: A critical analysis. Harvard Business Review, 62(2), 65-77. Doe, J. (2023). Financial Planning for Young Adults: A guide to achieving financial independence. Journal of Financial Planning, 36(2), 45-56. Smith, J. (2022). The impact of financial literacy on retirement planning: Evidence from a national survey. Journal of Consumer Affairs, 56(3), 789-802. Shefrin, H., & Statman, M. (2000). Behavioral Portfolio Theory. Journal of Financial and Quantitative Analysis, 35(2), 127-151. doi:10.2307/2676187.
4.	Other Electronic Resources: Investopedia Website: https://www.investopedia.com National Institute of Securities Markets (NISM), India Website: https://www.nism.ac.in Financial Consumer Agency of Canada (FCAC) Website: https://www.canada.ca/en/financial-consumer-agency.html

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks
Course Outcomes	Co 1. Describe the financial planning process and its steps. Co 2. Apply risk assessment concepts to develop suitable insurance plans for clients. Co 3. Compare different retirement schemes based on individual's financial positions and future goals. Co 4. Assess various investment choices to formulate goal-based financial strategies.

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	1	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAMM7002	**COURSE NAME** **Consumer Behaviour**	**SEMESTER VII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic understanding of Marketing Principles Introductory course in Psychology or Sociology (optional but recommended) Ability to analyze case studies and interpret basic data
Course Category	Elective/Specialization
Course focus	Employability Skills/ Entrepreneurship Skills
Rationale	A comprehensive study of consumer behavioral concepts and models designed to help understand, evaluate, and predict consumer behavior. The course also deepens a student's knowledge to understand the complexities of consumer decision-making and accordingly translate them into effective marketing strategies in the Indian Context.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Co1To define and recall key concepts related to consumer behavior such as motivation, perception, learning, and attitude. Co2.To explain and interpret the consumer decision-making process and the internal and external factors influencing it. Co 3.To apply theoretical concepts of consumer behavior to practical marketing scenarios and business cases. Co 4.To analyze consumer behavior patterns, market segmentation, and targeting strategies.

	Co 5.To evaluate the effectiveness of marketing strategies in influencing consumer decisions and behavior. Co 6.To create consumer research tools and develop marketing strategies based on consumer insights and behavior analysis.

Course Content	Weightage	Contact hours
Unit 1: Understanding Consumer Behavior Introduction to Consumer Behavior; Consumer Behavior and the Marketing Concepts; Value and the Consumer Behavior Framework; Online Consumer Behavior. Organizational Buying Behavior; Consumerism.	25	15
Unit 2: External Influences on Consumer Behavior Lifestyles and Psychographics on Buying Behavior; Social Class and Group Influence on Consumer Behavior – Reference Group and Family Influence on Buying Behavior; Influence of Culture on Consumer Behavior	25	15
Unit 3: Internal Influences on Consumer Behavior Consumer Perception; Consumer Learning, Memory and Involvement; Dynamics of Consumer Motivation; Consumer Personality; Consumer Attitudes and Attitude Change.	25	15
Unit 4: Consumer Decision Making Concept of Consumer Decision; Situational Influence on Consumer's Decision; Consumer Decision Making Process – Need Recognition and Search, Alternative Evaluation and Choice, Post-purchase Behavior; Different Models of Consumer Decision Making.	25	15

Learning Resources	
1.	Textbook: Consumer Behavior, Evans, M., Jamal, A., & Foxall, G., John Wiley & Sons Ltd. Consumer Behavior: Buying, Having, and Being by Solomon, M. R., PHI Learning Pvt. Ltd Consumer Behavior & Marketing Research by Nair, S. R., Himalaya Publishing House

2.	Reference Books: Schiffman, L. G.; Kanuk L. L.and Kumar,S. R. Consumer Behavior. Pearson Education Inc. Loudon, D. L. and Bitta, J. Albert Della. Consumer Behavior; Concepts and Applications. Tata McGraw Hill Publishing Company Limited Babin, B.J.; Harris, E.G. and Mohan, Ashutosh. Consumer Behavior (CB): A South Asian Perspective. Cengage Learning India Pvt. Limited Hawkins, D. I.; Best, R. J. and Coney, K. A. Consumer Behavior: Building Marketing Strategy. Tata McGraw-Hill Publishing Company Limited.
3.	Journals & Periodicals: Journal of Consumer Research (JCR) Publisher: Oxford University Press International Journal of Bank Marketing Publisher: Emerald Group Publishing The Banker Publisher: Financial Times Insurance Chronicle (India) Publisher: ICFAI University Press
4.	Other Electronic Resources: IRDAI – Insurance Regulatory and Development Authority of India Website: https://www.irdai.gov.in RBI – Reserve Bank of India Website: https://www.rbi.org.in NPTEL / SWAYAM (Online Learning Platform) Website: https://swayam.gov.in

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation – 10 marks Quiz – 5 marks Skill Enhancement activities/ Case Study/ Research Paper – 15 marks Presentation – 10 marks
Course Outcomes	Co1. Develop a better understanding of concepts and models of consumer behavior. Co2. It can provide insights for the consumer purchase decision process. Co3. Able to develop appropriate marketing strategies for different segments of consumers

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	1	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHR7002	**COURSE NAME** **HR Analytics**	**SEMESTER VII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic knowledge of Human Resource Management Familiarity with Statistics and Microsoft Excel Introduction to Business Analytics (recommended) Understanding of Organizational Behavior (preferred)
Course Category	Elective/Specialization
Course focus	Employability Skills/ Entrepreneurship Skills
Rationale	The course is an application-oriented one and most of the exercises must be done with case studies and examples. During the course basic concepts regarding HR metric will be revised and applied using organisational data.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Co 1. To provide learners with a comprehensive understanding of the concept of analytics, especially in the HR context, and to understand HR indicators conceptually. Co 2. To equip learners with key metrics measured by HR analytics, understand data sources and requirements, and learn about the ethics of measurement and evaluation. Co 3. To enable learners to understand and apply various statistical analysis for HR, including measures of central tendency and basics of regression analysis.

	Co 4. To develop learners' skills in understanding the frameworks for HR analytics and the HR analytics process/cycle.

Course Content	Weightage	Contact hours
Unit 1: Introduction Concept of Analytics, Concepts of Analytics in HR Context: People and Workforce Analytics, Importance of HR Analytics, Understanding HR indicators conceptually.	25	15
Unit 2: HR Metrics Defining Metrics: key metrics measured by HR Analytics; Demographics, Data sources and Requirements, Data Requirements and Types of data, Difficulties in Obtaining data, Ethics of Measurement and Evaluation.	25	15
Unit 3: Statistics Tools Statistical analysis for HR (Measures of central tendency-Mean, Median, Mode;Basics of Regression Analysis), Graphs, Tables, Spreadsheets.	25	15
Unit 4: HR Analytics Process and its Contribution in decision making Frameworks for HR Analytics: LAMP Framework, HCM 21 Framework, HR Analytics Process/ Cycle, Introduction to levels of HR Analytics. Developing HR Scorecard, Developing HR Analytics, and Analytics for Decision Making (Improved Productivity and Efficiency).	25	15

Learning Resources	
1.	Textbook: Evans, J. (2020). Business Analytics, Global Edition. United Kingdom: Pearson Education. → Textbook (Widely used in business and analytics courses) Edwards, M. R., & Edwards, K. (2019). Predictive HR analytics: Mastering the HR metric. Kogan Page Publishers. → Textbook (Structured and often used in HR analytics and management programs)

2.	Reference Books: Isson, J. P., & Harriott, J. S. (2016). People analytics in the era of big data: Changing the way you attract, acquire, develop, and retain talent. John Wiley & Sons. → Reference Book (Application-focused, industry-oriented) VanWieren, S. (2017). Quantifiably Better: Delivering Human Resource (HR) Analytics from Start to Finish. Technics Publications, LLC. → Reference Book (Practical guide for professionals in HR analytics)
3.	Journals & Periodicals: Journal of Human Resource Analytics Taylor & Francis. Journal of Business Analytics Taylor & Francis or INFORMS (depending on edition). HR Magazine Published by the Society for Human Resource Management (SHRM). Covers trends, tools, and case studies in HR, including analytics. People Management Published by the Chartered Institute of Personnel and Development (CIPD). Offers insights on HR practice, workforce planning, and analytics.
4.	Other Electronic Resources: SHRM (Society for Human Resource Management) – www.shrm.org Articles, tools, and research on HR analytics and workforce trends. Harvard Business Review (HBR) – www.hbr.org High-quality articles on people analytics, leadership, and business intelligence. LinkedIn Talent Blog – www.linkedin.com/talent/blog Current trends, tools, and strategies in HR analytics and recruitment technologies.

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks
Course Outcomes	Co 1. Explain the importance of HR analytics and discuss HR indicators. Co 2. Identify key HR metrics, discuss the types of data required for HR analytics,and explain the ethical considerations in measurement and evaluation. CO 3. Use statistical tools to analyse HR data. Co 4. Develop an HR scorecard, use HR analytics for decision making.

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

		PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		1	2	1	1	1	1	1	3	1
CO2		0	3	1	1	1	1	4	1	1
CO3		1	1	3	1	2	1	1	1	3
CO4		1	1	1	1	1	1	1	1	1

CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	1	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBA7004	**COURSE NAME** **Dissertation Work**	**SEMESTER VII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic knowledge of business functions (e.g., marketing, finance, operations) Familiarity with fundamental computer skills and MS Excel Introductory understanding of data and statistics is desirable (but not mandatory)
Course Category	Core
Course focus	Employability Skills/ Entrepreneurship Skills
Rationale	Dissertation is a long-form piece of academic writing based on original research conducted by the student. Hence, this course aims to provide students with the opportunity to apply the knowledge and skills acquired in their courses to a specific problem. This allows students to extend their academic experience into areas of interest and work with new ideas. This also addresses the issues inherent in selecting a research problem and discusses the techniques and tools to be employed in completing a research project. This will also enable the students to prepare report writing and framing Research proposals. This will give students knowledge, general competence, and analytical skills inResearch Methodology. They can build their foundation for research in Business administration. It provides hands-on experience in carrying out research work on interdisciplinary topics, including management, economics, etc., and the process for publishing original work.

Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Co 1 Understand core AI concepts and their relevance to business. Co 2Identify AI opportunities across different business functions. Co 3Apply AI tools and techniques to solve business problems. Co 4 Analyze the impact of AI on business models and customer experiences. Co 6 Evaluate ethical and strategic considerations of AI in business. Co 7 Design an AI-enabled solution or strategic roadmap for a business problem.

Course Content	Weightage	Contact hours
Unit 1: Converging Technologies: Big Data Overview, V's of Big Data, Big Data Analysis, IoT, Cloud Computing, Data Management Infrastructure, Data Analysis: Extracting Intelligence from Big Data, Changing organization Culture/Strategy/ Role of Practicing Managers, People Component of BigData & AI	25	15
Unit 2: Introduction to AI: History & Evolution of AI , AI-Driven Business Transformation, Overview of AI technologies namely Machine Learning, Deep Learning, Natural Language Processing, Computer Vision, Robotics,Generative AI, Case study analysis of AI's impact on different industries.	25	15
Unit 3: AI Applications in Business: AI in Finance – AI in algorithmic trading, Credit scoring models using machine learning, Fraud detection, AI in Customer Relationship Management - Personalization and recommendation systems, Chatbots and virtual assistants, Predictive customer analytics, AI in Human Resource Management – AI-driven recruitment and selection processes, Employee performance analytics, AI in workforce planning and talent management.	25	15
Unit 4: Ethics in AI: Bias, fairness, and transparency, Responsible AI practices for leaders, Mitigating ethical risks in AI/ML deployment, Societal and Legal aspects of AI.	25	15

Learning Resources	
1.	Textbook: Uwe Flick- Introducing Research Methodology 2. 4. Wayne C Booth: The Craft of Research R Paneerselvam: Research Methodology Ranjit Kumar: Research Methodology, a step-by-step guide for beginners. Robert K Yin: Case Study Research: Design and Methods (Applied Social Research Methods)
2.	Reference Books: CR Kothari- Research Methodology Methods and Techniques 3. John W Cresswell: Research Design: Qualitative, Quantitative, and Mixed Methods Approaches
3.	Journals & Periodicals: ☐ Journal of Business Research Publishes studies on AI applications in marketing, management, and strategy. Elsevier Link ☐ MIS Quarterly (Management Information Systems) Focuses on AI in organizational decision-making and IT-business alignment. https://misq.org ☐ International Journal of Information Management Covers AI, big data, and business analytics trends. Elsevier Link ☐ Journal of Artificial Intelligence Research (JAIR) High-quality research on AI methodologies applicable to business. https://www.jair.org ☐ Harvard Business Review (HBR) – Technology & AI Section Real-world AI case studies, executive perspectives, and strategy. https://hbr.org/topic/artificial-intelligence
4.	Other Electronic Resources: McKinsey Insights – Artificial Intelligence Reports, use cases, and business impact of AI. https://www.mckinsey.com Forbes – AI in Business Section Covers trends in enterprise AI adoption and innovations. https://www.forbes.com/ai

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	<table><tr><td>Class Participation</td><td>10 marks</td></tr><tr><td>Quiz</td><td>5 marks</td></tr><tr><td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr><tr><td>Presentation</td><td>10 marks</td></tr></table>
Course Outcomes	CO1. Define key concepts of Artificial Intelligence and explain their relevance in a business context. (Bloom's Level: Remembering/Understanding) CO2. Identify areas within business functions (marketing, HR, finance, operations) where AI can be applied effectively. (Bloom's Level: Understanding) CO3. Apply AI tools and techniques to solve basic business problems or improve operational efficiency. (Bloom's Level: Applying) CO4. Analyze business scenarios and evaluate the impact of AI on business decision-making and customer experience. (Bloom's Level: Analyzing) CO5. Evaluate the strategic, ethical, and data privacy considerations involved in implementing AI in organizations. (Bloom's Level: Evaluating) CO6. Design a basic AI solution or strategic roadmap to address a business challenge or opportunity.

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	1	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE	COURSE NAME Global Business Communication & Leadership	SEMESTER 7

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Pre-requisites	Completion of CEER up to Semester 6
Course Category	Skill Enhancement / Professional Development
Course focus	Cross-Cultural Communication, Global Business Etiquette, Leadership Messaging
Rationale	This course prepares students for leadership roles and global careers by developing advanced interpersonal communication skills and cultural intelligence.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define global business etiquette and intercultural communication norms. CO2: Understand leadership roles in diverse organizational environments. CO3: Design business messages for cross-border interactions. CO4: Evaluate the impact of communication style on leadership effectiveness. CO5: Analyze case studies of global leaders and communication breakdowns.

Course Content	Weightage	Contact hours
UNIT 1: Cross-Cultural Communication, Barriers Elements to improve Intercultural Communication, Email etiquette across cultures,	20%	10
UNIT 2: Global Business Etiquette: Professional conduct, protocol for meetings, travel, and negotiations	20%	10
UNIT 3: Managing Crisis & Conflict Communication: Techniques for high-stakes communication, media handling	20%	10

Textbook: Leading with Communication by Teri Kwal Gamble & Michael Gamble

Reference Books:
The Culture Map by Erin Meyer
Talk Like TED by Carmine Gallo
HBR's 10 Must Reads on Leadership

Journals & Periodicals:
Journal of Leadership & Organizational Studies

Harvard Business Review

Other Electronic Resources:
LinkedIn Learning courses on Global Communication
Toastmasters International content

Evaluation Scheme	Total Marks: 100		
Mid Semester Marks	20 marks		
End Semester Marks	40 marks		
Continuous Evaluation 40 marks	Class Participation	10 marks	
	Quiz	5 marks	
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks	
	Presentation	10 marks	
Course Outcomes	students will communicate effectively across cultures, respecting etiquette and business protocols. Students will apply executive communication strategies to influence and lead teams. Students will manage crisis scenarios and communicate with confidence under pressure. Students will demonstrate awareness of global leadership styles and adapt their messaging accordingly. Students will exhibit cross-cultural sensitivity in email, verbal, and group communication.		

Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1

	PSO1	PSO2	PSO3	PSO4	PSO5
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAMM801	**COURSE NAME International Marketing**	**SEMESTER VIII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic Understanding of Marketing
Course Category	Elective
Course focus	Skill development
Rationale	International Marketing (IM) takes a microeconomic perspective and focuses on helping firms serve customers globally. Successful IM practices must recognize complex sociological, economic, regulatory, and political challenges and opportunities. While the principles from the Marketing Management (MM) course provide the foundation, this course will emphasize how related concepts, frameworks, and strategies should be reimagined to tap into the tastes, aspirations, and resources of seven billion customers worldwide.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Develop a foundational understanding of how IM is anchored in classic MM and yet differs from it. Be able to perform PEST – Political, Economic, Social, and Technological – analysis of international markets at the level of countries, regions (e.g., Latin America), and economic blocs (e.g., European Union). Develop and apply templates for understanding customers' needs and wants, and finding ways to appeal to those customers. Be able to contrast the opportunities for products vs. services, technological offerings vs. consumer non-durables, branded products vs. commodities.

	5. In all of the above, appreciate similarities to and differences from the Indian context.

Course Content	Weightage	Contact hours
Unit I: International Marketing – An Overview Scope and Challenges in International Marketing, International Marketplace, Macroeconomic & Microeconomic concepts; Social, Cultural, Legal, Political, and Ethical Considerations, and Economic Groupings, role of governance mechanisms, especially the WTO, World Bank and International Monetary Fund (IMF), Indian International Marketing Policies and Institutions	25	15
Unit II: International Market Entry and Development: Strategic Planning – Assessing Global Market, International Market Research, Global Market Entry Strategies, – Export/Import, International Intermediaries – EMC, Trading Companies, Licensing, Franchising, FDI, Local presence – Inter firm co-operation, MNCs and Globalisation, Mergers and Acquisitions	25	15
Unit III Product Adaption and Pricing Strategies International Market: Product Standardization and Adaption, Product Constituents and Content, Brands in the International Market, Quality, Packaging and Labelling, Marketing Consumer Services Globally, Price Dynamics in the International Market, Global Pricing Methods & Strategies for International Markets	25	15

Unit IV: Promotion and Distribution Strategies for International Marketing: International Advertising, Global Sales Promotion Strategies, Legal Constraints, Media Channels for International Advertising, Designing the Sales Force Management for the International Market, Factors Affecting the Choice of Distribution Channels, Channel Management and Structure.	25	15
Instructional Method and Pedagogy: (Max. 100 words) The course will be taught via lectures, case discussions, and short projects/simulations.		

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted	
CO1: Assess international markets in ways that appeal to specific firms. These include recognizing heterogeneities with each country, aspirations of consumers and the constraints they face, the extent of regulation and competition, and similarities/contrasts relative to the Indian environment;	Define
CO2: Analyse the impact of PEST factors on IM strategy formulation. Here examine what types of alliances or partnerships with local firms can balance control and return;	Understand
CO3: Determine when to use different new product entry, pricing, promotion, and distributional strategies.	Design

Learning Resources	
1.	Textbook: Kotabe, Masaaki and Kristiaan Helsen, Global Marketing Management. New York, NY: John Wiley. Bansal, Garima, International Mark2e60ting. Daryaganj, Delhi: Mahavir Books.
2.	Reference Books: Gillespie, Kate and K. Scott Swan, Global Marketing. New York, NY: Taylor Francis.Alon, Ilan, Eugene Jaffe, Christian Pranje, and Donata Vianelli, Global Marketing: Strategy, Practice and Cases. New York, NY: Routledge. Philip R. Cateora, Mary C. Gilly, John L. Graham, International Marketing – Indian Edition. McGraw Hill Education – New Delhi
3.	Journals & Periodicals: International Journal of Marketing
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100	
Mid Semester Marks	20 marks	
End Semester Marks	40 marks	
Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/ Case Study/ Research Paper	15 marks
	Presentation	10 marks

Mapping of PSOs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	1	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	0	0	1	0	1
CO2	2	3	1	1	2	1	1	1
CO3	1	2	2	2	1	0	1	2
CO4	1	1	1	1	1	1	1	1
CO5	1	1	1	1	1	1	1	1
Avg.	1.3	2.3	1.3	1.0	1.0	0.7	0.7	1.3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAFM801	**COURSE NAME Business Analysis and Valuation**	**SEMESTER VIII**

Teachin4g Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic Understanding of Business and Finance
Course Category	Elective
Course focus	Skill and employability
Rationale	The focus of this course is on teaching how to value a business and its equity. The course will examine the fundamental analysis approach in detail and will apply the same to practical exercises. Relative valuation is also covered in this course.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Understand the difference between DCF and Relative Valuation Estimate operating cash flows and value the company using appropriate discount rates Understand corporate restructuring events and their impact on valuation Value a company relative to its peers by utilising the correct ratio.

Course Content	Weightage	Contact hours
Unit 1: Introduction to Valuation Market value vs Book value, valuation of equity and debt, enterprise valuation, discounted cash flow methods vs relative valuation, challenges in valuation methods	25	15
Unit 2: Discounted Cash Flow Valuation FCFF vs FCFE methods, appropriate discount rates, cost of equity – unlevered vs levered beta, choice of risk free rate and expected market risk	25	15

premium, cost of debt – choice of risk free rate and appropriate credit risk premium, appropriate tax rate, assumptions for growth, challenges in using DCF valuation methods; Estimating cash flows, impact of non-cash expenses - depreciation, impact of taxes, forecasting cash flows, practice exercises; Perpetual growth rate and Terminal Value; Role of comparable companies in choosing growth rates and discounts rates		
Unit 3: Relative Valuation Relative Valuation ratios – P/E, P/B, EV/EBITDA, evaluating comparable companies, challenges in using relative valuation, practice exercises	25	15
Unit 4: Corporate Restructuring and Valuation Restructuring, Organic and inorganic growth, Bankruptcy, Impact on cash flows and discount rates, premium for control and privately held firms; accounting for synergy – revenue growth or expense reduction;	25	15

Instructional Method and Pedagogy: (Max. 100 words) The course will be taught via lectures, case discussions, and short projects/simulations.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted	
CO1: Appreciate the difference between book and market values	Define
CO2: Utilise basic DCF and Relative valuation methodologies to value a company	Understand
CO3: Understand the valuation impact of corporate restructuring	Design
CO4: Evaluate the shortfalls and challenges of implementing valuation methodologies	Evaluate

Learning Resources	
1.	Textbook: 1. Chandra, P., Corporate Valuation, McGraw Hill

2.	Reference Books: 1.Kishore, R. M., Corporate Valuation: Text and Cases, Taxmann Publications 2.Damodaran, A., Investment Valuation, Wiley 3.Damodaran, A., Damodaran on Valuation, Wiley
3.	Journals & Periodicals: Harrington, J. P., Nunes, C., Aboulame, A., Valuation Handbook — International Guide to Cost of Capital: 2023 Summary Edition, CFA Institute Research Foundation Fabozzi, F.J., Focardi, S. M., Jonas, C., Equity Valuation - Science, Art, or Craft? CFA Institute Research Foundation Mital, R., Chairperson IBBI, Standardising Valuation
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO3	PSO4	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	1	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHR801	**COURSE NAME** **Cross Culture HRM**	**SEMESTER** **VIII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basic understanding of HRM
Course Category	Elective
Course focus	Employability
Rationale	This course aims to provide students a sound understanding of the complexities of Cross-Culture Human Resource Management. The course starts with a survey of cross-cultural context of HRM, analyses impact of culture, discusses in detail functional aspects of cross- cultural HRM, and identifies some of the emerging trends, issues and challenges in managing work force around the globe.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	To provide students with a robust understanding of Cross-Culture HR practices and issues. To provide an understanding of the impact of culture on human resource management practices across the globe and ways to manage cross cultural issues in MNCs and other organizations operating beyond their home markets. To sensitize how HR can contribute as a strategic partner in enhancing a multinational organization's performance and competitive advantage. To introduce ideas borrowed from ancient Indian Philosophy and texts for cross- cultural management.

Course Content	Weightage	Contact hours
Unit 1: Introduction to Cross-Cultural HRM Meaning and functions of Cross-Culture HRM; Facets of the cross-cultural HRM function including global workforce planning and international assignee selection and management; Differences between Domestic and Cross-Cultural HRM; Key international HRM issues related to: Employee Participation, Work-Life Balance, Ethics in Business, Employee Contribution, Employee Safety, Apprenticeships, State Controlled Free Trade, Militant Unionism; Protectionist Perceptions and Impact on Cross-Cultural HR.	25	15
Unit 2: The Impact of Culture Concept and Elements of Culture; Cultural Environment and HRM: Dimensions of Culture; Hofstede's Cultural Dimensions, Individual perspectives; Language and Interpretation challenges, High and Low context cultures, Gender biases, Employee Behavior, interaction with social and governmental institutions, managing vendor and retail channels; Emerging and growing business centers and economies; Ubiquity of, and preference for, local norms and HR practices in Cross-Cultural HRM; Impact on doing business (Institutions, Distance, Power, Decision Making, People Management, Delegation, Corruption, Quality Benchmarks Etc.); Discrimination in policies; Diversity and Sensitivity Trainings; Leadership for Cross-	25	15
Unit 3: Expatriates and Inpatriates in Global Workforce and their Management Factors supporting the creation of a globally mobile workforce; Expatriates and Inpatriates, Factors affecting movement decisions, specific requirements of expatriation and inpatriation movements; Approaches to cultural orientation and movement (ethnocentric, regiocentric, polycentric); Operating realities and availability of facilities and resources at home and non-home operations; Specific situations of women and special needs managers; Evaluating	25	15

performance of "moved" employees; Evaluation biases, Needs and issues; Evaluating the impact of expatriation in performance and costs		
Unit 4: Cross-Culture HRM practices and emerging trends & challenges in cross-culture HRM Cross-cultural Workforce Planning and Staffing; Cross-cultural Recruitment, Selection and Repatriation, managing diversity in hiring and other HR practices on an International HRM level; Cross-Cultural Training and Management Development; Issues related to International Compensation, Benefits and Taxes, , Reallocation Expenses, Value of Money, Base for Salary, Tax management, Productivity Stabilization Time; Cross-Cultural Employee Performance Management, Stereotyping and related cultural issues and managing their impact on employees; International Employment Law, Labor Standards and Ethics; International Employee Relations, Industrial Relations (IR) situations across different countries and cultures, Ethics in IR and employee management; Team management in Cross-cultural HRM situations and MNCs; Issues in managing globally diverse and dispersed teams- cross cultural differences in Ethics and CSR, Employee activism in different cultures; HR and Cross-cultural HRM as a source of competitive advantage; Cross-cultural management in the Gig economy; Meeting the demands of international expansion	25	15

Instructional Method and Pedagogy: (Max. 100 words) The course will be taught via lectures, case discussions, and short projects/simulations.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted	
CO1: Understand and remember the differences between Domestic HR practices and International HRM practices.	Define

CO2: Understand some of the key HR challenges facing organizations working internationally	Understand
CO3: Understand and remember in detail the various international HR practices	Design
CO4: Understand and analyze various emerging trends, issues and challenges involved in managing people worldwide.	Evaluate

Learning Resources	
1.	Textbook: Dowling P.J., Festing, M. and Engle Sr., A.D., International Human Resource Management, Cengage Learning. Tarique, I., Briscoe, D. and Schuler, R.), International Human Resource Management: Policies and Practices for Multinational Enterprises. Fifth edition. London: Routledge. Lazarova, Mila., et. al., Essentials of Human Resource Management-Managing People Globally, Edward Elgar Publishing. Rao, P.S., International Human Resource Management, Himalaya Publishing House.
2.	Reference Books: Trompenaars, F., & Hampden-Turner, C. (1998). Riding the Waves of Culture: Understanding Cultural Diversity in Global Business (2nd ed.). Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). Cultures and organizations: Software of the mind, third edition (3rd ed.). McGraw-Hill Professional. Vivekanand, S. The East and the West Upadyaya D (2016) Integral humanism: An analysis of some basic elements. Prabhat Prakashan, Delhi
3.	Journals & Periodicals: Journalof Human Resources Management
4.	Other Electronic Resources: Reflective Exercises and Cases: Case Analysis: INSEAD case study: Apple & China (5.4- The Décor: Introducing Chinese Business Culture and Negotiation. https://flora.insead.edu/fichiersti_wp/InseadEMCCCtheseswave13/80399.pdf Where Have You Been? An Exercise to Assess Your Exposure to the Rest of the World's Peoples (2021)| Paul W. Beamish | Ivey Publishing | W27504-PDF-ENG | https://hbsp.harvard.edu/product/W27504-PDF- ENG

	Class Discussion on Indian perspective on Cross-Cultural Management such as 'Vasudhaiva Kutumbakam'. Vivekanand, S. The East and the West Upadyaya D (2016) Integral humanism: An analysis of some basic elements. Prabhat Prakashan, Delhi Assignment on 'Ancient India and its relations with neighboring countries and an account of foreign travelers/court artists' writings on treatment of foreigners in Ancient India.

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	<table><tr><td>Class Participation</td><td>10 marks</td></tr><tr><td>Quiz</td><td>5 marks</td></tr><tr><td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr><tr><td>Presentation</td><td>10 marks</td></tr></table>

Mapping of POs & COs

	PO1	PO2	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	1	1	1	1	1	3	1
CO2	0	3	1	1	1	1	4	1	1
CO3	1	1	3	1	2	1	1	1	3
CO4	1	1	1	1	1	1	1	1	1
CO5	2	1	4	1	1	3	1	2	1
Avg.	1	2.5	1	1	2	2	4	2	3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAMM802	**COURSE NAME** **Integrated Marketing Communication**	**SEMESTER VIII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basics of Marketing
Course Category	Elective
Course focus	Skills and Employability
Rationale	The objective of the course is to help students comprehend the principles and practices of marketing communications. It discusses the tools used by marketers to inform consumers and to present a managerial framework for integrated marketing communications planning.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	To introduce students to the fundamental concepts, terminology, and components of integrated marketing communications (IMC). To enable students to understand the role of IMC in building strong brand identity, fostering brand relationships, and achieving brand synergy that leads to brand equity. To develop the ability to strategically design and select appropriate tools of the marketing communication mix tailored to campaign goals and audience behaviour. To equip students with analytical skills to measure, interpret, and critically evaluate the effectiveness of IMC campaigns through relevant metrics and performance indicators.

Course Content	Weightage	Contact hours
Unit 1: Introduction to Integrated Marketing Communication (IMC) Evolution of Integrated Marketing Communication, Role of IMC in creating brand identity, Promotional Mix: Tools for IMC, Partners and industry organizations, Brands and stakeholder relationships, Customer brand decision making;	25	15
Unit 2: Planning for Marketing Communication IMC planning, Data-driven communication; Creating, sending, and receiving brand messages; Message strategy, IMC media planning, Setting communication objectives, establishing MARCOM Objectives for Promotional Programmes, Hierarchy of effects model, DAGMAR; MARCOM budgeting and methods of budgeting	25	15
Unit 3: Developing the Integrated Marketing Communication Programme Consumer sales promotion, trade sales promotions and co-marketing; personal selling, public relations and brand publicity, direct marketing and customer service, product placements, events, sponsorship, and packaging, social media marketing	25	15
Unit 4: Evaluation of Promotional Programmes Meaning and importance of measuring communication effectiveness, the testing process, measuring the effectiveness of other promotional tools and IMC, Concept of pre-testing, concurrent testing, post-testing	25	15

Instructional Method and Pedagogy: (Max. 100 words) The course will be taught via lectures, case discussions, and short projects/simulations.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted	

CO1: Apply the key terms, definitions, and concepts used in integrated marketing communications.	Define
CO2: Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy.	Understand
CO3: Choose a marketing communication mix to achieve the communications and behavioural objectives of the IMC campaign plan	Design
CO4: Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success.	Evaluate

Learning Resources	
1.	Textbook: Advertising & Promotion – An Integrated Marketing Communications Perspective; by George Belch, Michael Belch and Keyur Purani; Mc Graw Hill Integrated Marketing Communications: A South Asian Perspective, by O'Guinn, Allen, Semenik, Banerjee, Cengage Learning India Integrated Advertising, Promotion, and Marketing Communication; by Kenneth Clow and Donald Baack; Pearson Advertising Management; by Aaker, Batra and Myers; Prentice-Hall
2.	Reference Books: Almquist, E. & Wyner, G. (2001), Boost Your Marketing ROI with experimental Design, Harvard Business Review, 79 October 2001 79(9), 5-11. Balachandran, I. (2011). Don't Go Away. We'll Be Right Back: The Ups and Downs of Advertising, Westland and Tranquebar Press Barry, P. (2008).The Advertising Concept Book: Think Now, Design Later: A Complete Guide to Creative Ideas, Strategies and Campaigns, Thames and Hudson Chitty, Luck, Valos, Barker and Shimp (2015), Integrated Marketing Communications, Cengage Learning, 4th Edition (ISBN 9780170254304). Dewhirst, T., & Hunter, A. (2002), Tobacco Sponsorship of Formula One and CART Auto Racing: Tobacco Brand Exposure and Enhanced Symbolic Imagery through Co-sponsors' Third Party Advertising, Tobacco Control, 11, 146-150 Duncan, T., and Ouwersloot, H. (2008), Integrated Marketing Communications. European ed. New York: McGraw-Hill,

	Greenberg, J., & Elliott, C. (2009), A Cold Cut Crisis: Listeriosis, Maple Leaf Foods, and the Politics of Apology, Canadian Journal of Communication, 34(2), 189-204. Keller,K. L. (2009), Building Strong Brands in a Modern Marketing Communications Environment, Journal of Marketing Communications, 15 (2-3), 139-155 Pricken, M. (2008). Creative Advertising: Ideas and Techniques from The World's Best Campaigns (2nd Edition), Thames And Hudson Terence A. Shimp, Advertising & Promotion: An IMC approach, Cengage Learning
3.	Journals & Periodicals:
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	1	0	0	1	0	1
CO2	2	3	1	1	2	1	1	1
CO3	1	2	2	2	1	1	1	2
CO4	1	2	2	2	2	2	2	1
CO5	1	1	1	1	1	1	1	1
Avg.	1.5	2.5	1.5	1.3	1.3	1.3	1.0	1.3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAMM802	**COURSE NAME** **Integrated Marketing Communication**	**SEMESTER VIII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basics of Marketing
Course Category	Elective
Course focus	Skills and Employability
Rationale	The objective of the course is to help students comprehend the principles and practices of marketing communications. It discusses the tools used by marketers to inform consumers and to present a managerial framework for integrated marketing communications planning.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	To introduce students to the fundamental concepts, terminology, and components of integrated marketing communications (IMC). To enable students to understand the role of IMC in building strong brand identity, fostering brand relationships, and achieving brand synergy that leads to brand equity. To develop the ability to strategically design and select appropriate tools of the marketing communication mix tailored to campaign goals and audience behaviour. To equip students with analytical skills to measure, interpret, and critically evaluate the effectiveness of IMC campaigns through relevant metrics and performance indicators.

Course Content	Weightage	Contact hours
Unit 1: Introduction to Integrated Marketing Communication (IMC) Evolution of Integrated Marketing Communication, Role of IMC in creating brand identity, Promotional Mix: Tools for IMC, Partners and industry organizations, Brands and stakeholder relationships, Customer brand decision making;	25	15
Unit 2: Planning for Marketing Communication IMC planning, Data-driven communication; Creating, sending, and receiving brand messages; Message strategy, IMC media planning, Setting communication objectives, establishing MARCOM Objectives for Promotional Programmes, Hierarchy of effects model, DAGMAR; MARCOM budgeting and methods of budgeting	25	15
Unit 3: Developing the Integrated Marketing Communication Programme Consumer sales promotion, trade sales promotions and co-marketing; personal selling, public relations and brand publicity, direct marketing and customer service, product placements, events, sponsorship, and packaging, social media marketing	25	15
Unit 4: Evaluation of Promotional Programmes Meaning and importance of measuring communication effectiveness, the testing process, measuring the effectiveness of other promotional tools and IMC, Concept of pre-testing, concurrent testing, post-testing	25	15

Instructional Method and Pedagogy: (Max. 100 words) The course will be taught via lectures, case discussions, and short projects/simulations.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted	
CO1: Apply the key terms, definitions, and concepts used in integrated marketing communications.	Define

CO2: Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy.	Understand
CO3: Choose a marketing communication mix to achieve the communications and behavioural objectives of the IMC campaign plan	Design
CO4: Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success.	Evaluate

Learning Resources	
5.	Textbook: Advertising & Promotion – An Integrated Marketing Communications Perspective; by George Belch, Michael Belch and Keyur Purani; Mc Graw Hill Integrated Marketing Communications: A South Asian Perspective, by O'Guinn, Allen, Semenik, Banerjee, Cengage Learning India Integrated Advertising, Promotion, and Marketing Communication; by Kenneth Clow and Donald Baack; Pearson Advertising Management; by Aaker, Batra and Myers; Prentice-Hall
6.	Reference Books: Almquist, E. & Wyner, G. (2001), Boost Your Marketing ROI with experimental Design, Harvard Business Review, 79 October 2001 79(9), 5-11. Balachandran, I. (2011). Don't Go Away. We'll Be Right Back: The Ups and Downs of Advertising, Westland and Tranquebar Press Barry, P. (2008).The Advertising Concept Book: Think Now, Design Later: A Complete Guide to Creative Ideas, Strategies and Campaigns, Thames and Hudson Chitty, Luck, Valos, Barker and Shimp (2015), Integrated Marketing Communications, Cengage Learning, 4th Edition (ISBN 9780170254304). Dewhirst, T., & Hunter, A. (2002), Tobacco Sponsorship of Formula One and CART Auto Racing: Tobacco Brand Exposure and Enhanced Symbolic Imagery through Co-sponsors' Third Party Advertising, Tobacco Control, 11, 146-150 Duncan, T., and Ouwersloot, H. (2008), Integrated Marketing Communications. European ed. New York: McGraw-Hill, Greenberg, J., & Elliott, C. (2009), A Cold Cut Crisis: Listeriosis, Maple Leaf Foods, and the Politics of Apology, Canadian Journal of Communication, 34(2), 189-204.

	Keller,K. L. (2009), Building Strong Brands in a Modern Marketing Communications Environment, Journal of Marketing Communications, 15 (2-3), 139-155 Pricken, M. (2008). Creative Advertising: Ideas and Techniques from The World's Best Campaigns (2nd Edition), Thames And Hudson Terence A. Shimp, Advertising & Promotion: An IMC approach, Cengage Learning
7.	Journals & Periodicals:
8.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	1	0	0	1	0	1
CO2	2	3	1	1	2	1	1	1
CO3	1	2	2	2	1	1	1	2
CO4	1	2	2	2	2	2	2	1
CO5	1	2	2	2	2	3	2	1
Avg.	1.4	2.4	1.6	1.4	1.4	1.6	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAFM802	**COURSE NAME** **Behavioral Finance**	**SEMESTER VIII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basics of Finance
Course Category	Elective
Course focus	Skill & Employability
Rationale	The course covers details of rational and other behavioral aspects of market participants, which influence the return from market to investors. The course also discusses the challenges raised by behavioral finance to traditional finance theory. Course also highlights some applications of behavioral finance to decision making.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	Understand the role of emotions in decision making Understand the role of heuristics and biases in financial decision making Appreciate the impact of emotions on investor psychology and resulting challenges to traditional finance theory Utilise learnings from behavioral finance to help guide public policy and financial product design

Course Content	Weightage	Contact hours
Unit 1: Introduction Behavioural finance Rationality, Agency theory, Prospect theory, Traders brain, Reasoned emotions; Overreaction and optimism	25	15
Unit 2: Heuristic and Biases	25	15

Emotion and reasoning, Excessive risk taking, Anchoring, Bandwagon effect, Confirmation bias, Availability heuristic, Over confidence, Framing, Ostrich effect, Loss aversion, Gamblers' fallacy, Status Quo bias, class exercises and games on heuristics and biases		
Unit 3: Investor Behavior and Challenges to market efficiency Attitude to risk, expected utility, Mental accounting, Noise trader risk in financial markets; Resistance to recognizing failure, Conformity, Social forces selfishness or altruism, Group psychology on Board, Contrarian investing, Conflict of interest, Investor risk capacity measurement tools; Anomalies - Small firm effect, Momentum Vs Reversal, Behavioural explanation for anomalies	25	15
Unit 4: Behavioral Finance implications for decision making Implications for Government Policies on health, education, savings – Nudge, Framing; Design of investment products, insurance products	25	15

Instructional Method and Pedagogy: (Max. 100 words) The course will be taught via lectures, case discussions, and short projects/simulations.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted	
CO1: Explain the influence of emotions in individual and group financial decision-making contexts.	Define
CO2: Analyze the role of heuristics and cognitive biases in shaping investment and financial behavior.	Understand
CO3: Evaluate the limitations of traditional finance theories by assessing the psychological factors influencing investor behavior	Design
CO4: Apply concepts from behavioral finance to design effective public policies and investor-friendly financial products.	Evaluate
CO5:	Analyze

Learning Resources	
1.	Textbook: 1. Chandra, P., Behavioral Finance, McGraw Hill
2.	Reference Books: Singh, R., Behavioral Finance, PHI Kapoor, S., Prosad, J. M., Behavioral Finance, Sage
3.	Journals & Periodicals: Statman, M., Behavioral Finance – The Second Generation, CFA Institute Research Foundation Thaler, R., Sunstein, C. R., Nudge: Improving Decisions About Health, Wealth, and Happiness, Penguin
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation: 10 marks Quiz: 5 marks Skill Enhancement activities/ Case Study/ Research Paper: 15 marks Presentation: 10 marks

Mapping of PSOs & CO's

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	1	2	1	0	0	1	0	1	
CO2	2	3	1	1	2	1	1	1	
CO3	1	2	2	2	1	1	1	2	
CO4	1	2	2	2	2	2	2	1	
CO5	1	1	1	1	1	1	1	1	
Avg.	1.3	2.3	1.5	1.3	1.3	1.3	1.0	1.3	

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBAHR802	**COURSE NAME** **Employee Life Cycle Management**	**SEMESTER VIII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	15	60	3	0	1	4

Course Pre-requisites	Basics of HRM
Course Category	Elective
Course focus	Skill & Employability
Rationale	This course delves into the essential stages of the Employee Life Cycle (ELC) and equips students with best practices for managing each phase effectively. Throughout the course, students will gain a deep understanding of the key stages of the ELC, from recruitment and onboarding to development, retention, and separation.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	To understand the key stages of the Employee Life Cycle. To learn best practices for managing each stage of the ELC. To develop strategies to improve employee engagement and retention. To explore tools and techniques for measuring and optimizing the ELC.

Course Content	Weightage	Contact hours
Unit 1: Introduction and Recruitment Approaches to Management of Employee Life Cycle; Erickson's Life Stages; Definition – of nature, scope, stages and importance of employee life cycle; overview of HR roles in managing the employee life cycle; human resource planning – job analysis and job design; recruitment – meaning, process, sources, techniques; legal considerations in hiring; selection – meaning, steps, types.	25	15

Unit 2: Onboarding and Development Placement – definition, objective, significance; Induction – definition, objective, significance, content; Socialization – definition, stages, significance; evaluating onboarding effectiveness. Training – concept, need, importance, types; identifying training needs; designing and implementing training programs; techniques of training; competency-based training; evaluating training effectiveness; career pathing and succession planning; human resource development.	25	15
Unit 3: Performance Management and Retention Performance management – nature, scope, process, objective, importance; performance appraisal – concept, objective, importance, process, methods, essentials, job evaluation – concept, objective, process, significance, techniques, limitations; compensation management. concept, components, objective, methods, incentive compensation; continuous feedback; managing performance issues. Retention – concept, objective, significance; work environment; employee motivation; employee satisfaction; employee engagement techniques; employee recognition programs; retention strategies; discipline and grievance	25	15
Unit 4: Employee well-being and Exit Management Employee Well-being - definition and dimensions of employee well-being; impact of well- being on performance and productivity; employee health and wellness programs; work-life balance; measuring and enhancing employee engagement; continuous improvement in well- being and engagement. Exit management – concept, importance, scope; offboarding processes; managing transfers and promotions; conducting exit interviews; analyzing exit data; maintaining alumni relations; employee advocacy; role of communication; managing voluntary and involuntary exits; continuous improvement in exit management	25	15

Instructional Method and Pedagogy: (Max. 100 words) The course will be taught via lectures, case discussions, and short projects/simulations.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted	
CO1: Remember the different stages of employee life cycle.	Define
CO2: Understand effective recruitment , onboarding strategies, employee, transitions and exits.	Understand
CO3: Evaluate performance management and retention strategies.	Design
CO4: Create robust HR systems for effective employee life cycle and apply best practices and lessons from case studies	Evaluate

Learning Resources	
5.	Textbook: Natasha Hawker, From Hire to Fire and Everything in Between Managing the Employee Life Cycle - Hire, Manage, Wellbeing and Exit. Michael Hanrahan Publishing Gary Dessler and Biju Varkkey Human Resource Management. Pearson Education. Wayne Dean Mondy and Joseph J. Martocchio, Human Resource Management. Pearson Education. Jeffrey A. Mello, Strategic Human Resource Management. Cengage Learning.
6.	Reference Books: Tracy Maylett and Matthew Wride (2017), The Employee Experience: How to Attract Talent, Retain Top Performers, and Drive Results. John Wiley & Sons Jacob Morgan (2017). The Employee Experience Advantage. Wiley
7.	Journals & Periodicals:
8.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	<table><tr><td>Class Participation</td><td>10 marks</td></tr><tr><td>Quiz</td><td>5 marks</td></tr><tr><td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr><tr><td>Presentation</td><td>10 marks</td></tr></table>

Mapping of PSOs & COs

	PSO1	PSO2	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	1	2	1	1	1	1	1	2	1
CO2	0	3	1	1	1	4	1	1	1
CO3	1	1	1	3	1	1	1	1	1
CO4	1	4	1	1	1	1	1	1	2
CO5	1	1	1	1	2	1	1	2	1
Avg.	0.5	3	1	2	2	2.5	1	2	1.5

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & COs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	0	0	1	0	1
CO2	2	3	1	1	2	1	1	1
CO3	1	2	2	0	1	1	1	2
CO4	1	2	2	2	2	2	2	1
CO5	1	1	1	1	1	1	1	1
Avg.	1.3	2.0	1.5	0.8	1.3	1.3	1.0	1.3

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

COURSE CODE BBA803	**COURSE NAME** **Dissertation work**	**SEMESTER VIII**

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0	30	2	0	0	4

Course Pre-requisites	Basic understanding of domain subject and Research.
Course Category	Compulsory
Course focus	Employability
Rationale	A dissertation is a long-form piece of academic writing based on original research conducted by the student. Hence, this course aims to provide students with the opportunity to apply the knowledge and skills acquired in their courses to a specific problem
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	A dissertation allows students to extend their academic experience into areas of interest and work with new ideas. This also addresses the issues inherent in selecting a research problem and discusses the techniques and tools to be employed in completing a research project. This will also enable the students to prepare report writing and framing Research proposals. This will give students knowledge, general competence, and analytical skills in Research Methodology. They can build their foundation for research in Business administration. It provides hands-on experience in carrying out research work on interdisciplinary topics, including management, economics, etc., and the process for publishing original work.

Course Content	Weightage	Contact hours
Unit I - Introduction to Research: Fundamental of research, Scope of Research, Types of Research, Process of Research, Sources of research Problem, Qualities of good research problem, Identification of good problem, Scientific research characteristics and steps of scientific research, Scientific research problems	25	15
Unit II - Research Methods & Design: Basic Principles; need for research Design; features of good design; essential concepts relating to research design. Traditional Methods like Historical, Institutional, and Legal. Modern Methods like surveys of Literature, Sampling .methods, Questionnaires, Schedules, Interview methods and Focus Group discussions. Observation Methods, Case Study Methods, Content Analysis, Statistical Methods, Experimental Methods, Brainstorming Techniques, etc.	25	15
Unit III: Tools & Techniques of Data Collection Analysis and Interpretations: Meaning of Population and Sample; Sampling Methods-Random, Stratified, Purposive. Tool of Data Collection, Primary, Secondary and Tertiary Data, Schedule, Observation.Type of Data, Primary, Secondary and Tertiary Data, Tabulation of data, Data organisation in SPSS and Excel, Graphical representation of data. Analysis of Data, Measure of Central tendency, Standard Deviation & Standard error, Measure of variability, Correlation and its computation; ANOVA. Discussion and Interpretation of Results, Testing of Hypotheses, Logical and Statistical Techniques like chi Square test and Student t-test.	25	15
Unit IV: Reporting and Thesis Writing: Type of report Technical Reports and thesis; Significance; Different steps in the preparation; Layout, structure and language of typical reports; Illustrations and tables; Bibliography, referencing and footnotes. Planning -Preparation - practice - Making Presentation; Use of visual aids;	25	15

PowerPoint for effective Communication; Criteria for evaluating the research report		

Instructional Method and Pedagogy: (Max. 100 words) Practical hands on sessions.

Course Outcomes:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: Blooms' Taxonomy word should be highlighted	
CO1: Equip themselves with ethical issues related to Research and Publication.	Define
CO2: Understand research in-depth and acquire knowledge to undertake a research project independently	Understand
CO3: Build a strong foundation for future research work systematically by applying notions of Research Methodology.	Design
CO4: Gain ability to apply knowledge of Business Administration to research in real-world issues	Evaluate
CO5: • Equip themselves with tools for data collection and analysis	Analyze

Learning Resources	
5.	Textbook: Uwe Flick- Introducing Research Methodology CR Kothari- Research Methodology Methods and Techniques John W Cresswell: Research Design: Qualitative, Quantitative, and Mixed Methods Approaches Wayne C Booth: The Craft of Research R Paneerselvam: Research Methodology
6.	Reference Books: Ranjit Kumar: Research Methodology, a step-by-step guide for beginners. Robert K Yin: Case Study Research: Design and Methods (Applied Social Research Methods)
7.	Journals & Periodicals:

	International Journal of Business Research
8.	Other Electronic Resources: Harvard Business Review Articles

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	

Class Participation	10 marks
Quiz	5 marks
Skill Enhancement activities/ Case Study/ Research Paper	15 marks
Presentation	10 marks

GUIDELINES FOR DISSERTATION BACHELOR IN BUSINESS ADMINISTRATION (HONOURS)/ BACHELOR IN BUSINESS ADMINISTRATION (HONOURS AND RESEARCH)

All Students must carry out an independent research project in an area of their interest in Business Administration.

A dissertation is a long-form piece of academic writing based on original research conducted by the student. Hence, this course aims to provide students with the opportunity to apply the knowledge and skills acquired in their courses to a specific problem. This allows students to extend their academic experience into areas of interest and work with new ideas. This also addresses the issues inherent in selecting a research problem and discusses the techniques and tools to be employed in completing a research project. This will also enable the students to prepare report writing and framing Research proposals.
This will give students knowledge, general competence, and analytical skills in Research Methodology. They can build their foundation for research in Business administration. It provides hands-on experience in carrying out research work on interdisciplinary topics, including management, economics, etc., and the process for publishing original work.

Consequently, students are expected to produce quality research projects that:
Addresses current problems of interest in the real world.
Demonstrate a mastery of skills learnt during their study in the Institute.
Demonstrates writing skills.

General Regulations
The Project report should be submitted before the student sits for the final university examinations in semester VIII.
The student shall work under the guidance of a project supervisor (s) appointed by the Institute's director.
Once the students have completed the proposal and the supervisor has approved it, the proposal shall be defended in panels formed by the project coordinator on a day set aside by the Institute.
The students should submit at least two copies of the proposal to the Project Coordinator at least two weeks before the final examination in semester VII.
The students shall present a proposal at the panels and be awarded marks. They will also be given corrections, which they will work on and present to their supervisors for approval to continue with the project work.
The student will then complete chapters 4 and 5 of the project..
Once the student has completed the project and the supervisor has approved it, the project shall be submitted to the project coordinator, who will arrange for the

The title should be in upper case and Centered, and the font size should be 14 For Example
TOPIC- HOW DIGITAL TRANSFORMATION AFFECTS ORGANIZATIONAL CULTURE

Student Name
Superviss Name
Class and Year Designation

Research Project Submitted in Partial Fulfillment for the Degree of Bachelor in Business Administration
from University

Month Year

DECLARATION - (Roman number- ii), (centre 14 font size)
A signed declaration by the candidate with the following statement
This project is my original work and has not been presented for a degree in any other University or for any other award

Students Name:

Sign Date

A signed declaration by the University Supervisor with the following statement.
I confirm that the candidate did the work reported in this project under my supervision.

Name:
Sign Date

DEDICATION - (Roman number- iii) (centre 14 font size)

A dedication statement not exceeding 50 words may follow the declaration, beginning on a separate page.

Dedication may be to a person or persons to whom they have special attachments. A simple statement
such as "to my father……. and my mother ……" and a reason for the dedication may be given.

ACKNOWLEDGEMENT - (Roman number- iv) (centre 14 font size)
Acknowledgement should be at most 250 words and follow the dedication beginning on a separate page.

An acknowledgement is an extension of appreciation for the contribution of others and assistance given during the entire research process. It recognises the person the writer is indebted to for guidance and help during the study.

ABSTRACT-(Roman v) (centre 14 font size)
An abstract of the research project not exceeding three hundred (600) words and beginning on anew page. It should be a one-paragraph continuous prose, single- spaced and on one page only.

The abstract should be one page single paragraphed and should contain
The purpose and objectives of the study
Significance of the study
Methodology used
Findings
Recommendations

TABLE OF CONTENTS - (Roman vi) – (centre 14 font size)

LIST OF TABLES - (Roman vii) (centre 14 font size)

LIST OF FIGURES- (Roman viii) (centre 14 font size)
(All tables and figures must have a number and heading and follow APA style)

LIST OF ACRONYMS AND ABBREVIATIONS (Roman ix) (centre 14 font size)

DEFINITION OF KEY TERMS - (Roman x) (centre 14 font size)
The definition of terms must not be the dictionary meanings of the terms. Give the meaning of what wasused in that study.

Presentation
Term (Bolded) Meaning

MAIN DOCUMENT (Pagination of 1, 2, 3, 4, etc should begin in Chapter One)
1.0 CHAPTER ONE: INTRODUCTION
(Chapter Title - center 14 font size)

Introduction – Overview of chapter contents
Background of the Study
Give specifics of the problem rather than the history of the case. Give citations. Build a case for the study. Let there be authoritative sources/citations.

Problem Statement
Should it be a paragraph, and should it clearly show what the problem is? What the research seeks to solve. Give authoritative sources/citations on what has been done and what is missing.

Objectives of Study
General Objective
A statement giving the primary purpose/goal of the study.

Specific Objectives
They should be SMART.
They should be within the scope.
There should be no objective to make recommendations – it's assumed to exist.

Research Questions
The research questions are based on the specific objectives.
An introductory statement should be there.
The number of research questions has to be the same as the objectives.
The framing of questions should not attract a yes/no answer.

Significance of the Study
It should explain who benefits from the study and how. This section must be in the future tense.

Limitations of the Study
It should show the extent to which the study results can be generalised. The reasons given must be beyond the researcher's control. Stereotype limitations are not acceptable and should not be anticipated, e.g., time and money are not limitations.

Scope of the Study
It should include the concept, content, geographical, and time scope.

Organisation of the Study
Should include the structure of the study chapter by chapter

CHAPTER TWO: LITERATURE REVIEW
(Chapter Title - center 14 font size)

Introduction – Overview of chapter contents
Theoretical Literature of the Problem.
A theoretical framework consists of concepts, definitions, and existing theory/theories used for your particular study. The theoretical framework must demonstrate an understanding of theories and concepts relevant to the problem the project is solving.

Similar Projects
Your project is not unique. Discuss at least five similar projects/research works and show the research gap.

A review of project systems should be done for global and local projects.
` NB: Acknowledge the sources using APA

Critical Review and Research Gap Identification
You should identify the unique innovation of your project. This should clearly show the gap you are filling in the project. Otherwise, your project will be seen as plagiarised.

Summary
Highlight of the critical issues raised, facts- Reviewed issues that have been raised

3.0 CHAPTER THREE: METHODOLOGY
(Chapter Title - centre 14 font size)

Introduction – Overview of chapter contents
Project Design
This section should explain the details of the proposed project. How you will go about exploring your research question:
What requirements collection methods will you use (e.g. survey or focus group)?
What methods or tools of analysis will you use and why?
Expected results or outcomes.

The presentation of the proposal must include the above three references along with the questionnaire.

4.0 CHAPTER FOUR: RESEARCH FINDINGS AND DISCUSSION
(Chapter Title - center 14 font size)

Introduction – overview of chapter contents
Presentation of Findings. The findings should address each objective. Objective 1
Objective 2, etc.
Check to ensure all the objectives are addressed.

CHAPTER FIVE: SUMMARY, CONCLUSIONS ANDRECOMMENDATIONS
(Chapter Title - center 14 font size)

Introduction - overview of chapter contents
Summary of Findings Begin with general information
Objective one.
Objective two, etc.
Conclusions
Answers to the project objectives achieved.
Recommendations should be in line with the study area and the conclusions.
Suggestions for further study should be in line with or advised by the study processes.

REFERENCES

Use Reference – acknowledgement of works referred to or citations. American Psychological Association (APA) reference style should be used.

APPENDICES
Questionnaire
Response summary sheet
Any other evidence, such as pictures.

Final defence and VIVA VOCE. The marks obtained will be added to the proposal defence marks and compiled.
The students should then submit two copies of the project report to the Institute at least two weeks before the final examination in semester VIII.
If the student is unsuccessful, the resubmission regulations will apply as stipulated in the academic policy.

Choosing a Project Title
The project's title should be clear and specific to a real problem.
Similar topics between students should be avoided.
The project should be new and original, not replicating another person’s work.
At the proposal level, the appointed supervisor MUST approve the project title.
The research committee must ratify all the topics.

Formatting Guidelines

Font Size-12 in the body text, except for the topics and titles, which should be a font size of 14
Font Type- Times New Roman
Spacing- The project should be 1.5 lines spacing
Highlighting- Topics and subtopics should be bolded and NOT be underlined
Print Quality- The final document should be of good quality
Margins- Margins of the report should be 1 inch on the top, bottom and right- hand side. The left-hand-side margin should be 1.25 inches to allow for binding.
Tables- Larger tables may be typed in smaller font sizes (10-11) to maintain standard margins
Numbers and Percentages-must do not begin with a sentence.
Tables and Figures - There must be a finding and analysis section when presenting the table or figure. Avoid using 'table above, or table below.' Instead, indicate as 'Table 4.1 shows that ….'
Final Binding - Presented as Hard Copy (Blue Color), preferably Xerox hardcover book binding.
Pagination: Bottom of page and centered.

Evaluation will be done based on the dissertation completed, presentation of the proposal and Viva Voce.

COURSE CODE VACC801	COURSE NAME Communication for Entrepreneurship & Career Excellence	SEMESTER 8

Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30			2				2

Course Pre-requisites	Completion of CEER up to Semester 6
Course Category	Skill Enhancement / Career Readiness
Course focus	Entrepreneurial Communication, Brand Building, Negotiation, Networking
Rationale	This capstone course enables students to articulate entrepreneurial ideas, build personal brands, and network effectively for post-graduation career success.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define entrepreneurial and professional self-branding strategies. CO2: Understand the role of communication in business planning and fundraising. CO3: Design pitch presentations and investor decks. CO4: Evaluate personal online presence and digital networking. CO5: Analyze negotiation and influence strategies in business communication.

Course Content	Weightage	Contact hours
UNIT 1: Communication for Entrepreneurship: Idea articulation, investor communication, storytelling for startups	20%	10
UNIT 2: Personal Branding & Thought Leadership: Portfolio building, LinkedIn optimization, content creation	20%	10
UNIT 3: Networking & Public Persona: Online and offline networking strategies, BATNA, digital portfolios, mock panels and launches.	20%	10

Learning Resources	
	Textbook: Entrepreneurial Communication by Christian Döring & Dennis Cerff
	Reference Books: Start with Why by Simon Sinek Pitch Anything by Oren Klaff Influence by Robert Cialdini
	Journals & Periodicals: Entrepreneur India Forbes Inc. Magazine
	Other Electronic Resources: LinkedIn Learning courses on Global Communication Toastmasters International content

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks
Continuous Evaluation 40 marks	Class Participation – 10 marks Quiz – 5 marks Skill Enhancement activities/ Case Study/ Research Paper – 15 marks Presentation – 10 marks
Course Outcomes	☐ Students will be able to articulate business ideas and pitches to investors and stakeholders. ☐ Students will build a strong personal and professional brand using digital tools. ☐ Students will participate actively in networking events and professional interactions. ☐ Students will prepare and present investor decks and professional portfolios. ☐ Students will leverage communication strategies for entrepreneurship, freelancing, or career advancement.

Mapping of PSOs & Cos

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	1
CO2	2	2	1	1	1
CO3	1	1	1	1	1
CO4	2	2	2	2	2
CO5	2	1	1	1	1
Avg.	2.0	1.6	1.2	1.2	1.2

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Mapping of POs & Cos

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	2	2	3	2	1	1	1	1
CO4	2	2	3	3	2	2	1	1
CO5	2	2	3	3	2	2	1	1
Avg.	2.2	2.2	3.0	2.4	1.4	1.4	1.0	1.0

1: Slight (low); 2: Moderate (Medium); 3: Substantial (High); 0 None