

BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY), PUNE

Faculty of Management Studies BBA New Syllabus



BHARATI VIDYAPEETH

(Deemed to be University), Pune

'A+' Accreditation (Third Cycle) by 'NAAC' in 2017 Category-I Deemed to be University Grade by UGC 'A' Grade University Status by MHRD Govt. of India Ranked 76th by NIRF – 2022

FACULTY OF MANAGEMENT STUDIES

BACHLOR OF BUSINESS ADMINISTRATION DEGREE

(THREE YEARS) / (HONORS) (FOUR YEARS)

FRAMED AS PER NATIONAL EDUCATION POLICY (NEP 2020)

SYLLABUS

Applicable with effect from 2022-23

CONTENT

Sr.No.	Particulars	Page No.
I	BBA (Honors) Four Year Degree Program	3
II	Vision Statement	3
III	Mission	3
IV	Learning Outcome based Curriculum Framework (LOCF)	4
V	Qualification Descriptors	6
VI	Duration of Program, Credit Requirements and Options	6
VII	ACADEMIC BANK OF CREDITS (ABC)	7
VIII	Eligibility Requirements	7
IX	Grading System for Programmes under Faculty of	8
	Management Studies	
X	Standard of Passing	9
XI	Award of Honors	10
XII	ATKT Rules	11
XIII	Specialization	12
XIV	Internships – I and II	12-15
XV	Course Structure	16-19
XVI	List of Electives	20-22
XVII	Question Paper Pattern for University Examinations	23
	Semester I Syllabus Contents	24-47

BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY), PUNE Faculty of Management Studies

Bachelor of Business Administration (Honors) Four Years Revised Course Structure (To be effective from 2022-2023)

I. BBA (Honors) Four Year Degree Program:

The Bachelor of Business Administration (Honors) Program is four year degree Program offered by Bharati Vidyapeeth (Deemed to be University), Pune and conducted at its Constituent Units in Pune, NewDelhi, Navi Mumbai, Karad, Kolhapur, Sangli, and Solapur. All the Constituent units have excellent faculty, Laboratories, Library, and other facilities to provide proper learning environment. The University is accredited by NAAC with an A⁺ grade. The Bachelor of Business Administration (BBA) total 160 creditsis designed to provide a strong practical understanding of the principles, theories and tools necessary to succeed in businesses. The BBA Program focuses on imparting to Students/Learners the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavor. While designing the BBA Program, the above facts are considered and the requirements for higher studies and immediate employment are visualized. This effort is reflected in the Vision and Mission statements of the BBA Program of course, the statements also embody the spirit of the vision of Hon'ble Dr. Patangraoji Kadam, Founder-Chancellor Bharati Vidyapeeth (Deemed to be University), Pune which isto usher in — "Social Transformation Through Dynamic Education"

II. Vision Statement

To prepare the Students/Learners to cope with the rigor of Graduate Programs in India and Abroad as well as to prepare them for managing Businesses globally and as Entrepreneurs who will also be sensitive to societal concerns.

III. Mission

To impart sound conceptual knowledge and skills in the field of Business Management Studies that can be leveraged for enhancing career prospects and higher education in the said discipline

IV. Learning Outcome Based Curriculum Framework - Bachelor of Business Administration (Honors) Four Year Degree Program:

1. Program Educational Objectives (PEOs):

- i) To impart knowledge about management concepts, theories, models, key business terms etc.
- ii) To develop decision making capabilities of the students /learners
- iii) To impart knowledge of information technology
- iv) To enable the students in identifying the business problems and provide solutions to it.
- v) To encourage the students to opt for Entrepreneurship as a career option
- vi) To enable the students in collecting, organizing and analyzing the information related to business
- vii) To develop managerial insights through Indian Ethos and values
- viii) To sensitize the students about environmental issues and sustainable consumption

2. Program Outcomes (POs):

On the successful completion of this program the students will be able to

- i) Demonstrate an understanding of management concepts, theories, models and key business terms.
- ii) Communicate effectively with various stakeholders of business
- iii) Apply Information Technology applications for managing the business effectively
- iv) Provide optimum solutions to problems in the field of Business Management
- v) Make sound business decisions.
- vi) Identify entrepreneurial opportunities and leverage the knowledge in starting and managing a business enterprise.
- vii) Collaborate with others in the organizational context, manage resources and lead them in the pursuit of organizational goals
- viii) Investigate the multidimensional business problems using research based knowledge, methods and in turn make data driven decisions
- ix) Understand the contemporary issues and changes in the macro environment that may have an impact on the business
- x) Identify the need for and engage in lifelong learning in the field of business management
- xi) Develop effective and diverse teams
- xii) Create sustainable and ethical business policies

3. Graduate Attributes (GAs):

- i) Knowledge about Management concepts
- ii) Proficiency in business communication
- iii) Design and Development of Solutions
- iv) Managerial competence
- v) Entrepreneurship Orientation
- vi) Team Work
- vii) Sustainable and Ethical Aspects of Business

V. Qualification Descriptors

Upon successful completion of the four year UG course, the Students/Learners receive a B.B.A (Honors) degree are expected to branch out into different paths seeking spheres of knowledge and domains of professional work that they find fulfilling. They will be able to demonstrate knowledge of major management functions and the ability to provide an overview of scholarly debates relating to Business Management. It is expected that besides the skills specific to the discipline, these wider life skills of argumentation and communication, attitudes and temperaments, and general values inherent in a discipline that studies human beings in their social context, in all its complexity, ultimately enable learners to live rich, productive and meaningful lives.

A degree holder in of Bachelor of Business Administration (Honors) shall work in public and private sector organizations. The career option possible in the field of Business Administration is very high. The Students/Learners will be able to pursue higher education at the Master's Degree or any higher qualification in India or abroad. Not only this, but one will also be able to start his/her own business. The Bachelor of Business Administration (Honors) career option is very attractive and fast – paced. The job opportunities as a Bachelor of Business Administration (Honors) are increased due to the rapid growth of entrepreneurship skills. The Students/Learners will be able to apply in the following places Information Systems Manager, Production Manager, Finance Manager, Human Resource Manager, Business Administration Researcher, Management Accountant, Business Consultant, Marketing Manager, Research and Development Manager.

VI. Duration of Program, Credit Requirements and Options:

The duration of BBA Three Year Degree Program having six semesters and BBA (Honors) Degree Program will be of four years spread across Eight Semesters with multiple entry and exit options. Student should complete the 4 years degree programme within 7 years.

a) Following EXIT options are available with the students:

Exit Options	Minimum Credits Requirements	NSQF Level	Bridge Course Requirement For Exit
Certificate in Business Administration - After successful completion of first year	40	5	10 credits bridge course(s) lasting two months including at
Diploma in Business Administration- After successful completion of second year	80	6	least 06 credits job specific internship that would help the learner to acquire job ready
Bachelor's Degree – After successful completion of Third year	120	7	competencies to enter the workforce.
Bachelor's Degree with Honors— After successful completion of fourth year	160	8	

Note: Student is free to complete some interdisciplinary courses from other institutes provided he/she should earn 50% required credits from home HEI.

Student should complete the core disciplinary courses from home University (HEI) to get exit option for UG certificate/ UG diploma/ Bachelor Degree.

- b) Following Entry options are available with the students:
 - Student who opt Exit option at the end of 1st / 2nd /3rd year, can reenter the same programme within three years from Exit.
 - Student with Bachelors Degree can opt for Bachelor degree with Honors
 - Student with Bachelors Degree can opt for Bachelor degree with Honors (Research) if the student secure CGPA >= 9.25

National Skills Qualifications Framework (NSQF) Levels:

Exit Option	NSQF	Professional Knowledge	<u>Skill</u>
	Level		
At the end of	5	Knowledge of facts, principles,	Desired mathematical skills, understanding of
first year		processes, concepts in a field of work or study	social, political environment, and some skill in collecting and organizing information, communication
At the end of	6	Factual and theoretical	,
Second year		knowledge in the broad context within a field of work or study	understanding social and political environment, good skill in collecting and organizing information, logical communication
At the end of	7	Wide ranging factual and	Good logical and mathematical skill,
Third year		theoretical knowledge in the broad context within a field of	understanding social, political and natural environment, good in collecting and organizing
		work or study	information, communication and presentation skills
At the end of	8	Comprehensive, cognitive	Exercise management and supervision in the
Fourth year		theoretical knowledge and practical skills to develop creative solutions to abstract problem	context of work /study in unpredictable changes, responsible for the development of self and others

VII. ACADEMIC BANK OF CREDITS (ABC):

As per the National Educational Policy (NEP) 2020, the Academic Bank of Credit offer the flexibility of curriculum framework and interdisciplinary /multidisciplinary academic mobility of students across Higher Educational Institutes (HEIs) with appropriate credit transfer mechanism. In furtherance to these guidelines the Faculty of Management Studies, Bharati Vidyapeeth (Deemed to be University) Pune has designed a four years undergraduate program offered at its constituent units.

As a pre-requisite a student's /learners should register themselves in the website of Academic Bank of

Credit. The credits earned by the student /learner will be stored in it. A Student/Learner would be required to complete the course as per the ABC (Academic Bank Credit) policy of UGC. The validity of the credits earned for a course is seven years only.

VIII. Eligibility Requirements

- Students/Learners applying for BBA (Honors) Four year Program should have passed higher secondary or equivalent examination (10 + 2) of any recognized Board satisfying the following conditions:
- Every eligible Students/Learners have to pass a common All India Entrance test (BU-MAT) conducted by Bharati Vidyapeeth (Deemed to be University), Pune. The final admission is based solely on the merit at the BU-MAT test

IX. Grading System for Programs under Faculty of Management Studies:

➤ Grade Points: The Faculty of Management Studies, Bharati Vidyapeeth (Deemed to be University) has suggested the use of a 10-point grading system for all programs designed by the various Board of Studies. A grading system is a 10-point system if the maximum grade point is 10. The system is given in Table I below.

Table I: The 10-point Grading System Adapted for Programs under FMS

Grade	О	A +	A	B+	В	C	D
Grade Point	10.0	9.0	8.0	7.0	6.0	5.0	0.0
Marks	100]	79]	69]	59]	54]	49]	39]
Range of Percent	[80,	[70,	[60,	[55,	[50,	[40,	[00,

Formula to calculate GP is as under:

Set x = Max/10 where Max is the maximum marks assigned for the examination (i.e. 100)

Formula to calculate the individual evaluation

Range of Marks	Formula for the Grade Point
$8x \le Marks \le 10x$	10
$5.5x \le Marks \le 8x$	Truncate (M/x) +2
$4x \le Marks \le 5.5x$	Truncate (M/x) +1

➤ Scheme of Examination: For BBA Three Year / BBA (Honors), Courses having Internal Examinations (IA) and University Examinations (UE) shall be evaluated by the respective constituent units and the University at the term end for 40 (Forty) and 60 (Sixty) Marks respectively. The total marks of IE and UE shall be 100 Marks and it will be converted to grade points and grades. For Comprehensive Continuous Assessment (CCA) —

The subject teacher may use the following assessment tools:

- a) Class Tests
- b) Presentations
- c) Assignments
- d) Case studies
- e) Field Assignments and
- f) Mini Projects

X. MOOCs Policy:

As per the guidelines provided by UGC each student have to complete **TWO** MOOCs (Massive Open Online Courses) as add on Course which provides wide access to the online learning. The student of regular programme should complete MOOCs prescribed by the institute in semester III, Sem IV, and / or Sem V. Each MOOC will be evaluated for **TWO** credits. The MOOC course fees should be borne by the respective student. On successful completion of MOOCs course, the student should produce the completion certificate to the institute on the basis of which additional Credits will be given to the students.

- Following are the sources from where students can undertake MOOCs
- 1. iimb.ac.in
- 2. swayam.gov.in
- 3. alison.com
- 4. edx.org
- 5. Coursera
- 6. harvardx.harvard.edu
- 7. udemy.com
- 8. futurelearn.com
- 9. Indira Gandhi National Open University (IGNOU)
- 10. National Council of Educational Research and Training (NCERT)
- 11. National Institute of Open Schooling (NIOS)
- 12. National Programme on Technology Enhanced Learning (NPTEL)
- 13. Any other sources offering online courses suggested by institute

XI. Standard of Passing:

For all courses, both IE and UE constitute separate Heads of Passing (HoP). In order to pass in such courses and to earn the assigned credits, the Students/Learners must obtain a minimum grade point of 5.0 (40% marks) at UE and also a minimum grade point of 5.0 (40% marks) at IE.

If Students/Learners fails in IE, the Students/Learners passes in the course provided, he/she obtains a minimum 25% marks in IE and GPA for the course is at least 6.0 (50% in aggregate). The GPA for a course will be calculated only if the Students/Learners pass at UE.

Students/Learners who fails at UE in a course has to reappear only at UE as backlog Students/Learners and clear the Head of Passing. Similarly, a Students/Learners who fails in a course at IE he has to reappear only at IE as backlog Students/Learners and clear the Head of Passing. To secure the GPA required for passing.

The 10 point Grades and Grade Points according to the following table

Range of Marks (%)	Grade	Grade Point
80≤Marks≤100	О	10
70≤Marks≤80	A+	9
60≤Marks≤70	A	8
55≤Marks≤60	B+	7
50≤Marks≤55	В	6
40≤Marks≤50	С	5
Marks < 40	D	0

For Regular mode – The Students performance at IE and UE will be combined to obtain GPA (Grade Point Average) for the course. The weights for performance at UE and IE shall be 60% and 40% respectively. GPA is calculated by adding the UE marks out of 60 and IA marks out of 40. The total marks out of 100 are converted to grade point, which will be the GPA.

Formula to calculate Grade Points (GP)

Suppose that "Max" is the maximum marks assigned for an examination or evaluation, based on which GP will be computed. In order to determine the GP, Set x = Max/10 (since we have adopted 10 point system). Then GP is calculated by the following formulas

Range of Marks	Formula for the Grade Point
$8x \le Marks \le 10x$	10
$5.5x \le Marks \le 8x$	Truncate (M/x) +2
$4x \le Marks \le 5.5x$	Truncate (M/x) +1

Two kinds of performance indicators, namely the Semester Grade Point Average (SGPA) and the Cumulative Grade Point Average (CGPA) shall be computed at the end of each term.

The SGPA measures the cumulative performance of a Student/Learner in all the courses in a particular semester, while the CGPA measures the cumulative performance in all the courses since his/her enrollment. The CGPA of Students/Learners when he /she completes the Program is the final result of the Students/Learners.

The SGPA is calculated by the formula

$$SGPA = \frac{\sum Ck * GPk}{\sum Ck}$$

where, Ck is the Credit value assigned to a course and GPk is the GPA obtained by the Students/Learners in the course. In the above, the sum is taken over all the courses that the Students/Learners has undertaken for the study during the Semester, including those in which he/she might have failed or those for which he/she remained absent.

The SGPA shall be calculated up to two decimal place accuracy.

The CGPA is calculated by the following formula

$$CGPA = \frac{\Sigma C_k * GP_k}{\Sigma C_k}$$

where, Ck is the Credit value assigned to a course and GPk is the GPA obtained by the Students/Learners in the course. In the above, the sum is taken over all the courses that the Students/Learners has under taken for the study from the time of his/her enrollment and also during the semester for which CGPA is calculated.

The CGPA shall be calculated up to two decimal place accuracy. The formula to compute equivalent percentage marks for specified CGPA= (Final CGPA-0.5)*10

XII. Award of Honors:

Students/Learners who have completed the minimum credits specified for the Program shall be declared to have passed in the program. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed.

The criteria for the award of honors are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks (%)
9.5≤CGPA ≤10	0	Outstanding	80≤Marks≤100
9.0≤CGPA ≤9.49	A+	Excellent	70≤Marks≤80
8.0≤CGPA ≤8.99	A	Very Good	60≤Marks≤70
7.0≤CGPA ≤7.99	B+	Good	55≤Marks≤60
6.0≤CGPA ≤6.99	В	Average	50≤Marks≤55
5.0\(\leq CGPA \leq 5.99\)	С	Satisfactory	40≤Marks≤50
CGPA below 5.0	F	Fail	Marks below 40

XIII. ATKT Rules

- i) For admission to Semester V of BBA Third year, Students/Learners should pass all the courses under Sem I and II.
- ii) For admission to Semester VII of BBA Fourth year, Students/Learners should pass all the courses under Sem, III and IV.

XIV. Specialization:

BBA Three Year Degree Program / BBA (Hons.) Four Year Degree Program program 2022 offers Specialization to the students in the third year of both the programs. The students are required to select any **One Specialization** from the list provided on the next page;

Prerequisite for offering a Specialization

• There must be minimum 10 (Ten) students for a particular specialization

List of Specializations:

Specialization may be chosen from the following list;

List of Specialization
Marketing Management
Financial Management
Human Resource Management
Information Technology Management
International Business Management
Production & Operations Management
Agribusiness Management
Retail Management
Project Management
Business Analytics
Event Management
Hospitality Management
Sports Management

XV. INTERNSHIPS:

1. Internship I

At the end of Semester IV, each student shall undertake Internship I in an Industry for 50 (**Fifty Days**). It is mandatory for the students to seek written approval from the Faculty Guide about the Topic & the Organisation before commencing the Internship. During the Internship students are expected to take necessary guidance from the faculty guide allotted by the Institute. To do it effectively they should be in touch with their guide through e-mail or telecon. Internship Project should be a research based project.

The *learning outcomes and the utility to the organization* must be highlighted in Internship Project Report.

General chaptalization of the report shall be as under;

- 1) Introduction
- 2) Theoretical background
- 3) Review of Literature: This chapter will give a reader the background of problem area, specific problem & how you come across it?
- 4) Company profile: -
- 5) Objectives of the study:-
- 6) Scope and Limitations of the study
- 7) Data collection: -
- 8) Data analysis & interpretation: -
- 9) Findings & observations: -
- 10) Suggestions:-

References:

Annexure: -

TECHNICAL DETAILS:

- 1. The report shall be printed on A-4 size white bond paper.
- 2. 12 pt. Times New Roman font shall be used with 1.5 line spacing for typing the report.
- 3. 1" margin shall be left from all the sides.
- 4. Considering the environmental issues, students are encouraged to print on both sides of the paper.
- 5. The report shall be hard bound as per the standard format of the cover page given by the Institute and shall be golden embossed.
- 6. The report should include a Certificate (on company's letter head) from the company duly signed by the competent authority with the stamp.
- 7. The report shall be signed by the respective guide(s) & the Director of the Institute 10 (Ten) days before the viva-voce examinations.
- 8. Student should prepare two hard bound copies of the Summer Internship Project Report and submit one copy in the institute. The other copy of the report is to be kept by the student for their record and future references.
- 9. In addition to this students should prepare two soft copies of their SIP reports & submit one each in Training & Placement Department of the Institute & Library

• The Internship I shall be assessed out 100 Marks. The breakup of these marks is as under;

> Viva-voce examination = 60 (Sixty) Marks

> > 100 (Hundred) Marks

+ 40 (Forty) Marks

- The examiners' panel shall be decided as per the guidelines received from the University.
- The viva –voce shall evaluate the project based on
 - i. Actual work done by the student in the organization
 - ii. Student's knowledge about the company & Business Environment
 - iii. Learning outcomes for the student

Internship Report

iv. Utility of the study to the organization

2. Internship II

At the end of Semester V, the students are required to undertake Internship II of 21days in an organization. The Evaluation of the same will be done in Semester VI. The outline of the work to be carried out during this internship is as follows:

- 1) Students are expected to do a project work in an organization wherein they are doing Internship II.
- The students should identify specific problems faced by the organization in a functional area in which the assignment is given. e.g.
 - a) Sales sales targets are not achieved for a particular product or service in a given period of time.
 - b) Finance mobilization & allocation of financial resources.
 - c) HR Increase in employee turnover ratio.
- 3) In this study students should focus on
- Identifying the reasons / factors responsible for the problems faced by the organization
- Collection of data(Primary & Secondary) related to reasons /factors responsible for these problems
- Data Analysis tools & interpretation
- Findings & observations.
- Suggestions (based on findings & observations) for improving the functioning of the organization.

The **Internship II** shall be assessed out 100 Marks. The breakup of these marks is as under;

Viva- voce examination = 50 (Sixty) Marks
Internship Report = +50 (Forty) Marks
---100 (Hundred) Marks

The examiners' panel shall be decided as per the guidelines received from the University.

XVI. BBA (Honors) PROGRAM STRUCTURE w.e.f. 2022-23

Semester -I

Course	Name of the Courses	Type of	Format	Credits	IE	UE	Total
Code	Name of the Courses	Course	Format		III	OE.	Marks
101	Principles of Management	DSC	IE&UE	3	40	60	100
102	Language-I	AEC	IE&UE	3	40	60	100
103	Micro Economics	DSC	IE&UE	3	40	60	100
104	Business Accounting.	DSC	IE&UE	3	40	60	100
105	Foundations of Mathematics	DSC	IE&UE	3	40	60	100
106	Fundamental of Information Technology	DSC	IA	3	100		100
107	Community Work-I/ Technology for Societal wellbeing /Role of NGO in Rural Development	VBC	IA	1	100	-	100
108	Indian Ethos for Leadership Excellence	VBC	IA	1	100	-	100
	Total No. of Credits			20	500	300	800

Semester -II

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
201	Business Environment	DSC	IE&UE	3	40	60	100
202	Business Communication	AEC	IE&UE	3	40	60	100
203	Macro Economics	DSC	IE&UE	3	40	60	100
204	Cost Accounting	DSC	IE&UE	3	40	60	100
205	Business Statistics	DSC	IE&UE	3	40	60	100
206	Business Ethics	DSC	IA	3	100		100
207	Universal Human Value	VBC	IA	1	100	-	100
208	Data Analysis Tools for Business /Accounting Software/Content Writing	SEC	IA	1	100	-	100
	Total No. of Credits			20	500	300	800

Semester -III

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
301	Marketing Management	DSC	IE&UE	3	40	60	100
302	Organizational Behavior	DSC	IE&UE	3	40	60	100
303	Production and Inventory Management	DSC	IE&UE	3	40	60	100
304	Human Resource Management	DSC	IE&UE	3	40	60	100
305	Language-II French/German / Korean	AEC	IE&UE	2	40	60	100
306	Goods and Service tax Compliances / Advance Data Analysis Tools / Financial Modeling	SEC	IA	2	100		100
307	Constitution of India and Human Rights	VBC	IA	2	100	-	100
308	Physical Education and Yoga	VBC	IA	2	100	-	100
	Total No. of Credits			20	500	300	800

The student should complete TWO MOOCs (Massive Open Online Courses) as add on Course which provides wide access to the online learning. The student will complete MOOCs prescribed by the institute in semester III, Sem IV, and / or Sem V,. Additional Credits will be given to the student as per MOOCs Policy.

Semester-IV

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
401	International Business	DSC	IE&UE	3	40	60	100
402	Design Thinking and Innovation Management	DSC	IE&UE	3	40	60	100
403	Research Methodology	DSC	IE&UE	3	40	60	100
404	Corporate Law	DSC	IE&UE	3	40	60	100
405	Financial Management	DSC	IE&UE	2	40	60	100
406	Data Science/ Technical Analysis for investment in Stock Market/ Digital Marketing	AEC	IA	2	100	-	100
407	Cyber Security	SEC	IA	2	100	-	100
408	Psychology and Life skills	SEC	IA	2	100	-	100
	Total No. of Credits			20	500	300	800

Semester -V

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
501	Strategic Management	DSC	IE&UE	3	40	60	100
502	Introduction to Operations Research	DSC	IE&UE	3	40	60	100
503	Environmental Studies and Sustainable Development	DSC	IE&UE	3	40	60	100
504	Elective-I	DSE	IE&UE	3	40	60	100
505	Elective-II	DSE	IE&UE	3	40	60	100
506	Internship I	AEC	IA	2	100		100
507	Media Literacy/ Enhancing Personal and Professional Skills	AEC	IA	2	100	-	100
508	Safety Culture	VBC	IA	1	100	-	100
	Total No. of Credits			20	500	300	800

Semester-VI

Course	Name of the Courses	Type of	Format	Credits	IE	UE	Total
Code	3.0000 30.000 30.000	Course		0 - 0 0 - 0 0			Marks
601	Project Management	DSC	IE&UE	3	40	60	100
602	Entrepreneurship Development & Startup Management	DSC	IE&UE	3	40	60	100
603	Artificial Intelligence for Managers	DSC	IE&UE	3	40	60	100
604	Elective-III	DSE	IE&UE	3	40	60	100
605	Elective-IV	DSE	IE&UE	3	40	60	100
606	Chanakya Neeti	VBC	IA	2	100		100
607	Internship II	AEC	IA	2	100	-	100
608	Hindustani Classical Music /Indian Dance/ Hindustani Classical Instrumental	VBC	IA	1	100	-	100
	Total No. of Credits			20	500	300	800

Semester -VII

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
701	Project Assessment and Business Plan	DSC	IE&UE	3	40	60	100
702	Mergers & Acquisition	DSC	IE&UE	3	40	60	100
703	Sectorial Research and Analysis	DSC	IE&UE	3	40	60	100
704	Intellectual Property Rights (IPR)	DEC	IA	4	100	-	100
705	Research writing & Publication-I	DSC	IA	2	100	•	100
706	Negotiation	AEC	IA	2	100	-	100
	Total No. of Credits			20	420	180	600

Semester -VIII

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
801	Global Leadership and Culture	DSC	IE&UE	3	40	60	100
802	Software and Tools for Research	DSC	IE&UE	3	40	60	100
803	Research Writing and Publication -II	DSC	IA	4	100		100
804	Income Tax Act Compliances	SEC	IA	2	100	-	100
805	Dissertation	DSC	IA	8	100	-	100
	Total No. of Credits			20	380	120	500

Types of Courses:

- DSC- Discipline Specific Core
- AEC- Ability enhancement course
- DSE- Discipline Specific Elective
- SEC-Skill Enhancement course
- SEC Skill Enhancement Courses
- VBC- Value Based Courses

XVII. LIST OF ELECTVES

Elective: Marketing Management

Sem V			
Code.	Name of the Course		
MK01	Consumer Behaviour		
MK02	Services Marketing		
	Sem VI		
MK03	Sales & Distribution Management & B2B		
MK04	Integrated Marketing Communication		

Elective: Financial Management

	Sem V			
Code.	Name of the Course			
FM01	Investment Analysis & Portfolio Management			
FM02	Management of Financial Services			
	Sem VI			
FM03	Corporate Finance			
FM04	International Financial Management			

Elective: Human Resource Management

Sem V			
Code.	Name of the Course		
HR(E) 01	Employee Relations and Labor welfare		
HR(E) 02	HRD Instruments		
	Sem VI		
HR(E) 03	Negotiations and Counseling		
HR(E) 04	HR Audit		

Elective: International Business Management

	Sem V			
Code.	Name of the Course			
IB01	Regulatory Aspects of International Business			
IB02	IB02 Export Import Policies, Procedures and Documentation			
	Sem VI			
IB03	International Marketing			
IB04	Global Business Strategies			

Elective: Production and Operations Management

Sem V			
Code.	Name of the Course		
PM01	Quality Management		
PM02	Business Process re-engineering		
	Sem VI		
PM03	Logistics & Supply Chain Management		
PM04	World Class Manufacturing Practices		

Elective: Information Technology Management

	Sem V		
Code.	Name of the Course		
IT01	System Analysis & Design		
IT02	IT02 Information System Security & Audit		
	Sem VI		
IT03	RDBMS with Oracle		
IT04	Enterprise Business Applications		

Elective: Agribusiness Management

	Sem V			
Code.	Name of the Course			
AM01	Rural Marketing			
AM02	AM02 Supply Chain Management in Agribusiness			
	Sem VI			
AM03	Use of Information Technology in Agribusiness Management			
AM04	Cooperatives Management			

Elective: Retail Management

Sem V		
Code.	Name of the Course	
R01	Introduction to Retailing	
R02	Retail Management & Franchising	
Sem VI		
R03	Merchandising, Display & Advertising	
R04	Supply Chain Management in Retailing	

Elective: Project Management

Sem V			
Code.	Name of the Course		
PR01	Project Risk Management		
PR 02	Software Project Management Tools		
	Sem VI		
PR 03	Managing Large Projects		
PR 04	Social Cost and Benefit Analysis of Project		

Elective: Business Analytics Management

Sem V		
Code.	Name of the Course	
BA 01	Business Analytics for Managers	
BA 02	Multivariate Statistics	
Sem VI		
BA 03	Data Warehousing and Data Mining	
BA 04	Applied Analytics	

Elective: Event Management

Sem III		
Code.	Name of the Course	
EM 01	Event Marketing	
EM 02	Event Risk Management	
Sem IV		
EM 03	Customer Relationship in Event Management	
EM 04	Human Resource in Event Management	

Elective: Hospitality Management

Sem V		
Code.	Name of the Course	
HM 01	Food Service Operation	
HM 02	Tour Operations Management	
Sem VI		
HM 03	Hospitality Marketing Management	
4M 04	Accommodation Operations Management	

Elective: Sports Management

Sem V				
Code.	Name of the Course			
SM 01	Sports Marketing			
SM 02	Basics of Sports Medicine & Nutrition			
Sem VI				
SM 03	SM 03 SportsSponsorships			
SM 04	Managing Sports Organization			

XVIII. Question Paper Patterns for University Examination:

The pattern of question paper for the courses having University Examinations will be as follows:

Title of the Course

Day:	Total Marks: 100 *
Date:	Time: 03 Hours

Instructions:

- 1. Section I Question No 1 is Compulsory.
- 2. Attempt any TWO questions from Section II. Each question carries 20 Marks.
- 3. Attempt any TWO questions from Section III. Each question carries 20 Marks

SECTION – I		
Q 1. includes 10 objective type subquestions covering all units of course, each subquestion carries 2 marks	(20 marks)	
SECTION – II		
It should contain 4 questions covering the syllabus & should test the concer of the students	otual knowledge	
Question	Marks	
Q.2	(20 marks)	
Q.3	(20 marks)	
Q.4	(20 marks)	
Q.5 Write Short Notes on ANY FOUR	(20 marks)	
a)		
b)		
c)		
d)		
e)		
f)		
SECTION – III		
It should contain 03 questions covering the entire syllabus & should be based on application of the Concepts		
Q.6	(20 marks)	
Q.7	(20 marks)	
Q.8	(20 marks)	

Note:

- 1. Answer book for the Section I will be separate and student should return this answerbook within first half an hour.
- 2. Answers to section II and III should be written in the same answerbook.
- 3. *Marks obtained out of 100 marks will be converted to 60 as per BVDU, Pune Examination Section Scaling down method.

Programme: BBA CBCS- Revised Syllabus w.e.fYear2022 -2023				
Semester	Course Code	Course Title		
I	101	Principles of Management		
Type of Course	Credits	Evaluation Marks		
DSC	03	UE (60) + IE (40)	100	

Course Objectives:

- To understand basic concepts of management.
- To study ethical principles and standards.
- To understand the application of management principles
- To impart knowledge about assessment of available choices related to ethical principles and standards

Course Outcomes:

At the successful completion of the course the learner will be able to

- Integrate management principles into management practices.
- Assess managerial practices and choices relative to ethical principles and standards.
- Develop plans, implement, and control the deviations.
- Decide the most effective plan of actions to deal with specific situation

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
I Management & Evolution of Management thought	The Definition of Management: Its nature and purpose Managerial functions at different organizational levels, Managing Science or art, the functions of Managers Evolution of Management thought – Management thought in antiquity, Fredrick Taylor and Scientific Mgt., Sources of Taylor and their contribution, Contribution of Fayol, the emergence of Human Relations school.	Demonstrate competence in fundamentals of Management functions	Understand and apply Management Functions	9

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
II Planning	The nature of planning — Types of plan, purpose or mission, objectives — a hierarchy of objectives, key Result Areas the process of setting objectives. The nature and purpose of strategies and policies. Steps in planning — Being aware of opportunities, developing premises, Decision making — Decision Making Process, Types	Demonstrate Proficiency in Planning Process and Development of Strategies	Understand and apply Planning Process and Decision making Process	9
III Organizing	Formal and informal organization, Process of Organizing, Organization structure – Formal Vs Informal Organisation, Authority - delegation of functional authority, the nature of decentralization, the determinants of decentralization, difference between delegation and decentralization, advantages of delegation.	Capability in applying organizing activity.	Understand and apply process of delegation of authority	9
IV Leading	Defining leadership, ingredients of leadership, Trait approach to leadership, Behavioral approach to leadership, and different styles of leadership.	Competence in applying different leadership approaches.	Understand the various approaches and styles of Leadership.	9
V Controlling	The basic control process - feed forward control and feedback control, requirements for effective controls — tailoring controls to individual managers and plan, ensuring flexibility of controls, fitting the control system to the organization culture, control techniques - the Budget, traditional non — budgetary control devices.	Develop ability in using various controlling techniques.	Preparation for applying controlling techniques.	9

Reference Books:

Name of the Author	Title of the Book	Year of Edition	Publisher
Heinz Weihrich & Harold	Principles and	2. 2	McGraw-Hill
KOONIZ	Management		
Prasad L.M,	Principals &		Sultan Chand
	Practices of		& Sons.
	Management		
Stephen P Robbins, David A	Fundamentals of		Pearson
Decanzo	Management,		Education
Kaul, Vijay Kumar	Principles and		Vikas
	Practices of		Publishing
	Management		House
	Heinz Weihrich & Harold Koontz Prasad L.M, Stephen P Robbins, David A Decanzo	Heinz Weihrich & Harold Koontz Practice of Management Prasad L.M, Principals & Practices of Management Stephen P Robbins, David A Decanzo Management, Kaul, Vijay Kumar Principles and Practices of Management,	Heinz Weihrich & Harold Koontz Practice of Management Prasad L.M, Principals & Practices of Management Stephen P Robbins, David A Decanzo Management, Kaul, Vijay Kumar Principles and Practices of Management Principles and Practices of

Online Resources:

Online Resource No.	Website
	address
1	www.managementstudyguide.com

MOOCs:

Resource No.	Website address
	https://www.mooc.org

Pro	Programme: BBA CBCS- Revised Syllabus w.e.fYear2022 -2023				
Semester	Course Code	Course Title			
I	102	Language – I			
Type of Course	Credits	Evaluation	Marks		
DSC	03	UE(60) + IE(40)	100		

Course Objectives:

- To enable the learners in actively participating in the discussions and debates
- To encourage the learners for giving impromptu speeches and prepared presentations
- To enable the learners to read, comprehend and summarize the articles
- To impart knowledge on the writing formats, writing skills and preparing power-point presentations

Course Outcomes:

At the successful completion of the course the learner will be able to

- Participate actively in discussions and debates
- Understand and read English better
- Write accurately and speak fluently.
- Give presentations.

Unit		Sub Unit	Competency	Competency Indicators	Sessions
(1)	•	Construction of	Formation of	Understand and	9
Grammar and		sentences with there	English sentences	apply grammar,	
Translation		is, there are, it is etc.	with use correct of	Translating	
	•	Usage of articles,	English Grammar	sentences, use	
		tenses and		of idioms and	
		prepositions etc.		phrases	
	•	Translation of			
		sentences, &			
		passages from			
		mother tongue to			
		English			
	•	General errors in			
		Sentence			
		Constructions			
	•	Synonyms,			
		Antonymous, use of			
		appropriate words			
	•	Idioms & Phrases			

Unit	Sub Unit	Competency	Competency Indicators	Sessions
Reading, Listening, and Comprehensi on skills	 Reading short passages aloud and discussion Listening of conversations and answering questions Comprehension of Short Passages Comprehensions of texts, judgments and other passages of more general nature 	Fluent reading and comprehension of English passages	Pronouncing words, understanding of texts and answering questions thereon	9
Speaking skills	 Introducing oneself Conversations between two student on a given topic/role play Impromptu speech on a given topics Debates and Logical reasoning 	Use of English in self-introduction, debates, logical reasoning and impromptu speech	Introducing oneself, participation in debates, logical reasoning and impromptu speech	9
Writing skills	 Writing correctly (Grammar, Punctuation) Paragraph Writing Letters – Structure & Layout (Business & Official letters) Essay writing Resume writing 	English writing	Paragraph, essay, letter, resume writing	9
5 Presentation Techniques	 Preparing PowerPoint presentations Preparing for class- room presentations 	Giving English presentations	Making PowerPoint presentations, Giving presentation to class	9

Reference Books:

Sr. No.	Name of the	Title of the Book	Year of	Publisher
	Author		Edition	
1	B.M. Sheridan	Speaking and Writing in English	2017	The Readers
				Paradise
2	Ellen Kaye		2002	Currency
		Maximize Your Presentation		
		Skills: How to Speak, Look, and		
		Act on Your Way to the Top		
3	Thomson and	A practical English Grammar	1970	The English
	Martinet			Language Book
				Society and Oxford
				University Press
4	Wren and Martin,	English Grammar and Composition	latest	S. Chand, Delhi
			edition	
5	Mike Gould	Cambridge Grammar and Writing Skills	2019	Cambridge University
		Learner's Book 8		Press

Online Resources:

Online Resources	Website
No.	address
1	https://www.passporttoenglish.com
2	https://www.youtube.com/user/EnglishLessons4U
3	http://www.5minuteenglish.com/grammar.htm
4	https://learnenglish.britishcouncil.org/skills/writing/a1-writing
(5)	https://www.skillsyouneed.com/presentation-skills.html

MOOCs:

Resources No.	Websiteaddre
	SS
1	https://www.my-mooc.com/en/mooc/english-grammar-style-uqx-write101x-
	<u>3/</u>
2	https://www.my-mooc.com/en/mooc/business-english-making-presentations/
3	https://www.my-mooc.com/en/mooc/english-for-effective-business-speaking/
4	https://www.my-mooc.com/en/mooc/english-for-business-and-
	entrepreneurship/
5	https://www.my-mooc.com/en/mooc/english-doing-business-asia-writing-
	hkustx-eba102x-1/

Pro	Programme: BBA CBCS- Revised Syllabus w.e.fYear2022 -2023				
Semester	Course Code	Course Title			
I	103	Managerial Economics			
Type of Course	Credits	Evaluation	Marks		
DSC	03	UE(60) + IE(40)	100		

Course Objectives:

- To impart knowledge of basic microeconomic concepts.
- To understand the importance of economic analysis in the formulation of business policies
- To instill the economic reasoning for finding solutions to business problems

Course Outcomes:

At the successful completion of the course the learner will be able to

- Understand basic microeconomic concepts.
- Apply economic analysis in the formulation of business policies
- Use economic reasoning for finding optimum solutions to identified business problems

Unit	Sub Unit	Competency	Competency Indicators	Sessions
I Introduction to Micro Economics	Business economics –meaning nature and scope; Micro and macro; Basic economic problems; Market forces in solving problems; Circular flow of income and expenditure; Tools for analysis (Functional relationships, Schedules, Graphs, Equations)	Demonstrate competence in fundamentals of Business Economics	Understand and apply Tools for analysis	9
II Demand Analysis and Utility Concept	Concept of demand; Law of demand; Factors affecting demand; Exceptions to law of demand; Market demand; Changes in demand; Elasticity of demand (Price, Income, Cross), Concept of Utility, Cardinal & Ordinal Utility, Law Of Diminishing Marginal Utility	Demonstrate Proficiency in Various concepts related to Demand.	Understand and apply Law of Demand and Law of Diminishing Marginal Utility	10

Unit	Sub Unit	Competency	Competency Indicators	Sessions
Supply and Cost &Revenue concepts Concept of supply, Factors affecting supply, Law of supply, Exceptions of law of supply. Typesofcost,Fixedandvariable,Acc ountingandeconomic,Totalcost,ma rginalcost,average cost, implicit &explicit cost, real and money cost, Short run and long run, Average revenue, total and marginal revenue. Opportunity cost, Money cost, , Law of returns to scale, Economies and diseconomies of scale, Law of Variable proportions		Capability in analyzing and applying concept of Supply.	Understand and apply Law of supply and Law of Variable proportions	8
IV Market Analysis	IV Features of markets, Pure,		Competence in analyzing various Markets and Price determination process.	9
V Theories of Distribution	Marginalproductivitytheoryofdistri bution,Rent-moderntheoryofrent, Role of trade union and collective bargaining in wage determination, Interest –liquidity theory of interest Profits-Dynamic, Innovation, Risk and uncertainty bearing theories of profits	Develop ability in using theory of Distribution, Liquidity theory of interest.	Preparation for applying various theories of Distribution.	9

Sr. No.	Name of the	Title of the Book	Year	Publisher
	Author		Edition	Company
1 National	DN Dwivedi	Managerial Economics	2015	Vikas
				Publishing
2 National	G.S Gupta	Managerial Economics:	2004	McGraw
		Micro Economic		Hill
3 National	H.L.Ahuja	Managerial Economics	2017	S. Chand
4 International	D. Salvatore	Managerial Economics	2015	Oxford
5 International	A.Koutsoyiannis	Micro Economics	1979	Mac
				Millan

Online Resources:

Online	Web site address
Resources No.	
1	www.rbi.org.in
2	www.economicshelp.org
3	www.federalreserve.gov
4	www.economist.com
5	www.bbc.com
6	International Journal of Economic policy in Emerging
	Economieshttps://www.inderscience.com/jhome.php?jcode=ijepee

Resources	Web site address
No.	
1	Swayam –IIT
	https://swayam.gov.in/nd1_noc20_mg20/preview
2	Swayam –IIM
	https://swayam.gov.in/nd2_imb19_mg16/preview
3	EDX –IIM
	https://www.edx.org/course/introduction-to-managerial-economics-2
4	Coursera
	https://www.coursera.org/specializations/managerial-economics-business-
	<u>analysis</u>

Programme: BBA CBCS- Revised Syllabus w.e.fYear2022 -2023				
Semester	Course Code	Со	urse Title	
I	104	Busines	ss Accounting	
Type of Course	Credits	Evaluation	Marks	
DSC	03	UE (60) + IE (40)	100	

- To impart knowledge about fundamentals of Financial Accounting.
- To orient to the Accounting mechanics involved in preparation of Books of Accounts and Financial Statements of a sole proprietor
- To make the students familiar with International Accounting Standards and International Financial Reporting Standards (IFRS)
- To understand and apply methods and accounting of Depreciation
- To encourage the students to opt for Entrepreneurship as a career option in Accounting

Course Outcomes:

After successful completion of the course the learner will be able to

- Learners will be able to demonstrate an understanding of the fundamentals of Financial Accounting and Accounting Principles
- Demonstrate the ability to prepare Financial Statements of a sole proprietor
- Understand the utility and importance of International Accounting Standards and International Financial Reporting Standards (IFRS)
- Identify entrepreneurial opportunities and leverage the knowledge of Business Accounting in starting and managing a business enterprise

Unit	Sub Unit	Competency	Competency Indicators	Sessions
I Introduction to Financial Accounting	Accounting	Demonstrate competence in fundamentals of Financial Accounting	Understand and apply accounting principles Understand Accounting Standards and IFRS	8

Unit	Sub Unit	Competency	Competency Indicators	Sessions
Journal & Subsidiary Books	 Double Entry Book keeping system, Types of Accounts, Rules of Accounts Preparation of Journal, Simple and Combined Journals entries. Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Cash Book 	Demonstrate Proficiency in applying Rules of Accounting in recording business transactions in Journal and Subsidiary books	Apply Double Entry Book Keeping System and preparation of Journal and Subsidiary Books	10
3 Ledger Posting and Trial Balance	 Meaning and Utility of Ledger, Format of Ledger Account, Procedure of posting Journal entries to Ledger Accounts, Balancing of Ledger Account, Preparation of Trial Balance 	Capability in posting journal entries to ledger and preparation of Trail Balance	Understand and apply procedure of preparation of Ledger and Trial Balance	9
4 Depreciation	 Meaning of Depreciation Causes of Depreciation Methods of charging depreciation: Written Down Value & Straight Line Method, Accounting treatment of Depreciation 	Competence in applying methods of charging depreciation	Understand the need of charging depreciation and Apply methods and accounting treatment of depreciation	9
5 Preparation of Final Accounts	 Meaning and Users of Final Accounts Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietor 	Develop ability in preparation of Final Accounts of a Sole Proprietor	Preparation of Final Accounts of a Sole Proprietor	9

Sr. No.	Name of the	Title of the Book	Year	Publisher
	Author		Edition	
1	Arulanandam	Advanced Accountancy		Himalaya Publishing
	M.A. and Raman			House
	K.S,			
2	Dr. P.C. Tulsian	Financial Accounting		S Chand & Co
3	Reddy, A	Fundamentals of Accounting.	2014	Himalaya Publishing House
4	Porter, G.A., & Norton, C.L.	Financial Accounting (IFRS update)	2013	Cengage Learning
5	Jawahar Lal &	Financial Accounting	2013	Himalaya Publishing
	Seema Srivastava			House

Online Resources:

Online Resources	Website
No.	address
1	http://www.moneycontrol.com/
2	http://www.rbi.org.in/
3	http://www.icai.org/
4	https://www.ifrs.org/
5	https://www.nseindia.com/

Resources No.	Website address
1	https://www.coursera.org/learn/wharton-accounting
2	https://www.classcentral.com/course/whartonaccounting-769
3	https://swayam.gov.in/nd2_cec19_cm04/preview
4	https://swayam.gov.in/nd1_noc19_mg36/preview
5	https://www.coursera.org/learn/accounting-for-managers

Programme: BBA CBCS- Revised Syllabus w.e.fYear2022 -2023				
Semester	Course Code	Со	urse Title	
I	105	Foundation of Business Mathematics		
Type of Course	Credits	Evaluation	Marks	
Discipline Specific Core	03	UE (60) + IE (40)	100	

- To develop knowledge of key theories, concepts in Mathematics.
- To enhance ability to problem solving
- To build ability to apply mathematical concept for business applications.

Course Outcomes:

After successful completion of the course the learner will be able to

- The applications of commercial arithmetic in business.
- The applications of profit, loss, discount, commission, brokerage to solve business problems.
- The calculations of simple interest, compound interest.
- The applications of matrices and determinants in business.

Unit	Sub Unit	Competency	Competency Indicators	Sessions
1 Commercial Arithmetic	Ratio: Definition, meaning. Working examples Proportion: Definition, Types of proportion, Working examples Percentage: Meaning, Working examples Partnership: Meaning, Working examples	Problem Solving	 Understands the mathematical concepts Performs basic arithmetic and uses Basic business Mathematics concepts to complete job tasks. Makes reasonable estimates of arithmetic results without a calculator. 	9

Unit	Sub Unit	Competency	Competency Indicators	Sessions
2 Business Mathematics	Profit: Meaning, Working examples Loss: Meaning, Working examples Discount: Meaning, Types of Discount, Working examples Commission: Meaning, Types of Commission agents, Working examples Brokerage: Meaning, Working examples Payroll: Meaning, Working examples	Reasoning and Problem Solving	 Calculates the Profit and loss, using mathematical formulas Calculates the discounts and commissions, using mathematical formulas Calculates the brokerages using mathematical formulas 	9
3 Financial Mathematics	Simple Interest: Meaning, Working examples Compound Interest: Meaning, Working examples on Interest Compounded Continuously, Compound Amount at changing rate	Reasoning and Problem Solving	Calculates the simple and compound interest using mathematical formulas	9
4 Matrices and Determinants &Simultaneous Linear equations	Matrix: Definition of a Matrix, Matrix operations, Working examples Determinants: : Definition, Properties of determinants. Applications in Business Problem, Solution of Simultaneous equations, Working examples	Reasoning and Problem Solving	 Understands the mathematical concepts Organizes or relates the relevant information Presents a Problem in the Mathematical form. Choses the right strategy to solve the problem Interpret the results of answers to solve the problems 	9
5 Time Value of Money and Simple Annuity	Introduction of Annuity, Types of Annuity, Amount and Present Value of Immediate (NPV), Annuity, Annuity Due,	Reasoning and Problem Solving	 Calculates the annuity, annuity due using mathematical formulas Makes reasonable estimates of annuity 	9

Sr. No.	Name of the Author	Title of the Book	Year Edition	Publisher
1	Dr. Amarnath Dikshit &	Business		Himalaya Publishing
	Dr. Jitendra kumar Jain	Mathematics		House
2	Nirmala M, Gurunath Rao	Business		Jayvee International
	Vaidya and Nirmala Joseph	Mathematics		Publications,
	(2021);			Bangalore.
3	Dr. Sancheti& Kapoor	Business		Sultan Chand
		Mathematics and		
		Statistics,		
4	Agrawal	Business		Himalaya Publishing
		Mathematics		House
5	Azharuddin	Business		Vikas Publishers
		Mathematics		

Online Resources:

Online Resources No.	Website address
1	https://en.wikipedia.org/wiki/Business_mathematics
2	https://www.universiteitleiden.nl//mathematics/mathematics-and-science-based-business
3	https://www.tru.ca/distance/courses/math1091.html

Resources No.	Website address
1	www:/Alison
2	www/SWAYAM
Z	www/SWATAW
3	www/NPTEL

Programme: BBA CBCS- Revised Syllabus w.e.fYear2022 -2023					
Semester	Course Code	Course Title			
I	106	Fundamentals of Information Technology			
Type of Course	Credits	Evaluation	Marks		
Course					
Skill Enhancement	03	IA	100		
Course					

- To impart the IT skills and Knowledge required for managers.
- To help the students develop the use of Tools like Microsoft Word, Microsoft Excel and Power point
- To orient the students about the E-Commerce technology and its applications in Business world.
- To help the students understand various Information Systems implemented in organizations
- To acquaint the students with various current trends and concepts of computer Technology.
- To recognize and describes functions of basic computer hardware components.
- To explain the role of technology in today's business environment
- To familiarize the emerging trends in computer field

Course Outcomes:

After successful completion of the course the learner will be able to

- Gain the basic knowledge of Computer Technology
- Know the basics of computer technology and Networking
- Practically use the tools like Microsoft Word, Microsoft Excel and Power point
- Understand the E-commerce technology and its applications
- Understand the implementation of Information Systems in organizations
- Get familiarity with new terms and trends of computer technology

Unit	Sub Unit	Competency	Competency Indicators	Sessions
1	Introduction, Definition, Evolution and	Disciplinary	Understands the	9
Introduction	generation of computers, characteristics,	knowledge &	concept of	
to	Generations of computers, classification	digital	computers.	
Computers	of computers, applications of computers,	Literacy		
	Advantages of computers. Block	_		
	diagram of computer.			

Unit	Sub Unit	Competency	Competency Indicators	Sessions
Hardware and software (computer Organization)	Hardware: Primary Vs Secondary Storage, Data storage & retrieval methods. Primary Storage: RAM ROM, PROM, EPROM, EEPROM. Secondary Storage: Magnetic Tapes, Magnetic Disks. Cartridge tape, hard disks, Floppy disks Optical Disks, Compact Disks, Zip Drive, Flash Drives. Software and its needs, Types of S/W. System Software: Operating System, Utility Programs Programming Language: Machine Language, Assembly Language, High Level Language their advantages & disadvantages. Operating System: Functions, Measuring System Performance, Assemblers, Compilers and Interpreters. Batch Processing, Multiprogramming, Multi-Tasking, Multiprocessing, Time	Disciplinary knowledge & digital Literacy	Understands the significance of hardware & software. Understands the use of various hardware devices in real time.	10
3 Data communication	Sharing, DOS, Windows, Unix/Linux. Communication Process, Data Transmission speed, Communication Types (modes), Data Transmission Medias, Modem and its working, characteristics, Types of Networks, LAN Topologies, Computer Network Protocols, Concepts relating to networking.	Disciplinary knowledge & digital Literacy	Understands the Networking & communication concepts	8
4 Introduction to E-commerce	Brief history of e-commerce, definitions of e-commerce, technical components and their functions, e-commerce versus traditional business, requirements of e-commerce. Advantages and disadvantages of e-commerce, Value chain in e-commerce, current status of e-commerce in India. Types of business models (B2B, B2C, C2B,C2C) with examples	Disciplinary knowledge & digital Literacy, Fostering Innovation and Entrepreneurship Development	Understands the concept of E-commerce and how to apply the e- commerce concepts in real time.	9

Unit	Sub Unit	Competency	Competency Indicators	Sessions
Unit 5: MS- (Microsoft) Office	MS-Word, MS-Excel, MS-PowerPoint	Disciplinary knowledge & digital Literacy, Life Long Learning, Communication skills, Problem solving using MS-Excel.	Makes use of this application in day to day functions of creating documents, application in calculations and graphical presentation of data, MS PowerPoint can be used in presentations of various topics in various organizations.	9

Sr. No.	Name of the Author	Title of the Book	Year Edition	Publisher
1	Ramesh Bahel	Information Technology for Managers		Tata Macgraw Hill
2	Pradeep K. Sinha	Computer Fundamentals		BPB Publications
3	A. K. Saini, Pradeep Kumar	Computer Application in Management		Anmol Publications
4	Henry C. Lucas	Information Technology for Management		McGraw-Hill/Irwin , 2009
5	David T. Bourgeois	Information Systems for Business and Beyond		Saylor Foundation , 2014
6	C.S.V. Murthy	E-Commerce		Himalaya Publishing House

Online Resources:

Online Resources No.	Website address
1	https://www.webopedia.com/
2	http://intronetworks.cs.luc.edu/current/ComputerNetworks.pdf

Resources No.	Website address
1	https://www.coursera.org/browse/information-technology
2	https://www.udemy.com
3	https://alison.com

Programme: BBA CBCS- Revised Syllabus w.e.fYear2022 -2023					
Semester	Code	Course Title			
<u>I</u>	107	Community Work – I (CWTED-I)			
Type of	Credits	Evaluation	Marks		
Course					
Holistic and	01	IA	100		
Multidisciplinary					
Course					

- To understand the role of Government in Education, Slums, Environmental awareness, etc.
- To make students aware about various NGOs working towards Education, Slums, Environmental awareness, etc.
- To create a sense of empathy, sensitivity towards unprivileged elements of the society.
- To create an urge in the students in contributing towards community development.
- To encourage students to adopt practices contributing to less carbon footprints.
- To have holistic development of students through societal inclusion feeling
- To create a responsible citizen who thinks of societal development along with their own development and betterment.

Course Outcomes:

After successful completion of the course the learner will be able to

- Understand the role of Government in Education, Slums, Environmental awareness, etc.
- Increase awareness about various NGOs working towards Education, Slums, Environmental awareness, etc.
- Create a sense of empathy, sensitivity towards unprivileged elements of the society.
- Contribute meaningfully towards community development
- Adopt practices that are contributing to less carbon footprints.
- Develop holistically and become a responsible citizen of the country.

Unit	Sub Unit	Competency	Competency Indicators	Sessions
1	Teaching at Schools,	Empathy	Empathy towards	4
Community	Teaching at	towards	unprivileged children.	
work through	Orphanages, Teaching	deprived		
Education	to poor children, study	societal	Understanding about	
	the role of government	elements	Government's role in	
	in the education sector		education sector	
	study the NGOs	Responsible		
	particularly working in	Citizen		
	education sector			

Unit	Sub Unit	Competency	Competency Indicators	Sessions
Community Work for Slums	Learn the government facilities, NGOs which are working for the slums and try to connect any NGO	Urge towards contributing for the development of slums Urge for societal inclusion of all in the society	Awareness about NGOs working in slums Understanding about various government facilities designed for slum development. Developing connect and volunteering in work with NGOs working for slums	4
Community Work for Environment	Role of Govt. and NGOs which are working to save the environment, Initiatives like Clean your city drive, Cycle day, Awareness of Dry and wet waste classification, Tree Plantation Drive, Environment awareness activities etc.	Cautious Environmental Awareness Adoption of environmental friendly practices Less contribution towards carbon footprints	Participation in Tree Plantation Adoption of Clean City Activities Adoption of classification of waste into Dry and Wet Waste on regular basis.	4
COMMUNITY HOURS	Participate in community service trips/events organized at institute, state level etc, Volunteer at events like fundraising activities, fairs, festivals, slums, non-profit organization etc, Submit a report on a particular type of Community Work Through Entrepreneurship Development (CWTED) activity.	Urge to help in various activities like fundraising, volunteering for various societal betterment activities. Creative thinking for societal betterment Responsible Citizen	Participation in various societal betterment activities Help to various NGOs, Groups in Fund raising for community development Contribution to societal betterment through various innovative and creative ways, may be monetary or nonmonetary.	3

Sr. No.	Name of the Author	Title of the Book	Year Edition	Publisher
1	Rhonda Phillips, Rtrebo	An Introduction to Community Development	2014	
2	Manohar S. Pawar	Community Development in Asia and The Pacific	200	

Online Resources:

Online	Website
Resources No.	address
1	https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/tool-enterprise-directory.pdf
2	https://www.ahaprocess.com/solutions/community/events-resources/free-resources/

Programme: BBA CBCS- Revised Syllabus w.e.fYear2022 -2023					
Semester	Code	Course Title			
1	108	Indian Ethos for Leadership Excellence			
Type of	Credits	Evaluation	Marks		
Course					
Holistic and	01	IA	100		
Multidisciplinary					
Course					

- To impart knowledge on the ethical values that helps in creating excellent business leaders.
- To study the ethical ways of managing the business through the learnings from Bhagwat Geeta and great ruler like Shri Chhatrapti Shivaji Maharaj
- To study resource management techniques

Course Outcomes:

After successful completion of the course the learner will be able to

- Provide ethical and excellent leadership to an organization
- Manage the business activities by following the ethical ways of doing business.
- Manage and allocate resources in an optimum manner

Unit	Sub Unit	Competency	Competency Indicators	Sessions
1	Values & ethics –	Values, Role,	Decision Making ability	4
Bhagwad Gita	Lessons from	Role		
	Bhagwad Gita	Conflict,		
	(Chapter 16)			
2.	Tata Group	Ethical		4
Tata Group -	Harvard Case	values	Trust & credibility	
A case study	Solution &			
	Analysis			
3	Reflections from		Problem solving skills	4
Shri Chatrapti	the life of	Leadership		
Shivaji Maharaj-	Chatrapti Shivaji	strategies		
The Legend	Maharaj			
4.	Book- My	Essence of	Ability to set an example	3
Mahatma Gandhi	experiment with	leasership		
	truth			

Sr. No.	Name of the Author	Title of the Book	Year Edition	Publisher
1)	Gita Press	Srimad Bhagwad Gita	1 January 2015	Geeta Press Gorakhpur
2	HBR	Tata Group Harvard Case Solution & Analysis		HBR

Online Resources:

Online Resources No.	Website address
1	https://totallyhistory.com/world-history/

Resources No.	Website
	address
1	Ethical Leadership In A Changing World https://www.my-
	mooc.com/en/mooc/ethical-leadership-in-a-changing-world/

EXIT OPTION

Bridge Course

The student who opt for Exit Option after First Year completion of BBA Program should complete the two months Internship Project in the Industry. It is mandatory for the students to seek written approval from the Faculty Guide about the Topic and the Organization before commencing the Internship. The selection of the problem should be based on theoretical knowledge he/she gain in BBA-Sem-I and BBA-Sem-II. Student should submit application regarding permission to exit BBA Program at least four months before the completion of First year of BBA Program. This bridge course will help the students to absorb job opportunities in the Management field.

General chaptalization of the report shall be as under;

- 1) Introduction
- 2) Theoretical background
- 3) Review of Literature: This chapter will give a reader the background of problemarea, specific problem & how you come across it?
- 4) Company profile: -
- 5) Objectives of the study:-
- 6) Scope and Limitations of the study
- 7) Data collection: -
- 8) Data analysis & interpretation: -
- 9) Findings & observations: -

References:

Annexure: -

TECHNICAL DETAILS:

- 1. The report shall be printed on A-4 size white bond paper.
- 2. 12 pt. Times New Roman font shall be used with 1.5 line spacing for typing the report.
- 3. 1" margin shall be left from all the sides.
- 4. Considering the environmental issues, students are encouraged to print on both sides of the paper.
- 5. The report shall be hard bound as per the standard format of the cover page given by the Institute and shall be golden embossed.
- 6. The report should include a Certificate (on company's letter head) from the company duly signed by the competent authority with the stamp.
- 7. The report shall be signed by the respective guide(s) & the Director of the Institute 10 (Ten) days before the viva-voce examinations.
- 8. Student should prepare two hard bound copies of the Internship Project Reportand submit one copy in the institute. The other copy of the report is to be kept by the student for their record and future references.
- 9. In addition to this students should prepare two soft copies of their reports & submit one each in Training & Placement Department of the Institute & Library
- 10. At end of bridge course internship the viva –voce shall evaluate the report by University Appointed panel for 4 Credits

Pr	Programme: BBACBCS-RevisedSyllabusw.e.fYear2022-2023					
Semester Course CourseTitle						
II	201	Business Environment				
Type of Course	Credits	Evaluation	Marks			
DSC	03	UE(60)+IE (40)	100			

- To understand basic concepts of Business Environment.
- To enable students to understand business and society.
- To enable students to discuss the contemporary issues in business.
- To enable students to examine and evaluate business in International Environment.

Course Outcomes:

At the successful completion of the course the learner will be able to:

- Students would be acquainted with business objectives, dynamics of business and environment, various types of business environment and its analysis.
- Students would describe and discuss Corporate Social Responsibility, Corporate Governance and Social Audit.
- Students would be acquainted with various strategies of Global Trade. They would also discuss Foreign Trade in India, Foreign Direct Investments and its implications on Indian Industries.

UnitNo.	Sub unit	Competencies	Competency indicators	Sessions
I Introduction to Business Environment	Business Environment – Concept – Significance – Factors - Internal and external environment, micro environment, macro environment Types of environment Environmental influence on Business.	Demonstrate competence in fundamentals of Business Environment	Understand and application of environmental factors.	7

II Economic and Political Environment	Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions. Political Environment: Economic roles of the government, government and legal environment, economic roles of government of India.	Demonstrate Proficiency to know the economic and political environment	Understand and apply economic and political environmental area in life.	8
III Technological and Social Environment	Technological Environment: Concept and significance of technological environment, regulation of foreign investment and collaboration. Social Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business	Capability to know technological and social environment.	Understand the Technological and Social Environment	10
IV Financial and Legal Environment	Financial Environment - Financial System – Commercial banks - Financial Institutions – RBI- Stock Exchange. Legal Environment of Business – Implementations on business – Corporate Governance.	Competency to have awareness about financial and legal environment	Understand the Financial and Legal Environment	10

	Global Environment: Global Trends	1 ,	To realize and	10
Global Environment	in Business and Management - MNCs - Importance, Advantages and Weakness of MNCs - Foreign Capital and Collaboration - Trends in Indian Industry.	to have awareness about Global Environment	understand the impact of Global Environment	

Sr.No.	NameoftheAuthor	Title oftheBook	Year of Edition	Publisher
01	Francis Cherunilam	Business Environment	2010	Himalaya Publishing House
02	K. Aswathappa	Essential of Business Environment	2017	Himalaya Publishing House
03	Sherlekar S.A.	Modern Business Organization and Management	2016	Himalaya Publishing House
04	A.C. Fernando	Business Environment	2011	Pearson Education India
05	Prof.M.B.Shukla	business environment text and cases	2012	Taxmann's
06	veena keshav pailwar	Business Environment	2014	PHI Learning Pvt. Ltd.

OnlineResources:

OnlineResourceNo.	Website
	address
1	www.managementstudyguide.com

ResourceNo.	Website address
	https://www.mooc.org

Programme: BBA CBCS–Revised Syllabus w.e.fYear2022–2023				
Semester	Course Code	CourseTitle		
II	202	Business Communication		
Type of Course	Credits	Evaluation	Marks	
AEC	03	UE(60)+IE (40)	100	

- To provide an Outline of effective organization communication
- To introduce the learner to the objectives of business communication
- To develop the students to acquire necessary skills of Business Etiquettes for handling day today managerial responsibilities and evaluate the facilitators of business Communication.
- To develop important skills such as critical thinking, problem-solving, and essentials of communication skills in any organization setting.
- To recognize the significance of identifying the target audience and the communication's objective, and choose the best communication channels.

CourseOutcomes:

At the successful completion of the course the learner will be able to

- Student should be able to understand the basic concepts of communication and transform their communication abilities.
- The students should be able to demonstrate effective business writing techniques.
- The student should be able to pick the right organizational formats and channels to employ when creating and delivering business messages.
- The student should be able to grasp both verbal non verbal signs and create visually appealing content.
- Deliver an effective oral business presentation.

Unit No.	Sub unit	Competencies	Competenc yindicators	Sessions
I Introduction to Business Communicati on	Introduction, Essentials of Business Communication, Role of Communication in Organizational Effectiveness, Basic Forms of Communication, Process of Communication, Barriers to Effective Communication and ways to overcome them. Principles of Effective Business Communication-7 C's, Organizational Communication, Flow of Communication, Flow of Communication, Guidelines for Effective Communication	Understanding the needs of effective business communication	Demonstrate through role play the importance of communication	7

Unit No.	Subunit	Competencies	Competenc yindicators	Sessions
II Verbal & Nonverbal Communic ation in Organizatio n	Verbal and Non verbal Communication, Importance of Non verbal Communication, Advantages of Verbal Communication, Perspectives in Communication: Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment	Combination of Verbal and non verbal signs and their impact on communication	Classroom activities to demonstrate body language and its interpretation	8
III Business Correspond ence	General Principles of Writing, Meeting - Agenda, Notice, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing -Need, functions & kinds, layout of letter writing, Types of letter writing, Writing Resume, Job Application letter, Report writing, Types of Business Reports, Format of Business Reports.	English Writing, Proper Grammatical constructions, appropriate usage of punctuations	Understanding Letters- Formal vs Informal, Correct usage of vocabulary in a sentence	10
IV Speaking Skills:	Spoken skills, Dealing with Fears, Presentation skills, Oral presentation, Techniques for effective presentations, Individual and group presentation, Qualities of Skillful Presenter, Debates, Speeches, Interview, Group Discussion, Para language, Exercise for oral Communication, Use of Phonetics in Business Communication	English accent pronunciation training, Use of Phonetics in identifying speech sounds	Classroom activities like GD, Debate and Speech to evaluate the pace of speech, pronunciation, Voice modulation and tone of speech	10

V Reading Skills & Listening Skills	Listening: Importance of Listening, Types of Listening, Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills, Active Listening, Becoming an Active Listener, Listening in Difficult Situations. Reading Skills for effective business communication, Types of reading, Techniques of Reading, Exercises to improve Reading Skills	Analysis of Cases on Management. Listening to understand information and responding to questions asked.	Understanding tone and intention in spoken language - through group activities. Reading fiction, nonfiction, academic texts, newspapers, journals, Interpreting and understanding passages and pictures	10
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Sr.No.	NameoftheAuthor	Title oftheBook	Publisher
01	N Gupta & K Jain	Business Communication	Sahitya Bhawan Publication
02	V. K. Jain & O Biyani	Business Communication	S Chand
03	Urmila Rai and S. M Rai ,	Effective Communication	Himalaya Publishing House
04	Shirley Taylor	Communication for Business	Pearson Education, New Delhi
05	Rajendra Pal and J. S. Korlhalli	Essentials of Business Communication	Sultan Chand & Sons
06	Scott Mclean	Business Communication for success	Flat World Knowledge

Online Resources:

OnlineResourceNo.	Website	
	address	
1	http://www.notesdesk.com/notes/business-communications/business-	
	communication-andits-types/ MOOCs: https://swayam.gov.in/	
	https://alison.com/: https://eDx.com/:	

Resource	Websiteadd
No.	ress
1	https://swayam.gov.in/
2	https://alison.com/
3	https://www.edx.org/course/business-communications-ubcx-bus2x https://Coursera.com/
4	https://www.coursera.org/courses?languages=en&query=business%20communication

Prog	Programme: BBA CBCS– Revised Syllabus w.e.fYear2022 –2023				
Semester	Course Code	Course Title			
II	203	Macro Eco	onomics		
Type of	Credits	Evaluation	Marks		
Course					
DSC	03	UE(60) + IE(40)	100		

- To Study the behavior and working of the economy as a whole
- To Study relationships among broad aggregates
- To apply economic reasoning to problems of business and public policy

Course Outcomes:

At the successful completion of the course the learner will be able to

- Acquaint with the concepts of Macroeconomics.
- Determine the linkages between major economic variables.
- Understanding of the concepts of Business Cycle, Inflation, Deflation.
- Acquaint with the Macro Economic Policies.

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
I Basic Concept of Macro Economics	Definition, Nature and Scope, Importance and Limitations of Macroeconomics, Macro economic variables.	Competence in understanding the concept of Macro Economics	Understand and apply the basics of Macro Economics	7
II National Income Accounting	Circular Flow of Income (Four Sector Model), Measurement of National Income, Stock and flow, Gross Domestic Product (GDP), Gross National Product (GNP), Net Domestic Product (NDP), Net National Product (NNP), Personal Income and Personal Disposable Income	Competence in understandin g the Macro Economic Variables & Measurement of National Income	Understand the Flow of Income in a Four Sector Income and apply the process.	8

III Theory of Income and Employment	Classical Theory of Income and Employment, Say's Law of Market, Keynesian Theory of Income and Employment, Components of Aggregate Demand and Aggregate Supply, Investment Multiplier	Competence in understandi ng the Aggregate Demand and Aggregate Supply	Study the components of Aggregate Demand and Supply in the Economy	10
IV Money	Money: Functions of Money, Quantity Theory of Money, Determination of money supply and demand Business Cycle: Nature, Characteristics and Phases of Business Cycle, Inflation and Deflation: Meaning, Causes and Control.	Competence in determining the demand and supply of money, impact of inflation and deflation on the economy.	Understand the various functions of money, phases of business cycle, determine inflation and deflation.	10
V Macro- Economic Policies	Monetary Policy – Objectives and Instruments, Fiscal Policy - Objectives and Instruments	Competence to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.	Understand and apply the instruments of monetary and fiscal policy.	10

Assignments

- Mini research projects on concepts in the syllabus like Macroeconomic policies, Inflation etc.
 Case Studies on the application of macroeconomic variables to real life business situations

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Ahuja H. L.	Macro Economy: Theory and Policies	2006	S Chand and Co, New Delhi
02	D. N. Dwivedi	Macro Economy	2006	Tata McGraw Hill, New Delhi
03	Samuelson	Economics	2007	Tata McGraw Hill, New Delhi
04	Dornbusch Rudiger	Macro Economics	2004	Tata McGraw Hill, New Delhi
05	Eugene Diulio	Macro Economics	1998	Tata McGraw Hill, New Delhi
06	Alex M. Thomas	Macroeconomics	2021	Cambridge University Press
		An Introduction		

Online Resources:

Online Resource No.		Website
		address
	1	https://www.investopedia.com/terms/m/macroeconomics.asp

Resource No.	Website address
1.	https://www.mooc.org
2.	https://swayam.gov.in/

Programme:	Programme: BBA CBCS- Revised Syllabus w.e.fYear2022 -2023			
Semester	Semester Course CourseTitle Code			
II	204	Cost Accounting		
Туре	Credits	Evaluation	Marks	
DSC	3	UE(60)+IE (40)	100	

- To impart knowledge about basic cost concepts and elements of cost.
- To orient about preparation of Cost Sheet
- To provide basic knowledge of budgetary Control and preparation of Flexible and Cash Budget
- To facilitate usage of Marginal Costing for Decision Making
- To orient students about importance of standard costing and calculation of Variances and their analysis.
- To encourage the students to opt for Entrepreneurship as a career option in Cost and Management Accounting

Course Outcomes:

After completing the course the students shall be able to

- Learners will able to demonstrate an understanding of the fundamentals of Cost Accounting Principles
- Preparation of Cost Sheet and ascertainment of cost
- Application of Technique of Budgetary Control and Standard Costing
- Using Marginal Costing for decision making
- Identify entrepreneurial opportunities and leverage the knowledge of Cost and Management Accounting in starting and managing a business enterprise

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Unit	Sub Unit	Competency	Competency	Sessions
			Indicators	
1. Introduction to	Nature, Scope and	Demonstrate	Understand and	9
Cost Accounting	Objectives of Cost	competence in	apply cost	
	Accounting	fundamentals	accounting	
	Distinction between	of Cost	principles.	
	Financial Accounting	Accounting		
	and Cost Accounting			
	Basic concepts of Cost			
	Accounting: Cost			
	Centre, Cost Unit etc.			
	Role of a Cost			
	accountant in an			
	organization			
	Organization			
A 751	F1	D : 11 1	xx 1 . 1	10
2. Elements of Cost	• Elements of Cost	Detailed	Understand	10
and Cost Sheet	Classification of Costs.	knowledge of	Elements of	
	Preparation of Cost	Classification	Costs	
	Sheet	of costs and	Preparation of	
		their	Cost Sheet.	
		application in		
		preparation of		
		Cost Sheet		

3. Budgetary Control	 Meaning and objectives of Budget, Definition, Meaning and objectives of Budgetary control, Advantages and disadvantages of Budgetary Control, Types of Budget, Preparation of flexible budget and cash budget. 	Significance of preparation of Budgets in Cost Control	Knowledge of Preparation of Budgets.	8
4 Marginal Costing	 Definition and Meaning of Marginal Cost and Marginal Costing, Importance and Limitations of Marginal Costing, Contribution, P/V Ratio, Break Event Point, Margin of Safety, Cost Volume Profit Analysis 	Decision Making with application of Marginal Costing	Basis for Decision Making like Identification of contribution per unit, BEP Point and Fixation of Selling Price for the product.	8
5. Standard Costing	 Definition and Meaning of Standard Costing, Advantages and Limitations of Standard Costing, Variance Analysis – Material and labour Variances Reasons of Material and Labour Variances 	Identification of Variances for taking corrective actions	Cost Control through Variance Analysis	10

Sr. No.	Name of the Author	Title of the Book	Year Edition	Publisher Company
1	S. N. Maheshwari	Fundamentals of Cost Accounting	2009	Sultan Chand & Sons
2	V. Rajasekaran	Cost Accounting	2010	Pearson Education India
3	P. Periasamy	Financial Cost And Management Accounting	2014	Himalaya Publishing House
4	M.N. Arora	Cost And Management Accounting	2021	Vikas Publishing House
5	Mitchell Franklin, Patty Graybeal, Dixon Cooper	Principles of Accounting	2019	12th Media Services
6	Mike Piper	Accounting Made Simple	2017	Create Space Independent Publishing Platform

OnlineResources:

Online	Website address
ResourcesNo.	
1	https://icmai.in/icmai/
2	https://www.edx.org/learn/cost-accounting
3	https://www.classcentral.com/course/swayam-cost-accounting-13968

Resources No.	Websiteaddress
1	https://onlinecourses.nptel.ac.in/noc20_mg53/preview : Cost Accounting
2	https://www.coursera.org/courses?query=cost%20accounting : Cost Accounting
3	https://www.udemy.com/topic/cost-accounting/ : Cost Accounting

Programme: Bachelor of Business Administration (BBA-CBCS 2022)				
Semester Course Code Course Title				
II	205	Business Statistics		
Type	Credits	Evaluation	Marks	
DSC	3	UE(60)+IE (40)	100	

- 1. To familiarize the students with the basic statistical tools and their application in business decision-making.
- 2. To develop the quantitative skills of the students so as to make them skilled at understanding data, comparing two or more data sets and predicting business data etc.
- 3. To make the learner familiar with the processes needed to develop, report, and analyze business data.

Learning Outcomes:

- 1. Students will be able to solve problems in Statistics using appropriate concepts
- 2. Students will be able to effectively apply the statistical tools for business applications

Unit No	Proposed Contents	Competencies	Competency indicators	Sessions
Unit-	Measures of Central Tendency: Arithmetic mean, median, Mode, Examples on Individual data, Ungrouped data, and Grouped data. Examples on missing frequency	Understanding, Reasoning and Problem Solving, Research skills	 Understands the Statistical concepts Performs basic measures of Central Tendency concepts to complete job tasks. Calculates the measures of Central Tendency using Statistical formulae 	8
Unit- II	Measures of Dispersion: Range, quartile deviation, mean deviation, standard deviation, variance. Examples on Individual data, Ungrouped data, and Grouped data	Understanding, Reasoning and Problem Solving, Research skills	 Calculates the measures of dispersion using Statistical formulae Performs to use the concepts in their research work 	7
Unit-	Correlation Analysis: Meaning of correlation, Types of correlation, Methods of studying correlation, scatter diagram, Karl Pearson's coefficient of Correlation, Rank Correlation	Understanding, Reasoning and Problem Solving, Research skills	 Calculates the correlation using Statistical formulae Performs to use the concepts in their research work and business problems 	10

Unit- IV	Regression Analysis: Meaning and applications, Lines of regression, regression coefficients, Business applications, Distinction between Correlation and regression, working examples	Reasoning, Problem Solving, Interpreting, Predicting, Research skills	 Understands the regression concepts Organizes or relates the relevant information Chooses the right strategy to solve the problem Interpret the results of answers to solve the problems 	10
Unit- V	Probability: Basic Concepts in probability, definition of probability, random experiment, sample space, independent events, mutually exclusive events, conditional probability, Baye's Theorem. Examples on throwing die, tossing coin, playing cards	Reasoning, Problem Solving, Predicting	 Understands the Probability concepts Chooses the right probability concept to solve the problem 	10

Sr.No.	Name of the Author	Title of the Book	Year Additi	Publisher Company
1	S.P.Gupta	Business Statistics	2016	Himalaya Publishing House
	Robert S. Witte, John S. Witte	Statistics	2014	John Wiley & Sons
3	B.L.Agarwal	Basic Statistics	2013	New Age International Ltd.
	B.V.Gnedenko,A.Ya Kinchin,W.R.Stahi	An elementary Introduction to the theory of Probability	2014	Martino Fine Books
5	Boris V.Gnedenko	Theory of Probability	2020	CRC Press
6	S.C.Gupta	Fundamentals of Statistics	2018	Himalaya Publishing House

Online Resources

Online Resources No	Web site address	
1	http://www.yourarticlelibrary.com	
2	https://en.wikipedia.org	
3	https://managementhelp.org	
4	https://www.cleverism.com	
5	https://commercemates.com	

	Resources No	Web site address		
	1	www.swayam.gov.in		
Ī	2	www.udemy.com		
www.coursera.c		www.coursera.org		

Programme: BBA CBCS- Revised Syllabus w.e.fYear2022 -2023				
Semester	Course Code	Course Title		
II	206	Business Ethics		
Type of Course	Credits	Evaluation	Marks	
Course				
DSC	03	IA (100)	100	

- To examine the ethical dimensions of business activities.
- To study ethical principles and standards.
- To understand the applications of ethical and corporate Governance principles
- To impart knowledge about "what rules guide firms" related to ethical principles and standards.

Course Outcomes:

At the successful completion of the course the learner will be able to

- Expose students to the individual reasoning processes of others when resolving ethical dilemmas.
- Examine the consequences of unethical and ethical business decisions.
- Relate the issues of an ethical controversy in business to moral philosophy, corporate culture, and social responsibility.
- Interpret ethical rules as related to business situations.

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
I Introduction to Business Ethics	Definition, Meaning, nature of ethics, meaning of moral values and ethics, types of ethics, importance of ethics, business ethics – meaning and nature, importance of ethics in business, meaning of functional ethics, types of ethics according to functions of business – marketing ethics, foreign trade ethics and ethics relating to copyright.	ethical reasoning and ethical theory.	To develop and deepen the student's understanding of the importance of moral character in business.	7

Unit No.	Sub unit	Competencies	Competency	Sessions
II Application of Ethical theories in business.	Ethical decision making: decision making: utilitarianism, Deontology, virtue ethics (Aristotle), importance and relevance of Trusteeship Principle in modern Business, ethical issues in Finance, ethics in advertising.	Interpret ethics rules as related to specific business situations.	indicators To comprehend Decision making Process and apply ethically.	8
III Introduction to corporate governance	Definition and conceptual framework of corporate Governance, business Ethics – an important dimension to corporate Governance, Fair and unfair Practices. Mechanism – Corporate Governance System, Indian Model of Governance, Obligation towards society and stakeholders. Emphasis on Corporate Governance (Transparency, Accountability and Empowerment)	Identify ethics issues in business involving integrity, objectivity, and independenc e.	To consider the role of virtue and integrity in business success as well as identify obstacles to developing moral character in business.	10
IV Genesis and implementati on of corporate Governance in India	Introduction principles – Good Governance in Ancient India, Protection of Interest of customers and Investors, Historical Perspective of corporate Governance and Issues in Corporate Governance. Values: meaning, types and Value system in Business. Implementation of Corporate Governance: Role of board of Directors and board structure, SEBI Growth of Corporate Governance, Role of Government, Corporate Governance and CSR,	Examine the consequenc es of unethical and ethical disputes in business.	To analyze and critically reflect on ethical principles.	10

V	Ethics in context of Global	Expose	To analyze and	10
Global Scenario- Business Ethics in Global Economy	Economy, ethics, and Business Development, Role of Business Ethics in Building a civilized society, corporate governance and issues Related to scams. Corruption: Meaning, causes and effects. Frauds and scams in Banks, insurance companies, Financial Institutions, Measures to overcome fraud and corruption, Zero Tolerance of corruption.	students to the individual reasoning processes of others when resolving ethical dilemmas.	assess elements of business ethics in the context of global scenario.	

Sr. No.	Name of the	Title of the Book	Year of	Publisher
	Author		Edition	
01	Fraedrich,& Ferrell	Business ethics: Ethical Decision Making & cases	2015	Cengage Learning
02	Robert Almeder	Business ethics	2001	Corporate values and society-James Humber
03	Robert E . Federick	Companion to Business Ethics	2017	Blackwell publisherslimit ed, UK
04	J.P.Mahajan	Management : theory and practice	2011	Ane books Pvt.Ltd. Daryaganj, Delhi
05	Ananda Das Gupta	Business Ethics: Text and and cases from the Indian Perspective	2013	Springer
06	K.Viyyanna Rao, G.Naga Raju	Business Ethics and Corporate Governance	2017	I.K. International Publishing House Pvt. Limited

Online Resources:

Online Resource No.	Website address	
1	https://www.ethicssage.com/ethics-resources.html	
2	https://maag.guides.ysu.edu/businessethics/web	
3	https://www.researchgate.net/publication/226607374businessethicsresourceson the	
	internet	

Resource	ce No.	Website address
1		www.udemy.com
2		https://www.coursera.org
3		my-mooc.com
		my mooc.com

Programme: BBACBCS-Revised Syllabus w.e.f Year 2022-2023			
Semester	Code Code	Course Title	
II	207	Universal Human Value	
Type of	Credits	Evaluation	Marks
Course			
VBC	01	IA (100)	100

- To orient students about basic Human Aspirations
- To facilitate students to understand the essential complementarily between 'VALUES' and 'SKILLS'
- To develop Holistic perspective among students towards life and profession based on a correct understanding of the Human reality and the rest of existence.
- To orient students role of a human being in ensuring harmony in society and nature

Course Outcomes:

- Understand the importance of value education and can apply in their personal and professional life
- Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
- Analyze the value of harmonious relationship based on trust and respect in their life and profession

Unit No.	Subunit	Competencies	Competency	Sessions
			indicators	
I	Need for Value Education,	Self	Clarity in	7
Introduction	Guidelines for Value Education	Exploration	thoughts, goals	
: Value	and Importance of Value		and resolutions	
Education ,	Education			
Basic Human	Concept of Values and Skills			
Aspiration, its				
fulfillment	The basic human aspirations and			
through	their fulfillment through Right			
All	understanding and Resolution,			
encompassing	Right understanding and Resolution			
Resolution	as the activities of the Self,			
	Self being central to Human			
	Existence;			
	All- encompassing Resolution for a			
	Human Being, its details and			
	solution of			
	problems in the light of Resolution			

II	The domain of Right	Prosperity	Sustained	8
	Understanding starting from	Generation of	Happiness	
Right	understanding the human being	Right thoughts	Mutual Happiness	
Understanding	(the knower, the experiencer and	through right	and Prosperity,	
(Knowing)-	the doer) and extendingup to	understanding,	Knowledge of	
Knower, Known	understanding nature/existence –	Self	Needs of Body	
& the Process	its interconnectedness and co-	Realization,	and Needs of Self	
	existence; and finally	Clarity of		
	understanding the role of human	thoughts and		
	being in existence (human	needs of Body		
	conduct).	and Self		
	Intention and Competence of an			
	individual			
Understanding the human being				
comprehensively as the first step				
	and the core theme of this course;			
	human being as co-existence of the			
	self and the body; the activities			
	and potentialities of the self; Basis			
	for harmony/contradiction in the			
	self			
	Case Studies on Universal Human			
	Values			

Sr.No.	Name of the Author	Titleof the Book	Year of Edition	Publisher
1	R R Gaur, R	A Foundation Course in	2019	Excel Books,
	Asthana, G P	Human Values and Professional Ethics		New Delhi.
2	A N Tripathy,	Human Values,	2003	New Age International
3	P L Dhar, RR Gaur	Science and Humanism	1990	Commonwealth Publishers.
4	E G Seebauer&Robert L. Berry	Fundamentals of Ethics for Scientists & Engineers,	2000	Oxford University Press
5	Dr. Saroj Kumar and Prof. Sheenu Nayyer	Universal Human Values And Professional Ethics	2020	Thakur Publication Pvt Ltd
6	Marat Utyashev	Human rights in the system of	2021	Our Knowledge Publishing
		universal values		

Online Resources:

Online	Web site address
1	www.amnesty.org/en/human-rights-education/
2	www.hurights.or.jp
3	https://www.ohchr.org/

	Web site address
ces No	
1	www.coursera.org
2	www. cefims.as.uk
3	https://alison.com/
4	https://www.khanacademy.org/
5	swayam.gov.in

Programme: BBA CBCS–Revised Syllabusw.e.fYear2022–2023				
Semester Course Course Title				
II	208	Data Analysis Tools for Business		
Type of Course	Credits	Evaluation	Marks	
SEC	01	IA(100)	100	

- To understand basic concepts of data analysis.
- To study statistics for data analytics
- To understand different distribution and its types
- To impart knowledge about use of excel for data analytics.

Course Outcomes:

- Integrate data analysis into business.
- Assess use of statistics for data analytics
- Develop plans, implement and control data analysis with excel.

Unit No.	Subunit	Competencies	Competency indicators	Sessions
I.	Introduction, Importance of data	Demonstrate	Understand and	7
Introduction to	Analytics, types of data analytics-	competence in	apply data	
Data Analysis	descriptive, diagnostics, predictive, prescriptive, benefits of data analytics to decision making Types of data: Qualitative and Quantitative, Continuous and Discrete, Types of Variables: numerical, categorical, nominal, ordinal, Independent & dependent variables, Active and attribute variables, Continuous, discrete and categorical variables, Extraneous variables and Demographic variables	Data analysis	analysis	

II.	Entering Data, deleting data - cells,	Develop ability	Preparation for	8
Introduction to	rows, columns. Basic and custom	in using various	applying different	
Excel:	Sorting, filtering, grouping,	formulas and	formulas in Excel,	
	ungrouping data, dealing with	handling data in	Understand and	
	subtotals and grand totals. Validating	Excel, Develop	apply different	
	data, protecting cells. Pivot Tables.	ability in using	functions and	
	Important Formulas in Excel,	various functions	charts.	
	Understanding Logical Functions	and charts to		
	Commonly used functions:	handling data in		
	Sum, Max, Min, Average, Count,	Excel		
	Today, Now, Datedif, Countif,			
	Count A, Count Blank, Round,			
	Roundup, Round Down, ABS, Sign,			
	Ceiling, Floor, Trim, Value, Clean,			
	sqrt, if, sumif			
	Creating charts:			
	Create and modify graphs / charts			
	like Column, Line, Pie, Bar, Area,			
	Scatter,3D etc.			

Sr.No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	R N Prasad, Seema Acharya	Fundamentals of Business Analytics		Wiley
02	Conrad G. Carlberg;	Business Analysis with Microsoft Excel and Power BI	5th edition	Pearson Education
03	Gert Laursen, Jesper Thorlund	Business Analytics for Managers	2010	Wiley
04	U. Dinesh Kumar	Business Analytics The Science of Data-driven Decision Making	2017	Wiley
05	Bhimasankaram Pochiraju, Sridhar Seshadri	Essentials of Business Analytics	2019	Springer

06	Ger Koole		2019	MG	Books
		An Introduction to Business Analytics		Amste	rdam

Online Resources:

Resource No.	Website Address
1	W3schools
2	geeksforgeeks.com
3	wwwbharatskills .gov.in

Sr. No.	Details
1	Excel tutorials
2	Udemy.com
3	Microsoft.com
4	Alison
5	Coursea
6	https://www.mooc.org

(1	Programme: BBA CBCS– Revised Syllabus w.e.fYear2022 –2023			
Semester	Course Code	Course Title		
(II)	208	Accounting Software		
Type of Course	Credits	Evaluation	Marks	
SEC	01	IA (100)	100	

- To introduce basic accounting using Tally to create company, enter accounting voucher entries including advance voucher entries, do reconciliation of bank statement, do accrual adjustments, and also print financial statements, etc. in Tally.
- To learn modern accounting software's, banking and auditing software.

Course Outcomes:

- Use Tally to for recording accounting data, statement, billing and ratio analysis.
- Use Tally for Inventory management.
- Decide the most effective software of actions to deal with specific purpose

Sub unit	Competencies	Competency	Sessions
		indicators	
Introduction to Accountancy –	Demonstrate	Understand and apply	7
Introduction to Tally	and assign Lab	basic accounting	
fundamentals - Maintenance of	tasks	Functions in Tally	
company Data - Concept of			
Ledger – Configuration of chart			
of Accounts – Maintaining Stock			
Details - How to make entries in			
Cash book – Purchase book –			
Sales book – Invoice – Purchase			
return book – Sales return book			
Petty cash book –			
Configuration in tally- Trial			
Balance- GST			
	Introduction to Accountancy – Introduction to Tally fundamentals – Maintenance of company Data – Concept of Ledger – Configuration of chart of Accounts – Maintaining Stock Details - How to make entries in Cash book – Purchase book – Sales book – Invoice – Purchase return book – Sales return book – Petty cash book – Configuration in tally- Trial	Introduction to Accountancy – Introduction to Tally fundamentals – Maintenance of company Data – Concept of Ledger – Configuration of chart of Accounts – Maintaining Stock Details - How to make entries in Cash book – Purchase book – Sales book – Invoice – Purchase return book – Sales return book – Petty cash book – Configuration in tally- Trial	Introduction to Accountancy – Introduction to Tally Introduction to Accountancy – Introduction to Tally Introduc

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
II ERP	Introduction to different ERP applications like Tally9ERP, QuickBooks, Fresh Books, Profit Books Accounting Desktop and Online. Audit management software, Front Accounting (FA) - a free and open source accounting software, Banking ERP Software, Oracle NetSuite ERP: accounting software	Capability in applying Accounting in in different ERP desktop and online applications	Understand and apply accounting, auditing, banking	8

Sr.	Name of the Author	Title of the Book	Year of	Publisher
No.			Edition	
01	Dr.R.	Computer Application in	2010	S Chand &
	Parameswaran,	Business		Company Ltd,
	(2010)			New Delhi.
02	Tally Education Dat 14d	(Taller Francisch)	2021	By official Tally
02	Tally Education Pvt. Ltd.	Tally Essential	2021	by official Tally
03	Stephen L. Nelson,	Office 2000: The	1999	McGraw
	(1999)	Complete Reference,		Hill
				Professional,
				US
04	David Otley and Kenneth		1992	Springer
	Merchant Clive Emmanuel	Readings in accounting for		
		readings in decounting for		
		management control		
		management control		
0.5	T. T.		1000	Carrella
05	James T.		1999	South- Western
	Mackey (Author), Michael F. Thomas (Author)	Management Accounting: A		Pubisher
	Thomas (Author)			r ubisitet
		Road of		
		Discovery Hardcover		
	G D U		1000	Carrella
06	C.Rollin		1998	South-
	Niswonger (Author), Philip E.	Accounting		Western
	Fess (Author), Carl S. Warren			

Online Resources:

Online Resource	Websiteaddress
No.	
1	https://www.coursera.org/learn/accounting-and-reporting-fundamentals
2	https://www.goskills.com/Excel/Resources/Excel-skills-for-accountants
3	https://www.youtube.com/watch?v=Zi62qARrYZA
4	https://learnmech.com/fundamentals-of-tally-erp-9-tutorial-pdf-free-download/
5	https://everythihttps://everythingaboutaccounting.info/2019/10/accounting-
	software.html

Resource No.	Website address
1	https://onlinecourses.swayam2.ac.in/aic20_sp60/preview
2	https://www.mooc.org

Programme: BBA CBCS- Revised Syllabus w.e.fYear2022 -2023			
Semester	Code Code	Course Title	
II	208	Content V	Vriting
Type of Course	Credits	Evaluation	Marks
SEC	01	IA(100)	100

- To understand basic concepts of content writing.
- To study do's and don'ts of content writing
- To understand processes and principles of content writing
- To impart knowledge about ethics in writing

Course Outcomes:

- Understand basics of content writing.
- Develop basic skills of content writing
- To understand processes and principles of content writing
- Students should be able to write good content

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
I Basics of Content writing	What is content writing, Importance of Content writing Print and Web Content Writing Scope and Challenges in content writing Principles and processes of content writing Understanding audience in content writing	Demonstrate competence in fundamentals content writing	Understand and apply principles of content writing	7

Sr.	Name of the	Title of the Book	Year of	Publisher
No.	Author		Edition	
01	Kounal Gupta	The Only CONTENT	2020	Henry Harvin Education
		WRITING HANDBOOK		
		You'll Ever Need		
02	Joseph Robinson	Content Writing Step-By- Step: Learn How To Write Content That Converts And	2020	Independently Published
		Become A Successful Entertainer Of Online Audiences		
		Audiences		
03	Aan Handley	Everybody Writes	2014)	Wiley
04	William Zinsser	The Content Code: Six essential	2020	Harper Perennial
		strategies to ignite your content,		
		your marketing, and your business		
05	Prafull Sharma	The One-Page Content Marketing	2019	Axeman Publishing
		Blueprint		
06	Alfred Merton	Everybody Writes	2021	Zen Mastery Srl

Online Resources:

Online Resource No.	Website	
	address	
1	https://www.mindler.com/blog/how-to-become-a-content-writer-in-india/	
<mark>2</mark>)	https://www.clearvoice.com/blog/10-types-content-writers-use/	

Resource No.	Website address
	https://www.mooc.org

Programme: BBA CBCS– Revised Syllabus w.e.fYear 2022 –2023			
Semester	Course	Course Title	
Semester	Code		
III	301	Marketing Management	
Type	Credits	Evaluation	Marks
Discipline Specific Core	3	UE (60 marks) + IE (40 marks)	100
(DSC)			

- To understand the core concepts of Marketing and approaches to Marketing.
- To differentiate the Marketing and Selling processes.
- To study the Marketing Environment and understand its influence on Marketing Decisions.
- To study the concept of Segmentation, Targeting and Positioning.
- To understand the Marketing Mix Elements and their utility in marketing.
- To impart knowledge on Marketing Planning.
- To study the concept of Marketing Research and Marketing Information System

Course Outcomes:

After completing the course successfully, the learner will be able to

- Demonstrate an understanding of core concepts of marketing and the approaches to marketing efforts.
- Understand the dynamic nature of the marketing environment and its influence on the formulation of marketing strategies.
- Identify the market segments, formulate targeting strategies and product positioning in the market.
- Make sound marketing mix decisions.
- Understand the Marketing Planning process.
- Develop a marketing research plan

Unit	Sub Unit	Competency	Competency Indicators	Sessions
Unit I Basics of Marketing	Definition and meaning of Marketing. Core concepts of Marketing - Need, Want, Demand, Value, Exchange, Customer satisfaction & Customer delight, Difference between Marketing and Selling. Approaches to Marketing - Product or commodity approach, Functional approach in terms of production, selling, marketing, Societal marketing approach, Institutional approach. Marketing environment - Micro and Macro marketing environment	Application of the Marketing concepts	 Capable of analyzing marketing environment and making timely decisions Ability to implement the concepts in marketing efforts 	9

		T.	1	
Unit II Segmentation , targeting and Positioning	Segmentation, Targeting and Positioning: Meaning, need and importance, bases for consumer market segmentation and industrial market segmentation. Evaluation of identified segments and selection of target market. Targeting strategies: Levels of market segmentation: segment marketing, niche marketing, local marketing and individual marketing. Positioning and Differentiation: meaning, concept, product, service, people and image differentiation, ways to position the product.	Decision Making	 Able to identify and select new market segments as target markets Able to position the product in the market and thereby create a distinct image of the product 	9
Unit III Marketing Mix	Marketing Mix: Concept. Seven Ps of marketing mix. Product – meaning, levels of product, product mix- product line – decisions: line stretching, filling, pruning. Product life cycle (PLC) – Concept, stages in PLC. Price – meaning, objectives of pricing, pricing approaches- cost based, competition based, and market based. Pricing strategies- skimming pricing, penetrative pricing, psychological or odd pricing, perceived value pricing, loss leader pricing etc. Place- Importance of distribution in marketing of products or services, Types of intermediaries, levels of channels, factors considered for the selection and motivation of dealers and retailers. Promotion- Elements of promotion mix: advertising- 5 Ms. of Advertising, sales promotion, personal selling, public relations, publicity, direct marketing and event marketing and sponsorship	Decision Making	Capable of determining marketing mix of an organization Able to make timely marketing mix decisions	9
Unit IV Marketing Research	Marketing Research: Basic concepts – Research design, Sampling design, Sources of data- Primary and secondary, data collection Need and Importance of Marketing Research. Marketing Research Process. Types of Marketing Research. Marketing Information System- an overview	Application of the Marketing Research concepts	 Able to define the purpose of the research study Capable of developing a marketing research plan 	9
Unit V Marketing Planning	Marketing Planning: Marketing Planning Process, contents of a marketing plan.	Demonstrate Proficiency in Marketing Planning Process	• Understand and apply Planning Process	9

Sr. No.	Name of the	Title of the Book	Year Edition	Publisher
	Author			Company
1	Dr. Rajan Saxena	Marketing Management	2019, Sixth	McGraw
			edition	Hill
				Publications
2	V.S. Ramaswami and S.	Marketing Management- Indian	2017, fifth edition	McGraw
	Namakumari	Context		Hill
		*Global Perspective		Publications
3	Philip Kotler, Garry	Principles of Marketing	2020,	Pearson
	Armstrong,		Eighteenth edition	Education
	PrafullaAgnihotri			
4	Philip Kotler, Kavin	Marketing Management	2018, seventeenth	Pearson
	Lane		edition	Education
	Keller			India

Online Resources:

Online Resources No.	Website address	
1	https://managementhelp.org	
2	https://bookboon.com/en/marketing-and-law-ebooks	

Resources No.	Website address
1	https://swayam.gov.in/nd1_noc19_mg48/preview

Prog	Programme: BBA CBCS– Revised Syllabus w.e.fYear 2022 –2023			
Semester	Course Code	Course Title		
III	302	Organizational Behavior		
Type of Course	Credits	Evaluation	Marks	
DSC	03	UE (60) + IE (40)	100	
Doc			100	

- To expose the students to the fundamentals of Organizational Behaviour (OB) such as working with people, nature of organizations, communication, leadership
- To help students in understanding of the role of OB in business organization.
- To enable the students to put the ideas and skills of OB into practice.

Course Outcomes:

- To understand the importance of organizational behavior in managerial functions.
- To demonstrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation.
- To understand how employees behave in organizations and help to correct their individual behaviour and group behaviour.
- To influence people to get the work done through proper communication and control and motivate and lead employees towards organizational goals.

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
I Introduction to Organizational Behavior	major behavioral science disciplines, Challenges and Opportunities for OB Managers, Models of OB study	Demonstrate an understanding of the importance of OB in business organization	Understand and apply Models of OB	9
II Foundations of Individual Behavior	Attitude – Definition, Components of Attitude, Major Job Attitude, Job Satisfaction. Personality – Definition, Personality Determinants, MBTI, Big – Five Model, Values – Meaning, Formation, Types of Values, Perception - Definition, Perceptual Process, Factors influencing perception,		Understand and apply Perceptual factors	9

III Motivation and Leadership	Motivation - Concept of Motivation, Definition, Theories of Motivation - Maslow's Need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, McClelland's Theory, Equity Theory, Vroom's Expectancy Theory. Leadership - Concept of Leadership, Difference between Leader and Manager, Leadership Styles, Theories of Leadership - Ohio State and Michigan Studies, Blake and Mouton Theory, Traits of Good Leader	Demonstrate how the organizationa I behavior can integrate in understandin g the motivation behind behavior of people in the organization.	Understand and apply the Theories of Motivation and Leadership	9
IV Groups and Teams	Groups – Meaning, Why do people join Groups, Types of Groups, Stages of Group Development. Teams – Meaning, Groups vs Teams, Creating effective teams. Conflict – Concept, Conflict Process, Strategies for Resolving Conflicts Communication – Meaning, Barriers to effective communication	Analyze the complexities associated with management of the group behavior in the organization.	Understand the various techniques of building effective teams, Strategies for resolving conflicts	9
V Organizational Culture	Culture - Definition, Need and importance of Cross Cultural Management Stress – Meaning, Causes of Stress and its Management.	Develop ability in using various techniques for managing Cross Cultural Environment and Stress at workplace	Understanding Cross Culture and Managing Stress	9

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
1	Kavita Singh	Organizational Behaviour: Text and Cases	3 rd Edition	Vikas Publishing House Pvt. Ltd.
2	K. Aswathappa	Organisational Behaviour	12 th Revised Edition	Himalaya Publishing House Pvt. Ltd.
3	Robbins, Timothy Judge, Seema Sanghi	Organizational Behaviour	12 th Edition	Prentice Hall

4	Fred Luthans	Organizational Behaviour	11 th Edition	Tata McGraw
				Hill

Online Resources:

Online Resource No.	Websiteaddress
1	https://legalpaathshala.com/category/organizational-behaviour/

Resource No.	Website address	
1	https://onlinecourses.nptel.ac.in/noc20 mg51/preview	
2	https://www.coursera.org/learn/organisational-behaviour-know-your-people	
3	https://www.classcentral.com/course/swayam-organisation-behaviour	

	Programme: BBA CE	BCS–Revised Syllabus w.e.fYea	r 2022–2023
Semester	Course Code	Course	e Title
III	(303)	Production & Inver	ntory Management
Type Of Course	Credit	Evaluation	Marks
DSC	03	U.E. (60) + I.E. (40)	(100)

- To understand fundamentals of production and inventory management.
- To develop understanding of the strategic importance of production and operation management.
- To understand various inventory control systems
- To learn EOQ concepts.
- To appoint students with the concepts like SCM, JIT, Quality Assurance and ISO certification, etc.

Course Outcomes:

- Understand various concepts of the production & inventory management.
- Analyze the important of production and inventory management.
- And compare various issues particular to manufacturing industry.
- Develop numerical ability to solve examples on EOQ
- Describe the advantages of maintenance management, SCM, JIT, QA & ISO Certification.

Unit No.	Sub Unit	Competencies	Competencies Indicator	Session
I	• Nature, scope,	Demonstrate	Understand and	9
Introduction	importance &	competence in	apply production	
to	production & functions	production and	functions and	
Production	of production at	inventory	inventory	
& Inventory	inventory management.	management.	systems.	
Management	• Production &			
	operations, services, production systems			
	 Classification of 			
	production system			
II	 Objectives, 	Demonstrate	Understand and	9
Production	Coordination of PPC	proficiency in	apply production	
Planning &	with other departments	production	planning and	
Control	 Job sequencing, 	courses and	control systems.	
	assembly line	development of		
	balancing	strategies for		
		production		
		planning and controlling.		

III Plant Location & Plant Layout	 Meaning, objectives of plant location Factors affecting on plant location and plant layout Objectives, types of the plant layout 	Capability in planning plant location and plant layout.	Understand and apply plant location and plant layout in manufacturing organizations.	9
IV Inventory Management	 Concept, importance, classification of inventory systems EOQ model, with numerical examples Basic concept of material requirement planning 	Competence in applying different inventory management systems.	Preparation for applying inventory control techniques.	9
V Emerging Trends in Production & Inventory Management	 Supply chain management, JIT (Just In Time) Enterprise resource planning Total quality management, quality circles in service operations 	Develop ability in understanding various emerging trends in production and inventory management.	To understand emerging trends in production and inventory management.	9

Sr. No.	Name of the Author	Title of the Book	Year Edition	Publisher Company
1.	L. C. Zhamb	Production & Operations	2009	Everest
		Management		Publishing
				House
2.	Anurag Singh Parihar	Inventory Management	2021	Notion Publisher
		Planning – Production		House
		Planning and Control		
3.	Chunnawala & Patel	Production & Operations	2004	Tata McGraw
		Management		
4.	Raj Wadhwa	Production Management &	2012	Kanishka
		Inventory Control		Publish House
5.	Narasimhan &	Production Planning &	1996	PHI Learning
	Seetharama L.	Inventory Control		Pvt. Ltd.

Online Resources:	• http://www.yourarticlelibrary.com
	• https://en.wikipedia.org
	• https://managementhelp.org

MOOCS:	• www.swayam.gov.in	
	• www.coursera.org	

Programme: BBA CBCS– Revised Syllabus w.e.fYear2022 –2023					
Semester	Course	Course Title			
Semester	Code				
III	304	Human Resource Management			
Type of	Credits	Evaluation Marks			
Course					
DSC	03	UE (60) + 100			
		IE (40)			

- To explain the Functions of HRM and Quality of a good Human Resource Managers
- > To explain the process of HRP, Recruitment and Selection.
- > To discuss the concept of training and development.
- ➤ To illustrate the components of CTC and incentive plans.
- ➤ To develop the knowledge of Managing Conflicts & motivation.

Course Outcomes:

- ➤ Able to apply Human resource Management functions for effective management of organization.
- Ability to understand and apply various manpower forecasting techniques.
- ➤ Enrich the techniques of recruitment, selection and interview and ability to conduct the recruitment process.
- > Develop the knowledge of training & development and able to appraise the performance of the employees.
- ➤ Understand the components of CTC.
- ➤ Ability to resolve the conflicts in the Organisation.

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
Unit: I Human Resource Management	Evolution of HRM, Definition, Nature, Scope, Objectives and Functions of HRM, Organization and functions of HR Department. Quality of a good Human Resource Managers	Demonstrate Proficiency in functions and Development of qualities	Understand the basic functioning of HR department	9
Unit II Human Resource Planning	Importance and benefits of HRP, Steps in Human resource planning process, Factors affecting HRP, Job analysis, job description and job specification, Job	Demonstrate Proficiency in HR Planning Process.	Understand and apply HR Planning Process and Job analysis	9

	Analysis – importance and methods.			
Unit III Recruitment and Selection	Meaning, Sources of Recruitment, Recruitment Process, Outsourcing, - Selection Process - Test Types - Interview Types , Career Planning - Process - Career Development - Placement and Induction.	Competence in applying different recruitment sources & selection process.	Understand the various sources of recruitment & types of Interviews.	9
Unit IV Training & Development/ Performance Appraisal	Training – need for training, benefits of training, Methods of training. Performance Appraisal – meaning, definition, objectives, methods and limitations of performance appraisal	Develop ability in using various training methods & appraisal objectives.	Preparation for applying training methods.	9
Unit V Compensation & Benefit Management	Compensation & Benefit Management – components of CTC, Understanding Stock Options and designing incentive plans.	Develop ability in Managing CTC & incentives.	Awareness of Basics of compensation	9

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Sr. No.	Name of the Author	Title of the Book	Year of	Publisher
			Edition	
01	Aswathappa	HUMAN	2010	Tata McGraw
		RESOURCE		Hill,
		MANGEMENT		NewDelhi
02	Snell, Bohlander & Vohra	HUMAN	2010	Cengage,
		RESOURCES		NewDelhi
		MANAGEMENT		
03	Pravin Durai	HUMAN	2010	Pearson,
		RESOURCE		New
		MANGEMENT		Delhi
			6	
04	Alan Price	HUMAN	2007	Cengage
		RESOURCE		Learning,
		MANAGEM		New
		ENT		Delhi
05	Garry Dessler & Varkkey	HUMAN	2009	Pearson,
		RESOURCE		New
		MANAGEM		Delhi
		ENT		
06	Clarke Liz	The Essence	1997	Prentice
		of Change		Hall of
				India Pvt.
				Ltd

Online Resources:

Online Resource No.	Website		
	address		
	https://www.coursera.org/specializations/human-resource- management		
2	https://www.humanresourcesedu.org/what-is-human-resources		
	https://fiuonline.fiu.edu//online/master-of-science-in-human-resources-management		
	https://www.slideshare.net/Farrah1978/job-analysis-job-design-job-specification		

Resource No.	Website address			
1	https://www.class-central.com > Coursera.			
2	https://www.coursera.org/specializations/human-resource-management			
3	https://www.my-mooc.com//mooc/managing-human-resources-hospitality-hkpolyux			
4	https://www.classcentral.com/course/managing-human-resources-5462			
5	https://swayam.gov.in/nd1_noc20_mg15/preview			

Prog	Programme: BBA CBCS-Revised Syllabus w.e.fYear 2022-2023					
Semester	Code Code	Course Title				
III	305	French				
Type of Course	Credits	Evaluation	Marks			
AEC	02	UE (60 marks) + IE (40 marks)	100			

- Introduction to the French language and French culture.
- Discover the foundation of the language and the basics with respect to grammar, vocabulary, phonetics, written and spoken expression

Course Outcomes:

- Discover the foundation of the language such as conjugations, auxiliaries, numbers, etc.
- Forming simple sentences about personal topics such as one's family, and how to start interacting with others by asking and answering simple questions
- Being able to handle basic conversations in specific situations like at the supermarket, in a store, at the restaurant, at the station/airport.
- Be able to clear A1 level in DELF or equivalent French language exam

Unit No.	Sub unit	Competencies	Competency indicators	Sessions ¹
An initiation to French	G ² : Verb s'appeler in present tense V: Presentations G: Subject pronouns (1) G: French alphabet G: Accents for spelling V: French first names G: Gender of countries G: Definite articles V: Numbers (1) V: Names of countries (1) V: Names of days, months and seasons	Discovering French Presenting oneself Spelling one's first name and family name Knowing country names Counting Communicating in class	Presenting oneself	6
We are learning French for	G: Tu (formal 'you') or Vous (informal 'you') G: Indefinite articles V: Expressions for greeting G: Interrogative words V: Numbers (2) V: Expressions: politeness G: Verb être (to be) in present tense G: Subject pronouns (2) V:Nationalities V: Professions (1)	Greetings (saying hello and goodbye) Presenting oneself Asking and giving information Giving personal information Presenting and identifying a person Asking questions on identity Talking about one's	Giving personal information Presenting and identifying a person	6

	G: Verbs parler (to speak) and	French class		
	s'appeler (to call oneself) in	Talking about objectives		
	present tense	/ reasons for learning		
	G: C'est ou Il est / Elle est	French		
	V : Presentations (2)			
	G: Interrogative adjectives quel(s)			
	/ quelle(s)			
	G: Verb avoir (to have) in present			
	tense			
	G: Possessive adjectives (1)			
	G: Parce que and pour to talk about			
	reasons			
	G: Punctuation			
	V: Reasons to speak a language			
	v. Reasons to speak a language			
TIT	C. Danasitians of countries and	Namina assumbnias and	NY	
III	G: Prepositions of countries and	Naming countries and	Naming and	6
Getting to know one	cities	cities	situating/locating	
another better	V: Names of countries and cities	Naming and	places in a city	
	G: Definite and indefinite articles	situating/locating places		
	G: Prepositions of place and	in a city		
	contracted articles	Situating / locating a		
	V: Places in a city	place		
	•	Indicating a mode of		
	l', aux			
		transport		
	G: Prepositions (modes of	Making someone's		
	transport)	acquaintance		
	G: Verbs aller (to go) and prendre	Talking about		
	(to take) in present tense	accomodation		
	V: Modes of transport	Information on		
	G: Negation	accomodation		
	G: Verb habiter (to live) in present			
	tense			
	V: Making acquaintance			
	G: Demonstrative adjectives			
	G: Verb venir (to come) in present			
	tense			
	V: Accomodation (1)			
	G: Asking questions (1)			
	V: Accomodation (2)			
IV	G: Singular and plural possessive	Talking about one's	Talking about one's	6
1 7				U
We speak the		family	family	
same	V: Family	Describing and	Describing and	
language	G: Masculine, feminine and plural	characterising a person /	characterising a person	
language	forms of qualificative adjectives	people	/ people	
	V: Physical description and	Talking about one's		
	psychological characterisation	tastes and preferences		
	G: Aimer (to like), adorer (to love),	Talking about oneself		
	détester (to hate) + noun / verb	(one's profession, one's		
	V: Verbs and expressions to	dreams and passions)		
	express one's tastes and	Talking about one's		
	preferences	activities		
	_			
	G: -ER group of verbs in present	Explaining a health		
	tense	problem		
	V: Professions (2)			
	G: Verb faire (to do) + du / de la /			
	des / de l'			
	G: Tonic pronouns			
	V: Sportive and artistic activities			
L	Sport to and artistic activities	I]	

	G: Avoir mal à + parts of the body V: Parts of the body			
Time, daily routine and habits, outings	V: Expressions - time V: Different ways to tell the time V: Formal and informal time V: Timings G: Pronominal verbs (1) V: Daily routine and habits G: Verbs lire (to read) and écrire (to write) in present tense V: Expressions : Habitude and frequency G: Pronoun on G: Verbs pouvoir (to be able to), devoir (to have to), vouloir (to want to) in present tense V: Activities and work timings G: Verbs choisir (to choose) and sortir (to go out) in present tense G: Asking questions (2) V: Trips and outings G: Present imperative tense (1) V: Expressions : Proposing / accepting / refusing an outing	Telling the time and timings Talking about one's daily routine and habits (1) Talking about one's daily routine and habits (2) Talking about one's work day Talking about one's outings Proposing an outing Inviting, accepting and refusing an invitation	Talking about one's daily routine and habits Proposing an outing Inviting, accepting and refusing an invitation	6

Sr.No.	Name of the	Title of the Book	Year of	Publisher
	Author		Edition	
01	Nathalie Hirschsprung, Tony Tricot	Cosmopolite 1	2017	Hachette FLE

Online Resources:

Online Resource No.	Website		
	address		
1	https://cosmopolite.hachettefle.fr/cosmopolite-1_livre-de-l-eleve_fr.html		
2	https://www.culturetheque.com/IN/		
3	https://afinde.apolearn.com/		

MOOCs:

Resource No.	Website
	address
1	https://swayam.gov.in

Meaning of Terms: G: Grammar; V: Vocabulary

Programme: BBA CBCS-Revised Syllabus w.e.fYear 2022–2023				
Semester	Code Code	Course Title		
III	305	German		
Type of	Credits	Evaluation	Marks	
Course				
AEC	02	UE (60 marks) + IE	100	
		(40 marks)		

- Introduction to the German language and German culture.
- Discover the foundation of the language and the basics with respect to grammar, vocabulary, phonetics, written and spoken expression

Course Outcomes:

- Discover the foundation of the German language such as conjugations, auxiliaries, numbers, etc.
- Forming simple sentences about personal topics such as one's family, and how to start interacting with others by asking and answering simple questions
- Being able to handle basic conversations in specific situations like at the supermarket, in a store, at the restaurant, at the station/airport.

Unit No.	Sub unit	Competencies	Competency	Sessions
			indicators	
I	*Alphabets and sounds.	*Starting the	*Singing alphabet song to	6
Guten Tag	International words in German.	dialogues with	learn German alphabets.	
(Introduction to	*Greetings according to time of	self	*Listen and	
German	the day.	introduction.	practice different sounds	
Language)	*Country, Languages and	*Basic	that alphabets make in	
	Nationality.	conversations	different combinations.	
	*Introducing oneself and others.	using greetings.	*Spelling each other's	
			names, greeting each other	
	Grammar:		formally/informally	
	*Personal pronouns.		*Starting the dialogues	
	*Conjugations of weak verbs,		with self-introduction.	
	*Introduction of W-Questions		Basic conversations.	

II Freunde, Kollegen und Ich (Knowing hobbys, activities and introduction to Verbs)	*Hobbies and Free-time activities of oneself and friends. *Professions and the describing responsibilities involved in that professions. *Days of Week, *Numbers. 1-1000. Grammar: *Definite Articles *Conjugation of helping verbs verbs 'sein' and 'haben' * Ja/Nein Frage (Yes/No Questions)	*Practicing numbers. 0 – 1000. *Practicing numbers in pairs asking each other's age, phone no. birth dates etc. *Ask the questions about confirmation of something (Yes/no questions)	*Pronounce the words correctly according German language rules and formulate small and simple sentences in German using basic grammar structures like verbs, definite articles, conjuncts.	8
III In Hamburg (Information about city)	* Vocabulary related to different places in the city like Railway station, Museum, Monuments Bus stop etc. *Directions and telling location. *Vehicles * Months and Seasons Grammar: *Indefinite articles, Negation articles * Imperative of 'Sie' (Formal) * Introduction and usage of Adjective	*Conversations Such as asking address, *Making requests or giving orders	*Make conversations in German in daily life situations using vocabulary related to directions, road maps, asking address of place. *Write, formulate negation sentences. *Learn how to give orders, make polite requests using Imperative.	5
Guten Appetit! (Food and Drinks)	* Vocabulary for food and drinks. *Starting conversations. Meeting in Cafes. * Ordering food and paying the bill. Grammar: *Strong/Irregular verbs, Modalverbs (mögen, möchten) * Akkusative *Verbs with Accusative	* Conversations in cafes, Restaurants at reception counter	* Make conversation related to Restaurant, Cafes using Accusative and Modal verb (möchten, mögen) *Understand subject and direct object in the sentence *Talk about favourite food and ask questions about food and get to know likes and dislikes of another person.	6

(V)	*Vocabulary of Family	* Make	* Conversation about	5
V	and relationships	sentences using	taking	
Alltag und	* Learning clock time	modal auxiliary	formal appointments and	
Familie	* Taking	verbs	casual meetings.	
	formal appointments and	* Writing and	* Read and tell time and	
(Family and	casual meetings.	Speaking about	use it for making an	
Daily	*Describing daily routine.	Family, routine	appointment and	
routine)	Grammar:		cancelling it.	
	*Modalverbs		* Writing an essay on "my	
	(müssen, wollen and können)		family"	
	*Possessive Pronouns/Articles		Writing about one's 'Daily	
	in Nominative and Akkusative		Routine".	
	* Prepositions am, um, von, bis			

Sr.No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Stefanie Dengler,	Netzwerk neu (A1	2020	Ernst Klett
	Paul Rusch, Helen	course book)		Sprachen,
	Schmitz, Tanja			Stuttgart
	Sieber			Goyal
				Publishers (In
				India)
02	Giorgio Motta	Hallo Deutsch 1,2, 3	2016 (Reprinted in	Goethe Institute
			2018, 2019, 2020)	(Goyal Publishers)
03	Uhhwal Malhotra	So geht das	2018	New Saraswati
				House India
				(New Delhi)

Online Resources:

Online Resource No.	Website
	address
1	https://www.dict.cc/
2	https://german.net/

Resource No.	Website
	address
1)	https://swayam.gov.in

Programme: BBA CBCS- Revised Syllabus w.e.fYear 2022 -2023				
Semester	Course Code	Course Title		
III	305	Korean Language		
Type	Credits	Evaluation	Marks	
AEC	2	UE (60 marks) + IE (40 marks)	100	

- To communicate and exchange information about personal and familiar topics using a variety of phrases and expressions that they have memorized.
- To handle short social interactions in everyday situations using simple questions and expressions.
- To recognize some familiar words and phrases on familiar topics and demonstrate understanding of information from the materials.
- To recognize familiar words and phrases and find the main idea of the texts.

Course Outcomes:

After completing the course successfully, the learner will be able to

- Present basic information on personal and familiar topics using a variety of words, phrases, and memorized expressions.
- Write simple sentences about personal and familiar topics related to everyday life.

Unit	Sub Unit	Competenc y/ Cognitive Abilities	Competency Indicators/ Course Outcomes	Sessions
Unit I Greetings	 Greetings, introducing each other, asking Yes-No question Language: 'to be' expressions, nationalities, school years, occupation Culture: Greetings (bowing) and terms of address 	Rememberi	Recall the key concepts of Korean Language	6

Unit II The University Campus	 Talking about one's immediate surroundings and basic activities Language: expression for location; polite-ending conjugation for simple verbs and adjectives Culture: Academic calendar in Korea; Blind date 	Understanding	Can handle short social interactions	6
Unit III Korean Language Class	 Talking about classes and describing people Language: expressions of 'there is/are'; action verbs; honorific ending -seyyo Culture: Korean national flag/flower/anthem 	Applying	To demonstrate understanding of information from the materials.	6
Unit IV At Home	 Talking about home and family; Asking/answering 'how many ' Language: Numbers and counters; Expressing ownership (e.g., my, your,) Culture: Korean collectivism; Korean traditional housing/heating system 	Applying	Can present basic information on personal and familiar topics using a variety of words, phrases, and memorized expressions.	6
Unit V At the Bookstore	 Talking about daily activities and purposes using the present tense Language: 'where do you do/go' & 'in order to'; time expressions; /□/ irregular Culture: Seaweed soup for birthday 	Applying	Can write simple sentences about personal and familiar topics related to everyday life	6

Sr. No.	Name of the	Title of the Book	Year Edition	Publisher
	Author			Company
1	Young-Mee Cho, Hyo	Integrated Korean,	2012	
	Sang Lee	Beginning I, 2 nd ed.,		University of Hawaii
				Press
2			2010	DARAKWON
	AHN LEE HAN	Korean Grammar in Use		

Online Resources:

Online	Website address		
Resources No.			
(1)	https://www.youtube.com		

Resources No.	Website address
1)	https://www.mooc-list.com/initiative/coursera

Programme: BBA CBCS – Revised Syllabus w.e.f Year 2022 – 2023				
Semester	Code Code	Course Title		
III	306	Goods and Services Tax Compliances		
Type of Course	Credits	Evaluation	Marks	
SEC	02	IE (100)	100	

- To understand basic concepts of Goods and Services Tax
- To Understand the need for GST in India
- To understand the framework of GST as introduced in India and Understand various benefits to be accrued from Implementation of GST
- To explain constitutional provisions pertaining to levy of various taxes

Course Outcomes:

- Analyse the practical applicability of GST on businesses.
- Develop the conceptual clarity on constitutional provisions of GST.
- Assess merits and demerits of GST implementation in India
- Develop the understanding on GST components, rates, place and time of supply, valuation & registration provisions.

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
Introduction of GST	 Indirect tax reform in India Introduction of GST in India Constitutional Provisions Concept of GST Need of GST in India Deficiencies in old Indirect tax regime A cure for ill effects of old Indirect Taxes in India . 	Demonstrate competence in fundamentals of old Indirect Tax Regime which led to revolutionary change in existing regime.	Understand the history of Old Indirect tax regime and the need of GST in India	5

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
II GST Framework	 GST: One Nation One Tax Taxes Subsumed in GST Components of GST GST Framework GST Applicability & Non- Applicability 	Competencies in analyzing the GST framework	Understand the GST framework and its applicability.	(5)
Definitions, Concept of Supply & Scope under GST	 Definitions Concept of Supply Scope of Supply Supply of Goods Supply of Services Composite and Mixed Supplies 	Capability in applying the understanding about the concept of "Supply" in terms of GST Law.	Understand and interpret the cases covered under the terminology "Supply" in terms of GST Law	8
Charge of GST	 Intra State Supply Inter State Supply Extent & Commencement of GST Law Levy of GST Collection of GST Classification of GST GST Rates Composition Levy Forward Charge Mechanism Reverse Charge Mechanism 	Competence in identifying types of GST Supplies whether inter- state or intra- state & its classification to ascertain its rate and mechanism	Understand and analyze the supply for further de-coding it into its categories, rates, mechanism	6

V Disco 8 Times 6	•	Place of Supply of	Develop the	Understand and	6
Place & Time of		Goods	Competencies	analyze the Place of	
Supply	•	Place of Supply of	to interpret the	Supply and Time of	
		Services	Place of	Supply	
	•	Analyze the cases	Supply &		
		with given nature	Time of		
		of supply on the	Supply		
		basis of place of			
		Supply			
	•	Time of Supply of			
		Goods under			
		Forward Charge			
	•	Time of Supply of			
		Goods under			
		Reverse Charge			

Sr. No.	Name of the Author	Title of the Book	Year of	Publisher
			Edition	
01	Institute of Chartered	Indirect Tax Laws	2021	The
	Accountants of India			Publication
	(ICAI)			department
				ofICAI

Online Resources:

Online Resource No.	Websiteaddress
1	www.icai.org

Resource No.	Website address
1	https://www.mooc.org

Prog	Programme: BBA CBCS-Revised Syllabus w.e.fYear 2022-2023			
Semester	Code Code	Course Title		
III	306	Advance Data Analysis Tools		
Type of Course	Credits	Evaluation	Marks	
SEC	02	IE (100)	100	

- To impart knowledge about advanced Data Analysis Tools.
- To develop decision making capabilities of the students
- To enable the students in identifying the business problems and provide solutions using data analysis tools.
- To enable the students in collecting, organizing, and analyzing the information related to Business

Course Outcomes:

- Integrate data analysis tools into management practices.
- Demonstrate an understanding of data analysis tools.
- Provide optimum solutions to problems in the field of Business Management
- Make sound business decisions using data analysis tools

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
I Introduction to Data Analytics	Working with Formula and Functions, Introduction to Charts, Logical functions using Excel, Analyzing Data with Excel	Critical Thinking	Understand and analyze the data analysis using Excel	6
Data Distribution and framework	Data Science Process, Big data ecosystem and data science, Distributed file systems, Distributed programming framework, data integration framework, machine learning framework, No SQL Databases, scheduling tools, benchmarking tools, system deployments	Managing Information	Organize or Manipulate data to determine the pattern	6

	TYPE - 1 A T TO 1	G .: :. 1	TH. 11.1.1.1.1.	
	What is AI, Turing test,	Creativity and	Flexible thinking	6
	cognitive modeling	Innovation	and approaches to	
III	approach, law of thoughts,		connect or extend	
Introduction to AI	the relational agent		ideas by new ways.	
	approach, the underlying			
	assumptions about			
	intelligence, techniques			
	required to solve AI			
	problems, level of details			
	required to model human			
	intelligence, successfully			
	building an intelligent			
	problem, history of AI			
IV	Six steps of data science	Managing	Organize or manipulate	6
Data Science	processes define research goals,	information	data to determine	
	data retrieval, cleansing data,		mathematical patterns	
Processes	correct errors as early as			
	possible, integrating – combine			
	data from different sources,			
	transforming data, exploratory			
	data analysis, Data modeling,			
	model and variable selection,			
	model execution, model			
	diagnostic and model			
	comparison, presentation and			
	automation.			
V	Tests about one mean, tests	Cultural and	Apply mathematical	6
	of equality of two means,	Global	information to	
Test of	test about proportions, p-	citizenship	describe trends,	
Statistical	values, likelihood ratio test,		patterns or	
Hypothesis	ANNOVA, T-Test, F-Test		connections within	
and p-values:	manually and using SPSS		communities;	

Sr.No.	Name of the	Title of the Book	Year of	Publisher
	Author		Edition	
01	Mr. Anand	Data Analytics Made	2022	McGraw Hill
	Maheshwari	Accessible		Publishing house
02	V.K.Jain	Data Science and	2022	Khanna Publishing
		Analytics		house
		-		
03	U. Dinesh kumar	Business Analytics	2022	Wiley
				Publishing house
04	Balkrishna, Bhambri	Business	2022	Khanna
	and Chopra	Analytics		Publishing house

Online Resources:

Online Resource No.	Website	
	address	
1	https://onlinecourses.nptel.ac.in	

ResourceNo.	Website address	
1)	https://www.mooc.org	

Pro	Programme: BBACBCS-RevisedSyllabusw.e.fYear2022-2023			
Semester	Course Code	CourseTitle		
III	306	Financial Modeling		
Type of Course	Credits	Evaluation	Marks	
SEC	02	IE (100)	100	

- To understand the fundamentals of financial modeling
- To learn how to create and analyze financial models using spreadsheet software
- To apply financial modeling concepts and techniques to real-world problems
- To develop critical thinking and problem-solving skills in the context of finance

CourseOutcomes:

- Exhibit the skills and knowledge required to develop and use financial models
- Analyze and solve real-world financial problems.
- Use Excel to create financial models,
- Apply financial concepts and techniques to financial modeling,
- Interpret and communicate financial analysis results.

UnitNo.	Subunit	Competencies	1	Sessions
			indicators	
I Introduction to Financial Modeling	 Definition and scope of financial modeling Benefits and limitations of financial modeling Financial modeling best practices 	Knowledge	Understanding and comprehension	6

UnitNo. Subunit		Competencies	Competency indicators	Sessions
II Excel for Financial Modeling	 Introduction to Excel Basic Excel functions and formulas Advanced Excel functions and formulas Excel shortcuts for financial modeling 	Awareness and practical hands on	Application and analysis	6
Applications of Financial Modeling	 Business valuation Investment analysis Risk management Financial planning 	Understandi ng and application	Analysis and synthesis	6
IV Financial Modeling Techniques	 Forecasting techniques Sensitivity analysis Scenario analysis Monte Carlo simulation Applications of Financial Modeling. 	Analyze and application.	Application and Practical experiance	6
V Case Studies	 Practical examples of financial modeling in different contexts Group discussions and presentations 	Evaluation	Application and understanding	6

Sr.No.	NameoftheAuthor	Title of the Book	Year ofEditi on	Publisher
01	Textbook: Benninga, S.	Financial Modeling (4th ed.).	(2014).	The MIT Press.
02	Charnes, J. M., Cooper, W. W., & Rhodes, E.	Measuring the Efficiency of Decision Making Units.	(1978).	European Journal of Operational Research,
03	Ross, S. A., Westerfield, R. W., & Jaffe, J. F.	Corporate Finance (12th ed.).	(2018).	McGraw- Hill Education.
04	Danielle Stein Fairhurst	Financial Modeling in Excel for Dummies		

OnlineResources:

OnlineResourceNo.	Website	
	address	
1	www.managementstudyguide.com	

ResourceNo.	Website address
1)	https://www.mooc.org

Pro	Programme: BBACBCS-RevisedSyllabusw.e.fYear2022-2023				
Semester	Code Code	CourseTitle			
Ш	307	Constitution of India and Human Rights			
Type of Course	Credits	Evaluation	Marks		
VBC	02	IE (100)	100		

- i) To impart knowledge about Constitution of India.
- ii) To develop decision making capabilities of the students /learners
- iii) To impart knowledge of human rights.
- iv) To enable the students in identifying the business problems and provide solutions to it.
- v) To enable the students in collecting, organizing and analyzing the information related to business
- vii) To develop managerial insights through Indian Ethos and values
- viii) To sensitize the students about environmental issues and sustainable consumption

Course Outcomes:

- i) Demonstrate an understanding of Constitution of India.
- ii) Communicate effectively with various stakeholders of business
- iii) Make sound business decisions.
- iv) Collaborate with others in the organizational context, manage resources and lead them in the pursuit of organizational goals
- v) Identify the need for and engage in lifelong learning in the field of business management
- vi) Create sustainable and ethical business policies

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
Constitution of India- Introduction	Structure, Preamble, Nature and characteristics of Indian Constitution, Citizenship The States, Union and its	Demonstrate competence in understanding Indian Constitution	Understand and apply in Management Functions	6
	territory			
II Constitution of India- Fundamental rights & duties	Fundamental Rights Fundamental Duties Trade & Commerce with in territory .Services Under Union & Territory	Demonstrate Proficiency in application of Constitution of India- Fundamental rights & duties	Understand and apply Process and Decision making Process	6
Human Rights - UDHR	Universal Declaration of human rights (UDHR) and its application	Capability in applying UDHR	Understand and apply p	6
IV National Human Rights Commission	The Protection of Human Rights Act	Competence in applying NHRC	Understand the various approaches and application of the Act	6
V International Human Rights Treaties	Committee on the elimination of racial discrimination(CERO) Committee on Economic, Social and cultural rights (CESCR) Committee on	Develop ability in using various IHR Treaties.	Preparation for application of the treaties.	6
	elimination of discrimination against			

women (CEDAW)	
Committee against	
torture (CAT)	
Committee on the	
rights of the Child	
(CRC)	
Committee on Migra	rant
Workers (CMW)	

Sr.No.	Name of the Author	Title oftheBook	Year ofEdition	Publisher
01	Government of India	The Constitution of India	(2012)	Government of India
02	Jack Donnelly	Universal Human Rights	2013	CornellUniversity Press, 3 rd Edition.
03	Asrti Singh, Shivani Singh	National Human Rights Commission :Prevention of Human Rights Violation,	(2014	LAP Lambert Academic Publishing
04	Philip Alston	The Future of UN Human Rights Treaty Monitoring	2000	Cambridge University Press

OnlineResources:

Online Resource No.	Websiteaddress
1	https://cdn1.sph.harvard.edu/wp-content/uploads/sites/134/2016/07/Human-Rights-
	A-brief-intro-2016.pdf

ResourceNo.	Website address
1	https://www.mooc.org

Prog	Programme: BBA CBCS– Revised Syllabus w.e.fYear2022 –2023				
Semester	Code Code	Course Title			
III	308	Physical Education and Yoga			
Type of Course	Credits	Evaluation	Marks		
VBC	02	IE (100)	100		

- To Improve personal fitness through participation in sports and yoga activities.
- To Follow sound nutritional practices for maintaining good health and physical performance.

Course Outcomes:

The practical exercises, the underpinning knowledge and the relevant soft skills associated with the identified competency are to be developed in the student for the following Course Outcomes (COs) achievement:

- Practice physical activities and yoga for strength, flexibility and relaxation.
- Use techniques for increasing concentration and decreasing anxiety for stronger academic performance.
- Perform yoga exercises in various combination and forms

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
I Introduction to Physical fitness	 Aims & Objectives of Physical Education Changing trends in Physical Education Meaning & Importance of Physical Fitness & Wellness Components of Physical fitness Components of health related fitness Components of wellness Preventing health threats through lifestyle change Concept of positive lifestyle 	Explain importance of physical education. Describe importance of Physical Fitness & Wellness. Explain the components of physical fitness.	Demonstrate healthy life style. Prevent health threats by changing life style.	6

Unit No.	Sub unit	Competencies	Competenc yindicators	Sessions
Fundamentals of Anatomy & Physiology in sports & yoga	 Anatomy, physiology and its importance. Effect of exercise on various body system i.e. circulatory system, respiratory system, neuro- muscular system Concept and advantages of correct posture. Posture deformities and corrective measures. 	.Explain importance of anatomy and physiology. Describe effects of exercise in various body systems. Describe concept of correct posture.	Explain corrective measures for posture deformities.	6
III Yoga & Pranayama	 Meaning & Importance of Yoga Asanas, Pranayama& Meditation Yoga & related Asanas - Sukhasana, Tadasana,Padmasana &Shashankasana Relaxation techniquesfor improving concentration - Yog-Nidra 	Explain importance of yoga. Perform various pranayama for increasing concentration	Use meditation and other relaxation techniques for improving concentration	6
Sports/games	 Warming up and limbering down exercises Tournaments- Knock out, League/ Round Robin & combination Following sub topics related to any one Game/Sport of choice of student out of: Badminton, Chess, Carrom, Table Tennis, Cricket, Kabaddi, , Volley ball, Basketball, Football, Hockey, etc. 	Describe various warming exercises. Explain latest rules of any game/sports.	Describe specifications of play fields and related sports equipment.	6
V Sports/ games	 History of the Game/Sport. Latest General Rules of the Game/Sport. Specifications of Play Fields and Related Sports Equipment. Effect of anxiety & fear on sports performance 	Describe various warming exercises. Select any game/sports of your choice. Explain latest rules of any game/sports.	Describe specifications of play fields and related sports equipment.	6

Sr. No.	Name of the Author	Title of the Book	Year of	Publisher
			Edition	
01	V.K.Sharma	Health and Physical	2020	NCERT Books;
		Education		Saraswati House
				Publication, • New
				Delhi
02	B.K.S. Iyengar	Light on Yoga	2016	Thomson's
				Publication, New
				Delhi

Online Resources:

Online Resource No.	Websiteaddress	
1	https://www.youtube.com/watch?v=dAqQqmaI9vY&feature=youtu.be	
2	https://www.youtube.com/watch?v=c8hjhRqIwHE	

Resource No.	Websiteaddress
1	https://www.mooc.org

Pr	Programme: BBACBCS-RevisedSyllabusw.e.fYear2022-2023			
Semester	Course Code	CourseTitle		
IV	401	Internation	onal Business	
Type of Course	Credits	Evaluation	Marks	
Course				
DSC	03	UE(60)+IE (40)	100	

- Enable students build strong foundation in concepts of international trade and business
- Help students understand social, cultural and economic factors that lead to trade between countries
- Help students study various economic integrations for promoting regional trade and investments

Course Outcomes:

- To enable the students to take decisions related to global issues and policies.
- To be able to Interpret Foreign trade policy and avail incentives offered under various schemes.
- To recall the role and functions of Global Institutions IMF, WTO and World Bank.
- To comprehend the exchange rates practically and its implications on trade.

UnitNo.	Subunit	Competencies	Competency	Sessions
			indicators	
I	. Definition of International		Understand and apply	9
Introduction	Business, Nature and Scope of		Stages of	
of	International. Stages of	fundamentals of	Internationalization and NOSTRO and	
international	Internationalization, Differences	Business	VOSTRO Accounts	
Business	between Domestic and		VOSTRO Accounts	
	International Business			
	Business, Exporting, Importing			
	and Countertrade Settlement			
	through NOSTRO and VOSTRO			
	Accounts, Advantages and			
	Disadvantages			

II	Globalization	Demonstrate	Understand and apply	10
Globalizati	Definition of Globalization,	competence in	Globalization,	
on &	Globalization of Market,	various	Globalization of Market,	
Internation	Globalization	drivers of	and Production, and	
al Trade	of Production, Drivers of	Globalization	various trade theories	
Theories	Globalization	and various		
	International Trade Theories	trade theories		
	Mercantilism, Absolute Cost			
	Advantage, Comparative			
	Advantage, Huckscher			
	Ohlin Theory, Product			
	Life cycle Theory, Porter's			
	Diamond Theory			
III	Types of Exchange Rate -Real	Demonstrate	Understand and apply	8
Foreign	and Nominal exchange Rate,	competence	types of exchange rate	
Exchange	Fixed vs. Flexible	in various		
Market	Exchange Rate, Managing	types of		
	Float, Factors affecting	foreign		
	Foreign Exchange Rate,	exchange		
***		market	** 1	0
IV	Balance of Trade and Balance	Demonstrate	Understand and apply	9
Internation	of Payments, International	competence	concepts of IMF and World Bank	
al Financial	Monetary Fund (IMF) –	in various	WORIG Bank	
Manageme	Objectives and functions.,	components of Balance		
nt	World Bank – Objective and	of Payment		
	Functions / Globalization in	or rayment		
	Marketing and International			
X 7	Human Resource	Domonstrata	Understand and	0
V	Evolution, Structure and	Demonstrate	apply concepts of	9
Regional	Functions of : North	competence in various	NAFTA, SAARC,	
Economics	Atlantic Free Trade	Regional	WTO	
Grouping	Agreement (NAFTA),	Economics	WIU	
	South Asian Association	Groups		
	for Regional Co-operation	Croups		
	(SAARC), European			
	Union (E.U.) / G-20 /			
	BRLC, World Trade			
	Organization (WTO)			

Sr. No.	Name of the	Title of the Book	Year	Publisher
	Author		Edition	Company
1 – National	Rakesh Mohan	International	2009	OXFORD
	Joshi (IIFT)	Business		
2 – National	V.K Bhalla	International	2013	S. Chand
		Business		
3 – National	K. Aswathappa	International	6 th Edition	McGraw Hill
		Business	2017	Education
4 – International	Donald Ball and	International	9 th Edition	McGraw-Hill
	MichealGeringer	Business: The		Education
		Challenge of		
		Global Competition		
5 – International	Charles W. L.	International	10 edition	McGraw Hill
	Hill	Business:	2017	Education
		Competing in the		
		Global Market		
6 – International	PrashantSalwan	International	15th 2016	Pearson
	John D. Daniels,	Business,		
	Lee H.	15/e Fifteenth		
	Radebaugh,	Edition, Kindle		
	Daniel P.	Edition		
	Sullivan (Author)			
7 – International	Ricky W. Griffin	International	8th Edition	Pearson
	(Author), Michael	Business, Global	on (May	
	Pustay (Author)	Edition	15, 2014)	

Online Resources:

Online Resources No	Web site address
1	www.imf.orf
2	www.wto.org
3	www.trademap.org
4	www.commerce.nic.in
5	www.dgft.gov.in
6	International Business Review https://www.journals.elsevier.com/international-
	business-review

7	Journal of International Business Studies http://www.jibs.net/
	Open Textbook Library https://open.umn.edu/opentextbooks/textbooks/
8	<u>international-business</u>

Resources No	Subject	Web site address
1	International Business	https://www.openlearning.com/courses/GFMA2023/
2	International Business	EDX
	Environement and	https://www.edx.org/course/international-business-
	Global Startegy – IIMB	environment-and-global-stra
	(SushilVachani)	
3	International Business	EDX https://www.edx.org/learn/international-
		<u>business</u>
4	International Business I	COURSERA
	(Coursera) Taught by -	https://www.coursera.org/learn/international-
	Doug E	business
	Thomas (university of	
	New Mexico)	
5	International Financial	https://nptel.ac.in/courses/110105031/
	Environment	

Prog	Programme: BBA CBCS-Revised Syllabus w.e.fYear 2022-2023			
Semester	Code Code	Course Title		
IV	402	Design Thinking and	Innovation Management	
Type of Course	Credits	Evaluation Marks		
DSC	03	UE (60) + IE (40)	100	

- Inculcate the fundamental concepts of design thinking
- Develop the students as a good designer by imparting creativity and problem solving ability
- Conceive, conceptualize, design and demonstrate innovative ideas using prototypes

Course Outcomes:

- Demonstrate the critical theories of design, systems thinking, and design methodologies
- Produce great designs, be a more effective engineer, and communicate with high emotional and intellectual impact
- Understand the diverse methods employed in design thinking and establish a workable design thinking framework to use in their practices
- Conceive, organize, lead and implement projects in interdisciplinary domain and address social concerns with innovative approaches

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
I	Traditional design, Design	Critical	Understand and analyze	9
Design Process	thinking, Existing sample	Thinking	the design	
	design projects, Study on			
	designs around us,			
	Compositions/structure of a			
	design,			
	Innovative design: Breaking			
	of patterns, Reframe existing			
	design problems,			
	Principles of creativity			
	Empathy: Customer Needs,			
	Insight-leaving from the lives			
	of others/standing on the			
	shoes of others, Observation			

TT	TD C	3.4		
II)	Team formation,	Managing	Organize, think,	9
Design team	Conceptualization: Visual	Information	Manipulate	
2 colgii ccuiii	thinking, Drawing/sketching,		new concepts	
	New concept thinking,			
	Patents and Intellectual			
	Property, Concept Generation			
	Methodologies, Concept			
	Selection, Concept Testing,			
III	Opportunity identification	Managing	Flexible thinking	9
Prototyping	Prototyping: Principles of	information	and approaches to	
	prototyping, Prototyping		connect or extend	
	technologies, Prototype		ideas by new ways	
	using simple things,			
	Wooden model, Clay			
	model, 3D printing;			
	Experimenting/testing.			
IV	Creativity - meaning,	Creativity and	Identify and Interpret	9
	Creativity Process,	Innovation	innovation and	
Creativity	Components of creative	(different dimension of	
in	performance		innovation	
Innovation	Types of creativity and			
	Techniques of creative problem			
	solving (workshops and			
	exercises)			
	Design Thinking: Solution			
	based approach to problem			
	Solving			
V	Innovation: Meaning &	Creativity and	Give inputs on	9
_	significance of innovation	Innovation	creativity and	
Innovation in	Types of innovation		techniques for creative	
Entrepreneu	Innovation Diffusion theory		problem solving.	
rship	Innovation in Organizations			
	Drivers of Innovation			
	Bottom up and Top down			
	Innovation			
	Horizontal versus vertical			
	Innovation			

Sr.No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Tim Brown, Change	Design: How Design Thinking Transforms Organizations and Inspires Innovation	2022	Harper Collins Publishers Ltd.
02	Idris Mootee	Design Thinking for Strategic Innovation	2013	John Wiley & Sons Inc
03	Gavin Ambrose, Paul Harris	Basics Design - 8: Design Thinking, illustrated, reprint,	2010	AVA Publishing,
04	Christian Muller Rotenberg	"Handbook of Design Thinking	2018	Kindle Direct Publishing
05	Happen, Porus Munshi,	Making Breakthrough Innovations	2020	Marico Innovation Foundation
06	Navi Radjou and Jaideep Prabhu,	Frugal Innovation	2022	Hachette India

Online Resources:

Online Resource No.	Website	
	address	
1	https://www.mindtools.com/brainstm.html	
2	https://www.quicksprout.com/	
3	https://support.microsoft.com/en-us/kb/273814	
4	http://www.vertabelo.com/blog/documentation/reverse-engineering	
5	https://www.youtube.com/watch?v=2mjSDIBaUIM	
6	https://docs.oracle.com/cd/E11108_02/otn/pdf	

Resource No.	Website address
1)	https://www.mooc.org

Prog	Programme: BBA CBCS–Revised Syllabus w.e.fYear 2022–2023			
Semester Course Course Title			se Title	
IV	403	Research Methodology		
Type of Course	Credits	Evaluation	Marks	
DSC	03	UE(60)+IE (40) 100		

- To demonstrate an understanding of the role of research in business management.
- To identify different information sources for the collection of data and literature reviews.
- To explain the concepts behind scientific inquiry and the procedures for carrying it out.
- To familiarize the learners with the key concepts in sampling techniques and instruments for data collection.
- To develop basic understanding of conducting surveys and reporting the research.
- To aware about the ethical issues in conducting applied research.

Course Outcomes:

- Develop understanding on various applications of research for managerial decision making.
- Explain key research and summarize the research articles and research reports.
- Have basic awareness of data analysis-and hypothesis testing procedures.
- Design questionnaires and administer simple survey based projects.
- Describe sampling methods, measurement scales and instruments, and appropriate uses of each.

Unit No.	Subunit	Competencies	Competency indicators	Sessions
I Introduction to Research Methodology	Meaning, definition and objectives of research, motivations for research, types of research, Importance of research in managerial decision making, research in Research in functional business areas. Qualities of a good researcher.	Demonstrate competence in Basics of	Understand and apply Research Basics	9
II Research process	Steps in research process, Defining the research problem, Problem formulation and statement, Framing of hypothesis Research design: Meaning, characteristics, importance of research design. Development and designing of tools of data collection Designing of research projects – research proposal.	Demonstrate Proficiency in Designing and Development of research Tools	Understand and apply Planning Process and Decision making of Process	10
III Sampling and Data Collection	Census and sample survey. Need and importance of sampling, Data collection – Primary and secondary sources of data, methods of collecting primary data - interview, observation, questionnaires, schedules through enumerators, surveys. Advantages and Limitations of different methods of data collection. Use of secondary data, precautions while using secondary data.	Capability in applying data collection tools & Techniques	Understand and apply process of data collection	8
IV Processing and Analysis of Data	Meaning, importance and steps involved in processing of data. Statistical tools and techniques for analysis of data. Analysis and Interpretation of data—Interpretations of results, Concept of Univariate, Bi-variate and multivariate analysis of data.	Competence in applying different tools for analysis of	Understand the various approaches for data processing & analysis.	9
V Report Writing	Importance of research reports, types of reports, Format of a research report, Precautions in writing a research report. Plagiarism and its types. References and Bibliography. Dissemination of research results. Ethical issues in conducting research.	Develop ability in writing research reports.	Preparation for applying writing research reports	9

Sr.No.	Name of the Author	Title of the Book	Year of Edition	Publisher
1	Kothari C R	Research Methodology – Methods & Techniques	2014	PHI Pvt Ltd New Delhi
2	Uma Sekharan	Research Methods for business	2016	Oxford
3	Ranjit Kumar	Research Methodology	2009	Pearson Education
4	Donald Cooper and PS Schindler	Business Research Methods	2015	Tata McGraw Hill
5	Neuman, W.L.	Social Researhc Methods – Qualitative and Quantitative	2008	Pearson

Online Resources:

Online Resource No.	Website address
1	https://www.manaraa.com/upload/43ef7b58-5c8a-4371-8aea-699609cd2aaf.pdf
2	http://ebooks.lpude.in/commerce/mcom/term_2/dcom408_dmgt404_research_methodology.pdf
3	https://www.methodspace.com/open-access-sage-journals-with-a-research-methods- focus/
4	https://www.researchgate.net/deref/https%3a%2f%2fwww.amazon.com%2fhow-research-todays-tips-tools-ebook%2fdp%2fb01i5jjdxchttp://www.ala.org/tools/research/larks/researchmethods
5	https://www.intechopen.com/online-first/research-design-and-methodology
6	https://lecturenotes.in/m/21513-research-methodology-

Resource No.	Website address
1	https://swayam.gov.in/nd2_cec20_hs17/preview
2	https://www.classcentral.com/course/researchmethods-1767
3	https://www.coursera.org/learn/research-methods

4	https://www.classcentral.com/course/swayam-introduction-to-research-5221
5	https://www.edx.org/course/introduction-to-social-research-methods

Programme: BBA CBCS– Revised Syllabus w.e.fYear2022 –2023				
Semester	Course Code	Course Title		
IV	404	Corporate Law		
Type of Course	Credits	Evaluation	Marks	
DSC	03	UE (60) + IE (40)	100	

- To understand basic concepts of corporate management.
- To understand role of regulatory authorities in corporate management.
- To understand the concept of corporate governance.
- To understand what is capital market and its role in the national development.

Course Outcomes:

- Understand the process of formation of a company.
- Understand powers of different authorities of corporate governance.
- Understand Role, Relevance and significance of Capital Market.
- Understand the process of winding up of a company.

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
I	Formation of a company, Certificate of Incorporation,	Understanding the formation	Able to define stages of formation of a	9
Corporate	Memorandum and Articles of Association, Prospectus,	process	company, Understanding	
Incorporation	Doctrine of Ultra Vires,		important documents	
and	Types of Companies, Directors: Appointment, Powers		and other statutory requirements in	
Management	and Duties of Directors, Procedure of calling meeting, Types of Meetings		company formation	

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
II Mis- management and Investigation	Audit Committee: Its Role, Prevention of Mismanagement, Insider Trading, Company Investigation, Securities and Exchange Board of India (SEBI): Constitution, Powers and Functions, Role & Powers of the Company Law Board, Role & Powers of Central Government	Understandin g roles of different authorities in preventing mismanagem ent	Able to explain different types of mismanagement and roles of regulatory authorities in its prevention	10
III Share Capital	Role, Relevance and significance of Capital Market in national development, Meaning and forms of FDI, Foreign Exchange Management Act, Rights of shareholders and debenture holders, Difference between Shares and Debentures	Understandi ng basic concepts of capital market	Able to define importance of capital market, meaning of FDI and differentiate between shares and debentures.	8
IV Corporate Governanc e and Social Responsibi lity	Importance of Corporate Governance, Corporate Governance in India, Corporate Social and Environmental Responsibility, Emerging trends	Understandi ng concept of corporate governance	Ability to explain what is corporate governance, Corporate Social and Environmental Responsibility	9
V Corporate Liquidation	Winding up of Companies, Mode of winding up of a companies, Compulsory Winding up under the Order of the Tribunal, Voluntary winding up Payment of liabilities	Understandi ng the process of winding up of a company	Ability to explain different modes of winding up of a company	9

Sr. No.	Name Of The Author	Title Of The Book	Year Of Editi on	Publisher
01	Rinita Das	Avtar Singh's Company Law An Introduction	2016	Eastern Book Company
02	Dr Anil Kumar.	Corporate Laws	2022	Taxmann.
03	GK Kapoor, AP Suri.	Corporate Laws	2015	Taxmann.
04	Dr. Harleen kaur	Corporate Law	2021	Kitab Mahal

Online Resources:

Online Resource No.	Website	
	address	
1	https://icmai.in/upload/Students/Syllabus2016/Final/Paper-13-Feb-	
	21.pdf	
2	https://lawbhoomi.com/companies-act-notes-and-study-materials/	

Resource No.	Website address
1	
	https://onlinecourses.swayam2.ac.in/cec23_lw05/preview

Programme:BBA CBCS –Revised Syllabus w.e.f Year 2022– 2023				
Semester	Course Code	Course Title		
IV	405	Financial Management		
Type	Credits	Evaluation	Marks	
DSC	2	UE (60)	100	
		+ IE (40)		

- To introduce the fundamentals of Financial Management
- To orient on the skills set required for Financial Decision Making Techniques
- To orient on Financial Statement Analysis and Interpretation
- To develop analytical skills which would help decision making in Business.
- To develop the entrepreneurial mind set

Course Outcomes:

- Development of basic skill sets required for Financial Decision Making
- Development of analytical skill set to understand and interpret Financial Statements
- Graduates are able to improve their knowledge about functioning business, identifying potential business opportunities, evolvement of business enterprises and exploring entrepreneurial opportunities (BEDK)
- Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, problem solving in the functional areas, i.e. Critical thinking-Business Analysis-Problem Solving and Innovative Solutions (CBPI)
- Developing Social Responsiveness to contextual social issues/ problems and exploring solutions. Graduates are expected to identify problems, explore the opportunities, design the business solutions and demonstrate ethical standards in organizational decision making.(SRE)

Unit	Contents	Sessions
1	Introduction	6
	Meaning of Financial Management, Scope and Functions of Financial	
	Management, Objectives of Financial Management Profit Vs Wealth	
	Maximization, Finance Functions: Investment Decision, Liquidity	
	Decision, Financing Decision and Dividend Decision	
2	Investment Decision: Capital Budgeting Decision	6
	Meaning, Importance and process of Capital Budgeting, Capital	
	Budgeting Techniques - Problems & casestudies- Accounting Rate of	
	Return, Payback Period, Net Present Value, Profitability Index,	
	Discounted Payback Period, Internal Rate of Return Capital Budgeting	
	under Risk and Uncertainty Concept and Techniques	

3	Liquidity Decision: Working Capital Management: Meaning, Need and Types of Working Capital, Components of Working Capital, Sources of Working Capital Financing	6
4	Financing Decision: Sources of Long Term Domestic Finance: Shares, Debentures, Retained Earnings, Capital Structure: Meaning and Principles of Capital Structure Management, Cost of Capital: Meaning, Components, Cost of Debt, Cost of Preference Share, Cost of Equity Share, Cost of Retained Earnings, and Weighted Average Cost of Capital, Leverage: Concept and Types of Leverage	6
5	Dividend Decision: Factors determining Divined policy, Theories of Dividend- Gordon Model, Walter Model, MM Hypothesis, and Forms of Dividend Payment: Cash Dividend, Bonus Share and Stock Split, Stock Repurchase, Dividend Policies in Practice. Financial Statement Analysis: Meaning and Types, Techniques of Financial Statement Analysis, Trend Analysis and Ratio Analysis.	6

Reference Books:

Sr.No.	Name of the	Title of the Book	Year	Publisher
	Author		Edition	Company
1 – National	- National SheebaKapil			Pearson
		Financial		Publications
		Management		
2 – National	I.M. Pandey	Financial		Vikas
		Management		Publication
3 – National	Khan and Jain	Financial		TATA
		Management		McGraw Hill
4- National	R.P. Rustogi	Financial		
		Management		
4 – International	Eugene F.	Financial	11th	
	Brigham, Michael	Management –	edition.	
	C. Ehrhardt	Theory and Practice		
5 – International	Jonathan Berk,	Financial		Pearson
	Peter DeMarzo	Management		Publication
	and Ashok			
	Thampy			

6 – International	Financial	Wiley
	Management And	Publication
	Accounting	
7– International	Business Finance	Wiley
	And Accounting	Publication

Online Resources:

Online Resources No Resources Name		Web site address
1	Google Scholar	https://scholar.google.com/
2	Gutenberg	https://www.gutenberg.org/
3	Open Culture	http://www.openculture.com/free_ebooks
4 Open Library		https://openlibrary.org/

Resources Name		Web site address
No		
1	Alison - free technology, language,	https://alison.com/
	science, health, humanities, business, math,	
	marketing and lifestyle courses.	
2	Khan Academy - free online courses and	https://www.khanacademy.org/
	lessons	
3	Futurelearn	http://www.openculture.com/fre
		e_ebooks
4 SWAYAM which is a India MOOCs		https://swayam.gov.in/
	platform for which University Grants	
Commission has allowed upto 20% credit		
	transfer facility.	
5	University of Florida	www.coursera.org
6	University of London	www. cefims.as.uk
7	IIM ,Bangalore	www.edx.org

Programme: BBA CBCS- Revised Syllabus w.e.fYear2022 -2023				
Semester	Semester Code Code		urse Title	
IV	406	Data Science		
Type of	Credits	Evaluation	Marks	
Course	Course			
AEC	02	IE (100)	100	

Course Objectives:

- To understanding the Role of Data Science in business.
- To study the basic concept of data management and data mining techniques.
- Understanding the basic concept of Data Science and its Project Life Cycle.
- To understand the basic concept of machine learning.
- To understand the various applications of data science in business domain.

Course Outcomes:

At the successful completion of the course the learner will be able to

- Define Data science and its role in business.
- Describe role of data and various statistical methods used to analyse it.
- Describe data management and handling and Data Science Project Life Cycle.
- Apply data visualization effectively and use R for it.
- Define machine Learning and describe various types of it.
- Apply data science in various business domain.

Unit No.	Sub unit	Competencies	Competency	Sessions
			indicators	
1	Definition of Data	Understand concept	Able to define Data	9
Introduction to		of Data Science	Science	
Data Science	Historical Overview of data analysis and	Stages of Data	Ability to specify Stages	
	Overview of data science	Science project	of Data Science project	
	process, Life cycle of		and describe task to be	
	Data Science project.	Roles and	carried out in each stage	
		responsibilities in		
	Roles and responsibilities	Data Science project	State the various	
	in Data Science project,		roles and	
	Data Engineer vs.		responsibilities in	
	Business Analyst		Data Science	
			project	
2	Data Collection, Data	Understand	Able to describe	9
2	Management and Big	importance of data	importance of data	
Data	Data Management,	and Types of Data		
Handling	Data Management,		Will describe methods of	

	Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data Computing simple statistics: Means, variances, standard deviations, weighted averaging, modes, quartiles	Understand Basic statistics to be applied on data	dealing with missing or incomplete data Able to describe various statistical method to be used and importance of each	
Data Visualization	Definition, importance of data visualization in data science, Exploratory Data analysis- Chart Types: Tabular data, dot and line plots, scatter plots, bar plots and pie charts Using R for Data Visualization	Understanding importance of data visualization Various charts and usage of each Making use of R to visualize data	Understand importance of data and Types of Data visualization mechanisms Able to write simple script to import data and apply data visualization on it.	9
Machine Learning	Definition, Applications of machine learning in data science, Types of Machine Learning - supervised learning, semi supervised learning, unsupervised learning, Linear regression, Decision Tree classifier – constructing decision Tree, Bayes - Naive Bayes		Ability to define machine Learning Able to describe Types of learning and differences among them	9
Applications of Data Science	Applications of Data Science in Business domain: Using Data Science in Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics and Supply Chain Analytics.	Understand the role of Data Science and Machine learning various business domains	Able to describe how we can use Data Science and Machine Learning in the domain Specified	9

Reference Books:

Sr. No.	Name of the	Title of the Book	Year	Publisher
(Author		Edition	Company
1	Pang-Ning Tan,	Introduction to Data Mining	2021,	Pearson
	Michael		Second	Education
	Steinbach, Vipin		Edition	
	Kumar			
2	B. Uma	Introduction to Data Science	2021	Wiley India
	Maheswari, R.			
	Sujatha			
(3)	Peter Bruce,	Practical Statistics for Data	2020	O'Reilly Media
	Andrew Bruce,	Scientists: 50+ Essential Concepts		
	Peter Gedeck	Using R and Python		

Online Resources:

	C	
Online		Website address
	Resources No.	
	1	https://www.simplilearn.com/tutorials/data-science-tutorial
	2	https://www.w3schools.com/datascience/default.asp
	3	https://www.geeksforgeeks.org/data-science-tutorial

Resources No.	Website address
1	NPTEL / Swayam
2	www.edx.com
3	www.coursera.com

Programme: BBA CBCS-Revised Syllabus w.e.fYear 2022-2023				
Semester	Code Code			
IV	406	Technical Analysis for Investment in Stock Market		
Type of Course	Credits	Evaluation	Marks	
AEC	02	IE(100)	100	

Course Objectives:

- 1.To understand basic concepts of Technical analysis
- 2. To study different tools for analysis.
- 3. To understand the application of techniques for trading.
- 4. To develop analytical Skills for making Sound investment decision.

Course Outcomes:

At the successful completion of the course the learner will be able to

- 1. Understand the risk and return relationship
- 2 Take decision on whether to stay invested in a company or sell the shares and come out.
- 3. Study the companies, analyze financials, and look at quantitative and qualitative aspects.
- 4. It enables to understand the psychology in trading.

UnitNo.	Subunit	Competencies	Competencyi ndicators	Sessions
I Stock Market Indices	Stock Market Indices: Meaning, Purpose, and Construction in developing index – Methods (Weighted Aggregate Value method, Weighted Average of Price Relatives method, Free-Float method) – Stock market indices in India – BSE Sensex - Scrip selection criteria – Other BSE indices (briefly) – NSE indices – S&P CNX Nifty – Scrip selection criteria – Construction – Stock market indices in foreign	Demonstrate competence in Stock market Indices Concept	Application of tools on different index	6
	countries (Overview).			

UnitNo.	Subunit	Competencies	Competency indicators	Sessions
II Fundamental Analysis	Economic analysis, Industry analysis and Company analysis. Financial Statement Analysis: shareholder's equity-balance sheet and Income statement –cash flow – analysis of growth and sustainable earnings, Financial and Valuation Modeling: price earnings ratio – anchoring value on earnings – reverse engineering the model for active investing	Demonstrate Proficiency in Economic, Industry & Company Analysis	Understand the different financial statements	6
III Technical analysis:	Technical Analysis: Meaning – Purpose - History – Importance - assumptions - News and Your Trading - Managing a Trade - Dealing with Disaster - Reward to Risk Ratio - Psychology in Trading and Planning - using Public Fear as a Trading Tool - Analysis of a Losing Trade – support vs resistance – Intraday trend – trading gaps	Demonstrate Proficiency in tool and techniques for share trading	Understand the Psychology in Trading	6
Charting Techniques	Charting Techniques: Trend-Determining Techniques - The Market Cycle Model Financial Markets and the Business Cycle - Dow Theory - Typical Parameters for Intermediate Trends -Eliot Wave theory - Price Patterns - Smaller Price Patterns - One and Two Bar Price Patterns - Trend lines - charts- types - swing trading strategies	Demonstrate competence in understanding Charts	Understand Trend in the market	6

V	Behavioral Finance:	Understand the	To understand	6
Daharrianal		psychology of	investor's	
Behavioral Finance	Irrational influences – heuristic	Investor	psychology in	
rmance	driven biases – Frame		trading and planning	
	dependence – Emotional and			
	social influences - Efficient			
	market theory - basic concepts -			
	Forms of EMH – Random			
	Walk Theory – Market			
	Inefficiencies			

Reference Books:

Sr.No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Pring, Martin J.	"Technical Analysis Explained"	4th Edition	McGraw Hill
02	Nison, Steve; Nison, Nison	"Japanese Candlestick Charting Techniques	2 nd Edition	PHP
03	Punithavathy Pandian,	"Security Analysis and Portfolio Management"		Vikas Publishing House Pvt. Ltd.
04	D., Schwager, Jack; Mark, Schwager, Jack D. & Etzkorn,	Getting Started in Technical Analysis"	1999	John Wiley & Sons,

OnlineResources:

Online Resource No.	Website address
1	www.nseindia.com

Resource No.	Website address
1)	https://www.mooc.org

Programme: BBA CBCS– Revised Syllabus w.e.fYear 2022 –2023				
Semester	Course Code			
IV	406	Digital Marketing		
Type	Credits	Evaluation	Marks	
AEC	2	IE(100 marks)	100	

Course Objectives:

- To make students aware of the changes in the modern digital world.
- To introduce students to the fundamental concepts of marketing and role of Digital marketing
- To make students aware about changing consumer behavior in the digital world
- To give understanding of formulation digital marketing strategy
- To introduce students with various digital marketing platforms

Course Outcomes:

After completing the course successfully, the learner will be able to

- Understand the concepts of Digital marketing know the nature of digital marketing
- Make use of e -consumer behavior insights to meet the digital marketing needs of the modern era.
- Select appropriate digital marketing platform and plan digital marketing strategy
- Apply the concepts of SEO and SEM to build effective digital marketing plan.
- Choose appropriate channels of mobile marketing and affiliate marketing.
- Compose an e-mail with a goal of increasing reach and engagements.

Unit	Sub Unit	Competency/ Cognitive Abilities	Competency Indicators/ Course Outcomes	Sessions
Unit I Basics of Digital Marketing	Introduction to Digital Marketing: Fundamental concepts of marketing. Digital revolution in India. Nature, scope and significance of Digital marketing Difference between traditional marketing and digital marketing. Digital marketing platforms.	Remembering	RECALL the key concepts of marketing and role of digital marketing in the contemporary business world.	6

Unit II Digital Consumer	Understanding Consumer behavior in digital world. Marketing Funnel. Digital marketing funnel. The digital revolution in India.	Understandi	ILLUSTRATE characteristics of digital consumers related with digital buying behavior. Apply concept of marketing funnel with respect to Digital marketing in the current scenario.	6
Unit III Digital marketing Strategy:	STP for digital marketing. Concept of Digital/Online marketing Mix. Introduction to Digital marketing Platforms	Creating and Evaluating	Design STP and online marketing Mix Select he appropriate digital marketing platform for building effective digital marketing plan.	6
Unit IV SEO and SEM	WEBSITE PLANNING, SEARCH ENGINE MARKETING, SEO: SEM in digital marketing - Need & Types. Introduction to SEO-Benefits and Challenges. Difference between SEO and SEM	Applying	Able to design effective website and SEO,SEM strategy	6
Unit V E-MAIL MARKETING , MOBILE MARKETING	Email marketing- Meaning, Basics, Types and benefits. Mobile Marketing-Definition & Types.	Applying	Able to develop effective E- mail marketing, mobile marketing and	6

and	Introduction to Affiliate Marketing-	affiliate	
AFFILIATE	Need & Skills required.	marketing	
MARKETING		strategy.	

Reference Books:

Sr. No.	Name of the	Title of the Book	Year Edition	Publisher
	Author			Company
1	Dr. Rajan Saxena	Marketing Management	2019, Sixth	McGraw
			edition	Hill
				Publications
2	Philip Kotler, Garry	Principles of Marketing	2020,	Pearson
	Armstrong,		Eighteenth	Education
	PrafullaAgnihotri		edition	
3.	Andreas Ramos	Search Engine Marketing		McGraw-Hill
	&Steaphanie Cota,			
		-		Education.
4.		Digital Marketing 2.0,		Himalaya Publication,
	JayantaChakraborti,			India.
5	Peter Kent	SEO For Dummies	7th Edition	Wiley
6	Jason Smith	Email Marketing in a Digital	2015,1 st edition	Business Expert
		World : The Basics and Beyond		<u>Press</u>

Online Resources:

Online	Website address
Resources No.	
1	https://www.youtube.com/channel/UCBDgBiaon_9MMMVCumg-v1g
	https://www.mdgadvertising.com/marketing-insights/7-mobile-marketing-trends-to-watch-in-2020/

Resources No.	Website address
1	https://onlinecourses.swayam2.ac.in/imb20_mg20/preview

Programme: BBA CBCS- Revised Syllabus w.e.fYear2022 -2023				
Semester Course Course Title				
IV	407	Cyber Security		
Type of Course	Credits	Evaluation	Marks	
Course				
SEC	02	IE (100) 100		

Course Objectives:

- To create awareness about importance, ethical principles and standards of Cyber Security.
- To understand the concept of Cyber Security in Business Organizations, security measures and procedures at different levels within your IT environment.
- To manage the security issues in systematic way.

Course Outcomes:

At the successful completion of the course the learner will be able to

- The course will provide the student with an understanding of the principles of cyber security.
- To understand security policy, Information security management at all functional levels of organization.
- The basic background of Security and its implementation is required to undertake this course.
- Students will come to know interrelationship between the various elements of Cyber security and its role in protecting organizations information at all levels.

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
I Cyber Security and Business Application	The Definition of Cyber Security: Its importance and purpose. Need for cyber security. Layered approach to cyber security. Latest Technological Trends: Introduction to IoT How the Internet of Things (IoT) Is Changing the Cyber security Landscape? Threats and Countermeasures of IoT Cyber security concerns and solution in Smart City & Home Automation.	Demonstrate competence in fundamentals of Cyber Security. Layered-security approach.	Understand the importance of Cyber Security. Understand the concept of cyber security along with its need in day to day life. Layered-security approach is about maintaining appropriate security measures and procedures at five different levels within your IT environment	6

Unit No.	Sub unit	Competencies	Compete ncy indicato rs	Sessions
II Passwords Security and Web Browser Security III Firewall And UTM	What is password, Types of passwords: BIOS password System password Administrator password: User password. Types of passwords attacks, Web browser security: Understanding web browsers, Security features of different web browsers. Internet Explorer, Google Chrome, Firefox Mozilla Opera Understanding the Firewall What exactly Unified Threat Management Is? Use of Firewall and UTM Advantages and Disadvantages of UTM	Demonstrate Proficiency in Passwords Security and Web Browser Security. Passwords and are extremely important aspect of security policy. They are the front line of protection for user accounts. How one can safeguard his system by setting strong password. This will explain security settings and features of different web browsers which will be very useful for users to secure his web browsing activities. Capability in applying organizing activity.	Understand Passwords Security and Web Browser Security. Practical sessions on various password attacks and their countermeasures using windows and cross platform tools. Demonstrating various password stealing methods and how to protect our system Understand and apply process of delegation of authority	6
IV Physical Security and Mobile Security in Corporate Environme nt	Understanding physical security Need for physical security Physical security equipment. Mobile Security: Different Mobile platforms., Mobile security features. Applications of mobile security Different security options in mobile like encryption etc.	To understand physical security and its need. For application of physical	Understand the various Physical Security and Mobile Security	6

V	What is E-mail?	To understand	Practical	6
Malware and Email Security (Protection against business frauds)	Understanding how Email works. Types of Email. Email Security — How to set up spam filters, Prevent yourself from phishing, Use encryption. Keep your computer updated. What are Malwares? Different types of Malwares like viruses, Worms, Trojans, Adwares, Spywares, Ransomware Rootkits, and Keyloggers etc. How to secure system from malware?	Email security includes how to secure emails by setting spam filters, by using encryption etc. To understand different types of malwares. how to secure yourself from Malwares	knowledge to secure email communication. How to detect malicious mails and threats coming through email. Identifying various Malware detecting and securing computers and network from Virus,Worm,Ra nsomeware,Troj an,Spyware, Adware	

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Nina Godbole and Sunit Belpure	Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives	2012	Wiley
02	Mark Stamp	Information Security: Principles and Practice	2005	Kindle Edition - Amazon Books
03	V.K. Pachghare	Cryptography and information Security	2003	PHI Learning Private Limited
04	Tony Campbell	Practical Information Security Management	2016	Amazon Books

Online Resources:

Online Resource No.	Website address	
1 2	www.edx.com, www.coursera.com	

Resource No.	Website address
	https://www.mooc.org NPTEL / Swayam,

Programme: BBACBCS-RevisedSyllabusw.e.fYear2022-2023				
Semester	Code Code	CourseTitle		
IV	408	Psychology & Life Skills		
Type of Course	Credits	Evaluation	Marks	
SEC	02	IE (100)	100	

CourseObjectives:

- i) To impart knowledge about basic of psychology. .
- ii) To develop decision making capabilities of the students /learners
- iii) To impart knowledge of Life skills.
- iv) To enable the students in identifying the business problems and provide solutions to it.
- v) To enable the students in collecting, organizing and analyzing the information related to business
- vii) To develop managerial insights through Indian Ethos and values
- viii) To sensitize the students about environmental issues and sustainable consumption

CourseOutcomes:

At the successful completion of the course \the learner will be able to

- i) Demonstrate an understanding of Basic Psychology & life skills.
- ii) Communicate effectively with various stakeholders of business
- iii) Make sound business decisions.
- iv) Collaborate with others in the organizational context, manage resources and lead them in the pursuit of organizational goals
- y) Identify the need for and engage in lifelong learning in the field of business management
- vi) Create sustainable and ethical business policies

UnitNo.	Sub unit	Competencies	Competency	Sessions
			indicators	
I	Introduction, Psychology	Demonstrate	Understand and	6
Psychology	of abnormal behavior,	competence in	managing anxiety,	
	anxiety disorder,	understanding	stressors etc.,	
	obsessive compulsive	Psychology		
	disorders (OCD),	Basics		
	Trauma & Stressor			
	related disorders			

II Know thyself	Knowing oneself, interpersonal skills, Skills development	Demonstrate Proficiency in understanding oneself.	Understand and apply Process of skill development	6
Personality Development	Grooming Define personality, PQ, IQ,EQ,SQ, Personality Development tips	Capability in Grooming oneself properly	Understand and apply traits of personality development	6
Communicati on	Written, verbal,non- verbal, NLP (Neuro linguistic programming)	Competence in applying verbal and non-verbal communicat ion.	Understand the various approaches and application of the NLP	6
V Art of Living	Yoga, Meditation techniques e.g. Art of Living, Vipassana etc.,	Develop ability in using various Yoga & Meditation techniques	Preparation for application of the Art of living techniques.	6

ReferenceBooks:

Sr.No.	NameoftheAuthor	Title oftheBook	Year ofEditi on	Publisher
01	Dr. Sachin Vernekar	How to Lead a Meaningful Life: 52 Personality Development Tips	2020	e-book Kindle Amazon
02	Dr. Shyam Shukla	Campus D'entreprise	2019	E e-book Kindle Amazon book .
03	SK MANGAL	General Psychology	2020	Sterling Publishe rs Pvt.Ltd.
04	Victor Langbehn	Psychology for Beginners	2019	Tim Ong

OnlineResources:

Online Resource No.	Website
	address
1	https://ocw.mit.edu/ans7870/9/9.00SC/MIT9_00SCF11_text.pdf

Resource No.	Website address
1)	https://www.mooc.org



BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY), PUNE

Faculty of Management Studies BBA Old Syllabus



BHARATI VIDYAPEETH

[DEEMED TO BE UNIVERSITY]

'A' Grade University Status by Ministry of HRD, Govt. of India Re-Accredited by NAAC with 'A' Grade

FACULTY OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION Choice Based Credit System (BBA - 2018) (CBCS)

SYLLABUS

Course Structure

Applicable with effect from 2018-19

Bharati Vidyapeeth

[Deemed to be University],

Pune

Faculty of Management Studies

Bachelor of Business Administration Programme (BBA)

Revised Course Structure

(To be effective from 2018-2019)

The BBA Programme.....

The Bachelor of Business Administration Programme (BBA) is a full time three year programme offered by Bharati Vidyapeeth Deemed University (BVDU), Pune and conducted at its management institutes in New Delhi, Pune, Navi Mumbai, Kolhapur, Sangli, Karad and Solapur. All the seven institutes have excellent faculty, Laboratories, Library, and other facilities to provide proper learning environment. The University is accredited by NAAC with an 'A' grade. The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses. The BBA programme focuses on imparting to students the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavour. While designing the BBA course, the above facts are considered and the requirements for higher studies and immediate employment are visualized. This effort is reflected in the Vision and Mission statements of the BBA programme. Of course, the statements also embody the spirit of the vision of Dr. Patangraoji Kadam, the Founder of Bharati Vidyapeeth and Chancellor, BharatiVidyapeethDeemedUniversity which is to usher in "Social Transformation Through Dynamic Education."

Vision

To prepare the students to cope with the rigor of Post Graduate Programmes in India and Abroad as well as to prepare them for managing Businesses globally and as Entrepreneurs who will also be sensitive to societal concerns.

Mission

To impart sound conceptual knowledge and skills in the field of Business Management studies that can be leveraged for enhancing career prospects and higher education in the said discipline.

Objectives

The Bachelor of Business Administration (BBA) degree programme has the following objectives...

- To provide students with an in-depth knowledge of Management and Business concepts
- To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organisations at a global level
- To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

Duration:

The duration of the BBA degree programme shall be of three years divided into six Semesters. i.e. BBA Part – I (Sem-I & II), BBA Part – II (Sem-III & IV) and BBA Part – III (Sem V & VI). The medium of instruction and examination will be only English.

Eligibility Requirements

A candidate applying for BBA programme should have passed higher secondary or equivalent examination (10+2) of any recognized Board satisfying the following conditions:

1. Subject to the above conditions, every eligible candidate has to pass a common All India Entrance test (B-UMAT) conducted by Bharati Vidyapeeth Deemed University, Pune. The final admission is based solely on the merit at the B-UMAT test

Note: Elective will be offered only if a minimum of ten (10) students opt for the same in semester V.

Grading System for Programmes under Faculty of Management Studies:

1. **Grade Points**: The Faculty of Management Studies, Bharati Vidyapeeth University has suggested the use of a 10-point grading system for all programmes designed by its various Board of Studies. A grading system is a 10-point system if the maximum grade point is 10. The system is given in Table I below.

Table I: The 10-point Grading System Adapted for Programmes under FMS

Range of Percent Marks	[80, 100]	[70, 79]	[60, 69]	[55, 59]	[50, 54]	[40, 49]	[00, 39]
Grade Point	10.0	9.0	8.0	7.0	6.0	5.0	0.0
Grade	0	A +	A	B+	В	C	D

Formula to calculate GP is as under:

Set x = Max/10 where Max is the maximum marks assigned for the examination (i.e. 100)

Formula to calculate the individual evaluation

Range of Marks	Formula for the Grade Point
$8x \le Marks \le 10x$	10
$5.5x \le Marks \le 8x$	Truncate $(M/x) +2$
$4x \le Marks \le 5.5x$	Truncate $(M/x) + 1$

2.Scheme of Examination: Courses having Internal Assessment (IA) and University Examinations (UE) shall be evaluated by the respective institutes and the University at the term end for **40(forty)** and **60(Sixty)** Marks respectively. The total marks of IA and UE shall be 100 Marks and it will be converted to grade points and grades.

CCA – Comprehensive Continuous Assessment - Courses having *only Comprehensive Continuous Assessment (CCA)* the respective institutes will evaluate the students in various ways such as *Class Test, Presentations, Field Assignments and MiniProjects* for a total of 100 marks during the term. Then the marks will be converted tograde points and grades.

Open Courses shall be evaluated for <u>50</u> marks only (fifty marks only).

3. Standard of Passing:

For all courses, both UE and IA constitute separate heads of passing (HoP). In order to pass in such courses and to earn the assigned credits, the learner must obtain a minimum grade point of 5.0 (40% marks) at UE and also a minimum grade point of 5.0 (40% marks) at IA.

If learner fails in IA, the learner passes in the course provided, he/she obtains a minimum 25% marks in IA and GPA for the course is at least 6.0 (50% in aggregate). The GPA for a course will be calculated only if the learner passes at UE.

A student who fails at UE in a course has to reappear only at UE as backlog candidate and clear the Head of Passing. Similarly, a student who fails in a course at IA he has to reappear only at IA as backlog candidate and clear the Head of Passing. to secure the GPA required for passing.

The 10 point Grades and Grade Points according to the following table

Range of Marks (%)	Grade	Grade Point
80≤Marks≤100	О	10
70≤Marks≤80	A+	9
60≤Marks≤70	A	8
55≤Marks≤60	B+	7
50≤Marks≤55	В	6
40≤Marks≤50	С	5
Marks < 40	D	0

The performance at UE and IA will be combined to obtain GPA (Grade Point Average) for the course. The weights for performance at UE and IA shall be 60% and 40% respectively.

GPA is calculated by adding the UE marks out of 60 and IA marks out of 40. The total marks out of 100 are converted to grade point, which will be the GPA.

Formula to calculate Grade Points (GP)

Suppose that "Max" is the maximum marks assigned for an examination or evaluation, based on which GP will be computed. In order to determine the GP, Set x = Max/10 (since we have adopted 10 point system). Then GP is calculated by the following formulas

Range of Marks	Formula for the Grade Point
8x ≤ Marks≤10x	10
5.5x ≤ Marks≤8x	Truncate (M/x) +2
4x ≤ Marks≤5.5x	Truncate (M/x) +1

Two kinds of performance indicators, namely the Semester Grade Point Average (SGPA) and the Cumulative Grade Point Average (CGPA) shall be computed at the end of each term. The SGPA measures the cumulative performance of a learner in all the courses in a particular semester, while the CGPA measures the cumulative performance in all the courses since his/her enrollment. The CGPA of learner when he /she completes the programme is the final result of the learner.

The SGPA is calculated by the formula

$$\frac{SGPA = \sum Ck * GPk}{\sum Ck},$$

where, Ck is the Credit value assigned to a course and GPk is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study during the Semester, including those in which he/she might have failed or those for which he/she remained absent. **The SGPA shall be calculated up to two**

decimal place accuracy.

The CGPA is calculated by the following formula

$$CGPA = \frac{\Sigma C_k * GP_k}{\Sigma C_k}$$

where, Ck is the Credit value assigned to a course and GPk is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study from the time of his/her enrollment and also during the semester for which CGPA is calculated.

The CGPA shall be calculated up to two decimal place accuracy.

The formula to compute equivalent percentage marks for specified CGPA:

	10* CGPA-10	If $5.00 \le CGPA \le 6.00$
	5 * CGPA+20	If $6.00 \le CGPA \le 8.00$
% marks (CGPA)	10 * CGPA-20	If $8.00 \le CGPA \le 9.00$
	20 * CGPA-110	If $9.00 \le CGPA \le 9.50$
	40 * CGPA-300	If $9.50 \le CGPA \le 10.00$

Award of Honours:

A student who has completed the minimum credits specified for the programme shall be declared to have passed in the programme. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks (%)
9.5≤CGPA ≤10	О	Outstanding	80≤Marks≤100
9.0≤CGPA ≤9.49	A+	Excellent	70≤Marks≤80
8.0≤CGPA ≤8.99	A	Very Good	60≤Marks≤70
7.0≤CGPA ≤7.99	B+	Good	55≤Marks≤60
6.0≤CGPA ≤6.99	В	Average	50≤Marks≤55
5.0≤CGPA ≤5.99	С	Satisfactory	40≤Marks≤50
CGPA below 5.0	F	Fail	Marks below 40

c) ATKT Rules:

- 1. A student is allowed to carry backlog of any number of subjects for Semester IV.
- 2. A student must pass Semester I and Semester II to appear for Semester V.

* * *

BBA Program Structure 2018-19. (As per UGC guidelines – template for BBA – 136 credits)

BBA - Sem I and Sem II w.e.f 2018-19

Semester I					Semester II				
Code	Course Title	Credit	Examination Pattern	Code	Course Title	Credit	Exami nation Pattern		
101	Business English - Communication.	4	UE & IA	201	Environmental Science	2	CCA		
102	Business Organization & Systems	4	UE & IA	202	Principles of Management	4	UE & IA		
103	Micro Economics	4	UE & IA	203	Macro Economics	4	UE & IA		
104	Business Accounting.	4	UE & IA	204	Management Accounting	4	UE & IA		
105	Foundations of Mathematics and Statistics	4	UE & IA	205	Business Statistics	4	UE & IA		
106	Community Work-I	2	CCA	206	Community Work – II Swachha Bharat Abhiyan	2	CCA		
	Career & Life Skills				Sectoral Analysis				
	Waste management				Smart Cities				
	Total Credits →	22				20			

Exam Evaluation Pattern

- ➤ CCA Comprehensive Continuous Assessment
- ➤ UE University Evaluation
- ➤ IA Internal Assessment

BBA Program Structure 2018-21.

(as per UGC guidelines – template for BBA – 136 credits)

BBA – Sem III and Sem IV w.e.f 2018-21

	S	emester III				,	Semester IV		
Code		Course Title	C re di t	Exam inatio n Patter n	Code		Course Title	C re di t	Exami nation Pattern
301	SEC	Computer Applications for Business(Theory - 3 & Lab -2)	4	CCA	401	SEC	Enhancing Personal & Professional Skills (Theory - 3 & Lab -2)	4	CCA
302	С	Organizational Behavior.	4	UE & IA	402	C	Human Resource Management	4	UE & IA
303	С	Principles of Marketing.	4	UE & IA	403	C	International Business	4	
304	С	Introduction to Financial Management	4	UE & IA	404	С	Business Research	4	UE & IA
305	С	Entrepreneurship Development	4	UE & IA	405	C	Business Laws.	4	UE & IA
306	GE	Community Work Start-up Management Agro Tourism	3	CCA	406	GE	Community Work Basics of Taxation Yoga - I	3	CCA
		Total Credits→	23					23	

Courses Types

- ➤ AECC/SEC Ability Enhancement Compulsory Course / Skill Enhancement Course (Lab / Practical / Demo etc)
- C Core Course Compulsory for BBA Discipline
- ➤ GE Generic Elective Open Elective / Interdisciplinary
- > DSE Discipline Specific Elective

Exam Evaluation Pattern

- ➤ CCA Comprehensive Continuous Assessment
- ➤ UE University Evaluation
- ➤ IA Internal Assessment

BBA Program Structure 2018-21.

(as per UGC guidelines – template for BBA – 136 credits)

BBA - Sem V and Sem VI w.e.f 2018-21

Semester V				Semester VI					
Code		Course Title	Cr edi t	Examin ation Pattern	Cod e		Course Title	C r e d it	Exa min atio n Patt ern
501	SEC	Summer Internship Report &Viva	6	CCA	601	SEC	Industrial Exposure. (Mini Project)	5	CC A
502	С	Services Management	4	UE & IA	602	C	Introduction to Strategic Management	4	UE & IA
503	DS E	Elective Paper – I	4	UE & IA	603	DSE	Elective Paper – III.	4	UE & IA
504	DS E	Elective Paper – II	4	UE & IA	604	DSE	Elective Paper – IV	4	UE & IA
505	С	Introduction to Operations Research	4	UE & IA	605		Disaster Management	4	CC A
506	GE	Social Media Management Road Safety & Management Event Management Total Credits→	2 24	CCA	606	GE	Business Ethics Basics of Hospitality Management Yoga - II	2 4	CC A

Courses Types

- ➤ AECC/SEC Ability Enhancement Compulsory Course / Skill Enhancement Course (Lab / Practical / Demo etc)
- ➤ C Core Course Compulsory for BBA Discipline
- ➤ GE Generic Elective Open Elective / Interdisciplinary
- > DSE Discipline Specific Elective

Exam Evaluation Pattern

- ➤ CCA Comprehensive Continuous Assessment
- ➤ UE University Evaluation
- ➤ IA Internal Assessment

Specializations Offered:

Marketing Management	Human Resource Management
Financial Management	International Business Management
Entrepreneurship Development	Financial Markets

Note: ADD ON Courses:

Courses such as mentioned below may be introduced as ADD-ON courses separately. The Add on Courses are not compulsory for the students and may be introduced on demand on Payment basis, with prior approval of concerned authorities)

- a) Foreign Language
- b) Office Automation Tools
- c) Supply Chain Management
- d) Event Management

Course Code 101

BBA- Sem - I (CBCS 2018)

Business English - Communication

Credits: 4 **UE + IA: 60:40**

Course Type: AECC

Course Objectives:

- To acquaint students in managerial communication from every perspective that is globally demanding.
- To acquaint students with the required skills for effective communication in business organizations
- To enable students to develop confidence and expertise in composing effective communication skills essential in Business Situations

Learning Outcomes:

After studying this subject, the student should be able to:

- Understand how to converse in business situations
- Write effective e-mails. Letters
- Write formal and informal Reports

Unit 1: Concept and Nature of Communication

(12 hours)

Meaning and Introduction, Importance and Nature of Communication. Process and Objectives of Communication. Channels of Communication, Barriers to Communication, Overcoming barriers, Seven C's of effective communication

Unit 2: Verbal Communication

(12 hours)

Verbal Communication (oral) – Meaning, Advantages, Disadvantages, Essentials of effective oral communication, Types. Speaking Skills – Meaning and importance – Guidelines for preparing a Speech – Strategies for good conversation

Exercises on Verbal communication.

Unit 3: Non – Verbal Communication

(12 **hours**)

Meaning, Importance, Uses of non verbal communication, Body Language, Gestures, Postures, Para Language, non verbal aspects of written communication.

Unit 4: Listening, Reading Skills, Presentation Skills

(12 hours)

Listening Skills – Meaning and importance – Types – Listening Barriers – Overcoming barriers to improve Listening skills. Exercises on Listening Skills, Reading Skills – Meaning and importance – Steps for better reading. Exercises to improve Reading Skills,

Introduction and importance, Planning the Presentation. Presentation Structure. Organizing the Presentation. Qualities of a skillful Presenter. Use of Visual aids in Presentation.

Unit 5: Written Communication

(12 hours)

Writing Skills – Meaning and importance of written communication in business, Business Letters: Tactful use of language – Structure of a Business letter - Business letter formats – Types of letters: Letters of inquiry and Reply, Letters placing orders and reply, Letter of Complaint, Claims and Adjustments, Sales letters, Job application letters.

Reference Books:

- 1. Urmila Rai and S. M Rai, Effective Communication (Himalaya Publishing House)
- 2. Shirley Taylor, Communication for Business, Pearson Education, New Delhi
- 3. Raymond Lesikar, Marie E Flatley, Basic Business Communication –(Tata McGraw Hill)

Online Resources:

http://www.notesdesk.com/notes/business-communications/business-communication-and-its-types/

MOOCs:

https://swayam.gov.in/

https://alison.com/:

https://eDx.com/:

https://www.edx.org/course/business-communications-ubcx-bus2x

https://Coursera.com/:

https://www.coursera.org/courses?languages=en&guery=business%20communication

Course Code 102

BBA- Sem - I (CBCS 2018)

Business Organization & Systems

Credits: 4 **UE + IA: 60:40**

Course Type: Core

Course Objectives:

- To acquaint students with fundamentals of business organization and management systems as a body of knowledge.
- To impart to the students an understanding of business concepts with a view to prepare them to face challenge of managing business in the new era.

Learning Outcomes:

On successful completion of this syllabi the students will

- Understand the basic concepts in commerce, trade and industry. He will be exposed to modern business world.
- Understand modern business practices, forms, procedures and functioning of various business organizations.

Unit 1: Introduction to Business

14 hrs.

Concept of business – meaning, definition, nature and scope, characteristics of business. Business as an economic activity. Objectives of business. Structure of business. Requisites for success in modern business. Meaning, scope and evolution of commerce & industry, Industrial Revolution, beginning and growth of Indian business, industrialisation in India. Globalization & challenges for Indian Business in the modern era.

Unit 2: Forms of Business Ownership

8 hrs

Introduction to various forms – factors affecting choices of an deal form of ownership, features merits and demerits of sole proprietorship – joint Hindu family business – partnership – joint stock company – cooperative organisation, public enterprises.

Unit 3: Formation of a Company

10 hrs

Stages in formation and incorporation of a company (e promotion – incorporation and registration – capital subscription – commencement of business. - documents of a company i.e. Memorandum of association – articles of association – prospectus.

Unit 4: Establishment of Business Enterprise

12 hrs

Various factors to be considered while starting a new business enterprise i.e. Identification of business opportunity – market assessment – suppliers – technology – location – human resource – finance etc. Small and medium enterprises – meaning characteristics and objectives. Role of support organisation such as trade associations and chambers of commerce.

Unit 5: Organization of Trade

12 hrs

Channels of distribution - meaning, functions and types. Internal trade - wholesale and retail

External trade – import and export. Role and importance of support services to business such as transport insurance etc. Business combinations – mergers and acquisitions. Franchising. Business process outsourcing. Multinationals – concept and role of MNCs. Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.

Reference Books:

- 1) S.A. Sherlekar ,Modern Business Organization And Management (Himalaya Publishing House)
- 2) Y.K. Bhushan ,Fundamental Of Business Organization & Management (S Chand Publishers)
- 3) Basu, C. R.; *Business Organization And Management*, Tata Mcgraw Hill, Publishing House, New Delhi, 1998
- 4) B S Moshal, J P Mahajan, j s gujral, business organization and management –. Galgotia publishing co, new Delhi
- 5) Redmond James, Robert Trager, media organization and management –, Biztantra, New Delhi
- 6) Business Environment Text and Cases By F. Cherunilam (Himalaya Publication House)

Online Resources:

- 1) https://www.leanmethods.com/
- 2) https://sol.du.ac.in/library/
- 3) https://www.wto.org/

- 1) Designing the Organization: From Strategy to Organizational Structure (Coursera)
- 2) Understanding Modern Business & Organisations (FutureLearn)
- 3) Managing the Organization: From Organizational Design to Execution (Coursera)

Course Code 103

BBA- Sem - I (CBCS 2018)

Micro Economics

Credits: 4 UE + IA: 60:40

Course Type : Core

Course Objectives:

- To expose students to basic micro economic concepts.
- To apply economic analysis in the formulation of business policies.

Learning Outcomes:

Students will be able to use economic reasoning to problems of business.

Unit 1: Introduction to Micro Economics

12 hrs.

Business economics –meaning nature and scope; Micro and macro; Basic economic problems; Market forces in solving problems; Circular flow of income and expenditure; Tools for analysis (Functional relationships, Schedules, Graphs, Equations)

Unit 2: Demand Analysis and Utility Concept

12hrs.

Concept of demand; Law of demand; Factors affecting demand; Exceptions to law of demand; Market demand; Changes in demand; Elasticity of demand (Price, Income, Cross)

Concept of Utility, Cardinal & Ordinal Utility, Law Of Diminishing Marginal Utility

Unit 3: Supply and Cost & Revenue concepts

12 hrs.

Concept of supply, Factors affecting supply, Law of supply, Exceptions of law of supply Types of cost, Fixed and variable, Accounting and economic, Total cost, marginal cost, average cost, implicit & explicit cost, real and money cost, Short run and long run, Average revenue, total and marginal revenue. Opportunity cost, Money cost, , Law of returns to scale, Economies and diseconomies of scale, Law of Variable proportions

Unit 4: Market Analysis

12 hrs.

Features of markets, Pure, Perfect, Monopoly, Duopoly, Oligopoly, Monopolistic competition Equilibrium of firm and industry under perfect competition, Price determination under monopoly, Price and output determination under monopolistic competition

Unit 5: Theories of Distribution

8 hrs.

Marginal productivity theory of distribution, Rent –modern theory of rent, Role of trade union and collective bargaining in wage determination, Interest –liquidity theory of interest Profits- Dynamic, Innovation, Risk and uncertainty bearing theories of profits

Reference Books:

- 1. Microeconomics theory and Application-D N DWIVEDI-Vikas.
- 2 Seth –micro economics
- 3. Mithani –managerial economics
- 4. M.jhingan
- 5. Ahuja.microeconomic analysis

MOOCs:

https://swayam.gov.in/ :Accounting for Managerial Decisions

https://alison.com/: Fundamentals of Financial Accounting

Course Code 104

BBA- Sem - I (CBCS 2018)

Business Accounting

Credits: 4 **UE + IA: 60:40**

Course Type : Core

Course Objectives:

- To impart to the learners the basic accounting knowledge
- To train in the accounting process from entering business transactions to Journal to preparation of Final Accounts.

Learning Outcomes:

After the completion of the course, the students will understand:

- Importance and utility of Financial Accounting
- Accounting process from entering the business transactions to journal to preparation of Final Accounts of a sole proprietor.

Unit 1: Introduction to Financial Accounting:

6 hrs.

Definition and Scope of Financial Accounting, Objectives of Financial Accounting, Book Keeping v/s. Accounting, Basic Terms used in Accounting, Users of Financial Statements, Limitations of Financial Accounting

Unit 2: Accounting Principles and Accounting Standards:

6 hrs.

Accounting Concepts, Accounting Conventions, Meaning of Accounting Standards, Significance of Accounting Standards.

Unit 3: Journal & Subsidiary Books:

14 hrs.

Accounting Process, Types of Accounts, Rules of Accounts, Preparation of Journal, Simple and Combined Journals entries.

Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Cash Book

Unit 4: Ledger Posting and Trial Balance:

12 hrs.

Meaning and Utility of Ledger, Format of Ledger Account, Procedure of posting Journal entries to Ledger Accounts, Balancing of Ledger Account, Preparation of Trial Balance

Unit 5: Depreciation:

8 hrs.

Meaning of Depreciation, Causes of Depreciation, Methods of charging depreciation: Written Down Value & Straight Line Method, Accounting treatment of Depreciation

Unit 6: Meaning and Preparation of Final Accounts:

14 hrs.

Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary

business.

Reference Books:

- 1. Anil Chowdhry Fundamentals of Accounting & Financial Analysis (PearsonEducation)
- 2. Jane Reimers Financial Accounting (Pearson Education)
- 3. Rajesh Agarwal & R Srinivasan, Accounting Made Easy (Tata McGraw –Hill)
- 4.Dr. S. N. Maheshwari, Financial Accounting For Management: (Vikas Publishing House)
- 5. Robert Anthony, David Hawkins, Business Accounting. (Tata McGraw –Hill)
- 6. Ashok Sehgal, Fundamentals of Financial Accounting, (Taxmann)
- 7. Dr. S. N. Maheshwari, Sharad K. Maheshwari, Financial Accounting for BBA

Online Resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

MOOCs:

https://swayam.gov.in/: Accounting for Managerial Decisions

https://alison.com/: Fundamentals of Financial Accounting

Course Code 105

BBA- Sem - I (CBCS 2018)

Foundation of Mathematics & Statistics

Credits: 4 **UE + IA: 60:40**

Course Type : Core

Course Objectives:

- i) To develop knowledge of key theories, concepts in Mathematics.
- ii) To enhance ability to problem solving
- iii) To build ability to apply mathematical and statistical concept for business applications

Learning Outcomes:

- i) Students will be able to solve problems in Mathematics using appropriate concepts
- ii) Students will be able to effectively apply the statistical tools for business applications

Unit 1: 12hrs.

Profit and Loss, Discount, Commission, Brokerage, Rates and Taxes, Insurance, Partnership, Bill of Exchange, Stock and Shares, Payroll

Unit 2: 12 hrs.

Simple interest and Compound interest and Annuity:

Simple interest, Compound Interest, Interest Compounded Continuously, Compound Amount at changing rate, Introduction of Annuity, Amount and Present Value of Immediate or Ordinary Annuity, Annuity Due,

Unit 3: 12hrs.

Matrices and Determinants & Simultaneous Linear equations:

Definition of a Matrix, Matrix operations, Determinants, Properties of determinants. Applications in Business Problem, Solution of Simultaneous equations Linear Equation in two unknowns. Permutations and Combinations

Unit 4: 12 hrs.

Introduction to Business Statistics

Definition, descriptive and inferential statistics in business, scope of statistics, Population and sample, data, types of data, sources of data, methods of data collection.

Unit 5: 12 hrs.

Data presentations and graphical displays

Frequency, cumulative frequency distribution, Frequency distributions, importance of Diagrammatic and Graphic Representation of data, frequency polygons and frequency curves, histograms, Ogive Curves.

Reference Books:

- 1. Schaum Series, Basic Business Mathematics
- 2.Padmalochan Hazarika, A class textbook of Business Mathematics.
- 3.M. G. Dhaygude, Commercial Arithmetic and Statistics.

4.Busines Statistics,S.C.Gupta
5. Eugene Don, Joel lerner, Basic Business Mathematics, Tata McGraw Hill Publication.
6.Dr.Padmalochan Hazarika, A textbook of Business Mathematics
Online Resources:
https://en.wikipedia.org/wiki/Business_mathematics
https://www.universiteitleiden.nl//mathematics/mathematics-and-science-based-business Mathematics
https://www.tru.ca/distance/courses/math1091.html
MOOCs:
www:/Alison
www/SWAYAM
40.0
www/NPTEL

BACHELOR OF BUSINESS ADMINISTRATION

Generic Elective / Interdisciplinary

Course Code 106 BBA- Sem - I (CBCS 2018) Community Work

Credits: 2 CCA: 50 marks

Course Type : Generic Elective / Interdisciplinary

Course Objectives:

This course aims to expose the students to social issues and help them Participate in community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc

- (I) To expose the students towards social reality and role of community development for social upliftment and well being
- (II) To involve students in community work through active involvement and participation

Learning Outcomes:

Students will be able to know the community needs and understand their role ito contribute meaningfully towards community development

Unit 1: 5 hrs

History, meaning, Goals, values, functions, role and process of community work. Professional and voluntary community work. Attitudes, roles and skills of a community worker

Unit 2: 10 hrs

Social concerns in India: poverty, unemployment, population, problems faced by women – dowry, domestic violence, etc. Social problems - terrorism, corruption, caste conflict, drug abuse, AIDS, ETC.

UNIT 3: 15 hrs

Types of community work. Caring for needy, helping the poor, fundraising drives- organizing

COMMUNITY HOURS:

Participate in community service trips/events organized at institute, state level etc , Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc , Submit a report on a particular type of community involvement undertaken

Course Code 106

BBA- Sem - I (CBCS 2018)

Career & Life Skills

Credits: 2 CCA: 50 marks

Course Type : Generic Elective / Interdisciplinary

Course Objectives:

- a. To help students make well-informed, thoughtful decisions regarding your future as adults.
- b. To develop behaviours and attitudes that help students contribute to the community in a positive manner.
- c. Give you skills and knowledge to contribute to the well-being and respect of the self and others

Learning Outcomes:

Students will be able to understand self potential and ways to enhance capabilities.

Unit 1: Introduction to Life Management

Life management-definition, scope and application, concept of emotions, self belief, setting realistic goals, understanding system

Unit 2: Developing Emotional Potential and Physical Potential

12 hrs

Improving thinking skills, improving study skills, planning education

Eating habits, healthy foods, staying healthy, changing habits-the self change model

Developing Your Intellectual Potent

12 hrs

Effective communication, effective listening, effective speaking ,getting along with others, functioning in groups, how to delegate.

Definition-stress, handling change and stress, managing time, managing money, formulation of career plan, bring it all together

Unit 3: Career and Life Choices

Managing personal, lifelong career development.

Resource Choices... Making responsible decisions in the use of finances and other resources that reflect personal values and goals as well as a commitment to self and others.

Personal Choices... Understand the emotional/psychological, intellectual, social, spiritual, and physical dimensions of health and how these dimensions of health work together to contribute to personal well-being.

Reference Books:

LifeChoices Series: - LifeChoices: Careers, Healthy & Well, Relationships, Venturing Out

Online Resources:

- 1. <u>the life-changing magic of tidying up: the japanese art of decluttering and organizing</u> marie kondo
- 2. <u>how to organize (just about) everything: more than 500 step-by-step instructions for everything from organizing your closets to planning a wedding to creating a flawless filing system</u> peter walsh
- **3.** Mindset: the new psychology of success -carol s. Dweck

Course Code 106 BBA- Sem - I (CBCS 2018)

Waste Management

Credits: 2 CCA: 50 marks

Course Type : Generic Elective / Interdisciplinary

Course Objectives:

• to expose students to the issue of waste and waste management tools and techniques applicable for waste disposal and management.

Learning Outcomes:

After completion of the course students

- will be able to understand solid waste sources, health and environmental issues related to solid waste management.
- will get knowledge about Sources, handling and control of Biomedical, Chemical, Nuclear and e-wastes.
- will be able to understand the issues regarding waste disposal and management and will become aware of Environment and health impacts due to solid waste mismanagement

Unit – I Solid Waste Management-

10 hrs

10 hrs

Introduction to waste Management

Introduction, Meaning, Solid waste including municipal, hospital and industrial solid waste; health and environmental issues related to solid waste management. Provisions in Indian Penal Code for Environmental protection.

Unit – II Biomedical, Chemical, Nuclear and e-wastes

Biomedical wastes – Types – Management and handling – control of biomedical wastes, Chemical wastes – Sources –Environmental effects – Need for control – Health and environmental effects. Nuclear waste – Management of nuclear wastes, e-waste- sources and management.

Unit – III 10 hrs

Waste reduction at source —Treatment and disposal techniques for solid wastes—composting, vermin-composting, autoclaving, microwaving, incineration, non- incineration, Thermal techniques, use of refuse derived fuels, land-filling. **Reduce Reuse and Recycling Techniques:** Need for the concept-Various Types - Handmade Paper production —Reuse of materials-Recycle of material

Books Recommended:

- 1) A. D. Bhide and B.B. Sundaresan, "Solid Waste Management Collection, Processing and disposal" Mudrashilpa Offset Printers, Nagpur, 2001.
- 2) Biomedical waste (Management and Handling) Rules, 1998.
- 3) George Tchobanoglous, Hilary Theisen, Rolf Eliassen; Solid Wastes: Engineering Principles

and Management Issues; McGraw-Hill.

- 4) Manual on Municipal Solid Waste Management, New Delhi, Controller of Publications.
- 5) Freeman H.M. (1988) Standard Handbook of Hazardous Waste Treatment and Disposal, New York, McGraw-Hill.
- 6) Constitutional Law of India J.N. Pandey 1997 (31st Edn.) Central Law Agency Allahabad.
- 7) <u>Diganta Bhusan Das</u>, <u>Diganta Bhusan Das</u>; Solid Waste Management: Principles and Practice
- 8) George Techobanoglous et al, "Integrated Solid Waste Management" McGraw Hill, 1993.
- 9) A Study of Waste Management Systems in Pune Municiple Corporation, Rajendra Jagtap, Ph.D Thesis, Bharati Vidyapeeth University, Pune

List of Software/Learning Websites:

- i. http://www.moef.nic.in/legis/hsm/mswmhr.html
- ii. en.wikipedia.org/wiki/waste management
- iii. http://www.cyen.org/innovaeditor/assets/Solid%20waste%20management.pdf
- iv. http://www.ilo.org/oshenc/part-vii/environmental-pollution-control/item/514-solid-waste-management-and-recycling
- v. www.houstontx.gov/solidwaste
- vi. www.epa.gov/tribalmsw/
- vii. www.unc.edu/courses/2009spring/.../SolidWasteIndiaReview2008.pdf
- viii.http://www.digitalbookindex.org/_search/search010environmenwasterefusea.asp (e-books)

BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER 2

Course Code 201

BBA- Sem - II (CBCS 2018)

Environment Studies

Credits: 2 CCA: 50 marks

Course Type: Generic / Open Elective

Course Objectives:

- To sensitize the students on the environmental issues
- To educate the students about the threats to the environment and natural resources

Learning Outcomes:

Learners will be able to understand the different aspects of environments, the threats posed by human activities and the solutions for the same.

Unit 1: Nature and Scope

(8 Hrs)

The Multidisciplinary Nature of Environmental Studies Definition, scope and importance Need for public awareness.

Natural Resources Renewable and Non-renewable Resources: (a) Forest resources: (b) Water resources: (c) Mineral resources: (d) Food resources: (e) Energy resources: (f) Land resources:

Unit 2: Ecosystems

(6 Hrs)

Concept, Structure and function of an ecosystem. Energy flow in the ecosystem.

Introduction, types, characteristic features, structure and function of the following ecosystem: (a) Forest ecosystem (b) Grassland ecosystem (c) Desert ecosystem (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estauries)

Biodiversity and Its Conservation, Introduction, definition: genetic, species and ecosystem diversity. Threats to biodiversity: Endangered and endemic species of India. Conservation of biodiversity.

Unit 3: Pollution

(6 Hrs)

Environmental Pollution (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards

Unit 4: Social Issues and the Environment

(4 Hrs)

Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.

Unit 5: Environment and human health

(6 Hrs)

Population growth, Environment and human health. Value education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in environment and human health. Case Studies. Field Work -

Visit to a local area to document environmental assets—river/forest/grassland/hill/mountain. Visit to a local polluted site—Urban/Rural/Industrial/Agricultural.

Reference Books:

- 1. Agarwal, K.C.2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- 2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email: mapin@icenet.net (R)
- 3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc.480p
- 4. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
- 5. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T.2001. Environmental Encyclopedia, Jaico Publ. House. Mumbai, 1196p
- 6. Dc A.K., Environmental Chemistry, Wiley Eastern Ltd.
- 7. Down to Earth, Centre for Science and Environment(R)

Course Code 202

BBA- Sem -II (CBCS 2018)

Principles of Management

Credits: 4 **UE + IA: 60:40**

Course Type : Core

Course Objectives:

Students will be given the opportunity to learn

- Basic concepts of management and to enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of management.
- The role of leadership and management within an organization; appreciate different leadership styles and which one is suitable to a particular managerial context.

Learning Outcomes:

- Integrate management principles into management practices.
- Assess managerial practices and choices relative to ethical principles and standards.
- Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
- Determine the most effective action to take in specific situations

Unit 1: Introduction of Management

12 hrs

Introduction to Management- Definitions & Characteristics of Management-Scope of Management--Functions of Management. Skills for a Manager. The Evolution of Management Thoughts- Scientific Management, General Principles of Management.

Unit 2: Planning 8 hrs

Overview of Planning: Introduction to Planning & it's Importance; Planning Process; Types of Planning, Decision making Process - Types and Techniques.

Unit 3: Organizing

10 hrs

Introduction & Definition- Concept of Organization-Principles of Organization-Creating an Organization Structure-Informal Organization- Departmentalization, line and staff relationship.

Unit 4: Leading 10 hrs

Defining leadership, ingredients of leadership, Trait approach to leadership, Behavioral approach to leadership, and different styles of leadership.

Unit 5: Controlling 10 hrs

Controlling- Basic Concept, Relationship between Planning & Controlling. The Basic Control Process, Requirement for Effective Control, Control Techniques, Use of IT for Controlling.

Reference Books:

- 1. Stephen P Robbins, David A Decanzo, Fundamentals of Management, Pearson Education.
- 2. Richard L Daft, The New Era of Management, Thomson.
- 3. Prasad L.M, Prinicipals & Practices of Management, Sultan Chand & Sons.
- 4. Philip Sadler, Leadership, Kogan Page.

Online Resources:

Journals:

- 1. HBR
- 2. Indian Management
- 3. Human Capital

MOOCs:

- 1. Strategic Management (Open2Study)
- 2. Introduction to Operations Management (Coursera)
- 3. Critical Perspectives on Management (Coursera)

Course Code 203

BBA- Sem -II (CBCS 2018)

Macro Economics

Credits: 4 **UE + IA: 60:40**

Course Type: Core

Course Objectives:

- To study the behavior and working of the economy as a whole.
- To study relationships among aggregates.
- To apply economic reasoning to problems of business and public policy.
- To enhance knowledge regarding current affairs of the economy as a whole.
- The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.

Learning Outcomes:

The learner will get acquainted with the principles of Macroeconomics, determination of and linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates.

Unit 1: Basic Issues and features of Indian Economy

12 hrs

Macroeconomics- definition & nature, Scope, Importance, Limitations, Paradoxes, Macro economic variables. Concept and Measures of Development and Underdevelopment; Human Development; Composition of national income and occupational structure, Measurement of macroeconomic variables: National income accounting, Circular flow of income (four sector model), Methods to calculate national income, Stock and flow concept, Gross domestic product (GDP), Gross national product (GNP), Net domestic product (NDP), Net national product (NNP), Personal and Personal disposable income; Classical theory of income and employment:

Unit 2: Policy Regimes

12 hrs

- a) The evolution of planning and import substituting industrialization.
- b) Economic Reforms since 1991.
- c) Monetary and Fiscal policies with their implications on economy

Unit 3:

Theory of Income & Employment, Says law of market, Keynes theory of Income & Employment: simple Keynesian model, components of aggregate demand, equilibrium income, changes in equilibrium, multiplier(investment, Government expenditure, lump sum tax, foreign trade), effect of fiscal and monetary policy, Classical aggregate demand curve, Classical theory

of interest rate, effect of fiscal and monetary policy.

Unit 4: Money:

Functions of money, quantity theory of money, determination of money supply and demand, Quantity Theory of Money

Business cycle & Inflation & Deflation:

Business cycle-nature, Features/Characteristics- Prosperity/Boom - Recession, Depression, Revival/Recovery

Inflation: Meaning, demand and supply side factors, causes & control,

Deflation: Meaning, causes & control, Phillips curve, Stagflation, Inflationary gap

Unit 5: : 12 hrs.

Macro economic policy: Monetary policy, Fiscal policy

Economic scenario analysis, Out of inflation & deflation, which is worst and why?

- ➤ What is the current CRR & SLR ratio? Are this ratios appropriate for current condition of the country
- ➤ Which trade cycle is prevailing in India at present

Which monetary & fiscal policy do you suggest for current condition of India?

Reference Books:

- 1. AHUJA H L MACRO ECONOMY
- 2. BUSINESS ECONOMICS (MACRO) BY GIRIJA SHANKAR & KIRAN JOTWANI
- 3. M L SETH MACRO ECONOMICS
- 4. D N DWIVEDI MACRO ECONOMY

Online Resources:

http://www.wisegeek.com/what-is-macroeconomics.htm

https://www.thoughtco.com/microeconomics-versus-macroeconomics-1147004

https://www.investopedia.com/terms/m/macroeconomics.asp

MOOCs:

https://swayam.gov.in/:

https://alison.com/:

Course Code 204

BBA-Sem - II (CBCS 2018)

Management Accounting

Credits: 4 **UE + IA: 60:40**

Course Type : Core

Course Objectives:

- To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet.
- To provide basic knowledge of important Methods & Techniques of costing.
- To have basic knowledge about concept of management and cost audit

Learning Outcomes:

At the end of the course students should be able to

- 1. Understand basic cost concepts, element of cost & Preparation of Cost Sheet.
- 2. Have practical applications of important Methods & Techniques of costing.
- 3. Understand the application of concept of management and cost audit.

Unit 1: Introduction (8 Hours)

Definition, Nature and scope of Management Accounting, Limitations of Financial Accounting, Advantages and Limitations of Management Accounting, Difference between Financial and Management Accounting.

Unit 2: Introduction of Cost Accounting

(12 Hours)

Concept and need of Cost Accounting, Material, Labour and other Expenses, Classification of cost & Types of Costs, Preparation of Cost Sheet, Methods and techniques of Costing,

Unit 3: Budget and Budgetary Control

(12 Hours)

Meaning and objectives of Budget, Definition, Meaning and objectives of Budgetary control, Advantages and disadvantages of Budgetary Control, Types of Budget, Preparation of flexible budget and cash budget.

Unit 4: Marginal Costing & Standard Costing

(20 Hours)

Definition and Meaning of Marginal Cost and Marginal Costing, importance and Limitations of Marginal Costing, Contribution, P/V Ratio, Break Event Point, Margin of Safety, Definition and Meaning of Standard Costing, Advantages and Limitations of Standard Costing ,Variance Analysis – Material and labour Variances only

Unit 5: Management Audit

(8 Hours)

Concept and Process of Audit, Essentials of Audit, Cost Audit its Objectives and Advantages, Management Audit its Objective and Advantages, Contents of Management Audit Reports.

Reference Books:

- 1. I.M. Pandey, Management Accounting
- 2. S.P.Jain and Narong., Advanced cost Accounting
- 3. S.N.Maheshwari, Cost Accounting.
- 3. Prabhu Dev , Cost Accounting, Himalaya Publication
- 4. Paul S Kr, Management Accounting. New Central Book Agency, Calcutta
- 5 Rebert N Anthony., Management Accounting D B taraporewala Sons, Bombay.

Online Resources:

- 1. Companies Annual Reports
- 2. Money control
- 3. SEBI and RBI Official Websites
- 4. NSE and BSE Official Websites

MOOCs:

https://swayam.gov.in/ :Accounting for Managerial Decisions https://alison.com/: Fundamentals of Financial Accounting

Course Code 205

BBA- Sem - II (CBCS 2018)

Business Statistics

Credits: 4 **UE + IA: 60:40**

Course Type : Core

Course Objectives:

- i) To familiarize the students with the basic statistical tools and their application in business decision-making.
- ii) To develop the quantitative skills of the students so as to make them skilled at understanding data, comparing two or more data sets and predicting business data etc.
- **iii**) To make the learner familiar with the processes needed to develop, report, and analyze business data.

Learning Outcomes:

- i) Students will be able to solve problems in Statistics using appropriate concepts
- ii) Students will be able to effectively apply the statistical tools for business applications

Unit 1: Descriptive statistics – Measures of Central Tendency and Dispersion 12 Hrs

Arithmetic mean, median, Mode, G.M. Quartiles deciles, percentiles

Absolute and relative measures of dispersion, Range, quartile deviation, mean deviation, standard deviation, variance.

Unit 2: Correlation Analysis

12Hrs

Meaning of correlation, types of correlation, Methods of studying correlation, scatter diagram, Karl Pearson's coefficient, Rank Correlation

Unit 3: Regression Analysis

12Hrs

Meaning and applications, Lines of regression, regression coefficients, Business applications Distinction between Correlation and regression

Unit 4: Probability 12Hrs

Basic Concepts in probability, definition of probability, random experiment, sample space, independent events, mutually exclusive events, conditional probability, Expected Value and Variance – E(X) and V(X), Bayes' Theorem

Unit 5: Association of Attributes

12Hrs

Introduction, Meaning and importance, Yule's Coefficient of association and interpretation

Teaching Methodology

- Lectures, tutorial and Field Work.
- Field work on collection of data through surveys and presentation of data using EXCEL to be carried out by students under the guidance of faculty.

Reference Books:

1. Dr. P Hazarika, Business Statistics, S. Chand & Co.

- 2. Bharadwaj, Business Statistics.
- 3. S.C. Gupta., Fundamentals of statistics
- 4. J. V. Tatke, Business Statistics
- 5. David L Eldredge., Business Statistics. South Western Thomson. USA
- 6. Amir D Aczel, Business Statistics. (Tata McGraw –Hill)

Online Resources:

https://www.edx.org/course/subject/data-analysis-statistics https://www.class-central.com > Subjects > Mathematics

Moocs:

https://swayam.gov.in/:

https://alison.com/

Statistics for International Business (Coursera)

Inferential Statistics (Coursera)

Basic Statistics (Coursera)

Statistical Reasoning for Public Health 1: Estimation, Inference, & Interpretation (Coursera)

Statistics in Education for Mere Mortals (Canvas.net)

https://alison.com/courses/math?locale=en&page=1&type

BVDU, Pune - Under Graduate - BBA (2018) (CBCS) Syllabus w.e.f 2018-19

BACHELOR OF BUSINESS ADMINISTRATION OPEN COURSES SEMESTER II

Course Code 206 BBA- Sem - II (CBCS 2018)

Community Work – Swacch Bharat Abhiyan

Credits: 2 CCA: 50 marks

Course Type : Generic / Open Elective

Course Objectives:

i) This course aims to expose the students to Swach Bharat Abhiyan initiative of the government.

Learning Outcomes:

Students will be able to understand the details about the Swach Bharat Abhiyan and its impact on society.

Unit 1: 5 hrs

History, meaning, Goals of Cleanliness initiatives

Unit 2: 10 hrs

Initiators of cleanliness drive in India. Sant Ghadage Baba, Mahatam Gandhi, Efforts taken towards the Swach Bharat Abhiyan, Swach Bharat Mission.

UNIT 3: 15 hrs

Impact of Cleanliness initiatives. Social Awareness, Case Studies

COMMUNITY HOURS:

Internship of 15 days (100 hours) to be undertaken

Submit a report on a particular type of community involvement undertaken

References:

www.swachhbharaturban.in/swachhbharatmission.gov.in

Course Code 206 BBA- Sem - II (CBCS 2018)

Smart Cities

Credits: 2 CCA: 50 marks

Course Type: Generic / Open Elective

Course Objectives:

to give exposure to tools and techniques applicable for planning, controlling & monitoring of Smart Infrastructure and Cities. This subject would also enable to develop insight for managing project risks, uncertainties and complexities of smart cities project.

Learning Outcomes:

Students will get an understanding of road map for Planning Smart Cities and benchmarking their performance for Indian context

Unit 1: 6 hrs

Introduction to Smart Cities, •Introduction to "City Planning", Understanding Smart Cities

Unit 2: 12 hrs

Dimensions of Smart Cities, Global Experience of Smart Cities, Smart Cities –Global Standards and Performance, Benchmarks, Practice Codes, India "100 Smart Cities" Policy and Mission

Unit 3: 12 hrs

- Smart City Planning and Development
- •Financing Smart Cities Development
- •Governance of Smart Cities, Case Studies on Smart Cities

Reference:

smartcities.gov.in

https://internetofthingsagenda.techtarget.com/definition/smart-city

Course Code 206 BBA- Sem - II (CBCS 2018)

Sectoral Analysis

Credits: 2 CCA: 50 marks

Course Type : Generic / Open Elective

Course Objectives:

- To expose the students to the different sectors of the economy
- To enable the students to understand the importance and contribution of the sectors to business, economy and global environment
- To expose the students towards rural problems To awaken sense of responsibility amongst students towards senior citizens

Learning Outcomes:

Students will get exposure to the different sectors of the economy and their contribution to the national development.

Unit 1: 8 hours

Introduction to the sectors of the economy

Units 2:

Detailed view of the IT, Manufacturing, Agriculture, Banking Insurance, Service Sector, Retail etc

Unit 3:

Project work on detailed analysis of any one sector – national and global scenario

Reference Books:

- 1. S.A. Sherlekar ,Modern Business Organization And Management (Himalaya Publishing House)
- 2. Y.K. Bhushan ,Fundamental Of Business Organization & Management (S Chand Publishers)
- 3. Basu, C. R.; Business Organization And Management, Tata Mcgraw Hill, Publishing House, New Delhi, 1998
- 4. Business World





BHARATI VIDYAPEETH

(DEEMED TO BE UNIVERSITY)

'A' Grade University Status by Ministry of HRD, Govt. of India Re-Accredited by NAAC with 'A' Grade

FACULTY OF MANAGEMENT STUDIES BACHELOR OF BUSINESS ADMINISTRATION

Choice Based Credit System (BBA – 2018- 21) (CBCS)

SYLLABUS

Course Structure

Applicable with effect from 2018-19

Bharati Vidyapeeth

[Deemed to be University],

Pune

Faculty of Management Studies

Bachelor of Business Administration Programme (BBA)

Revised Course Structure

(To be effective from 2018-2021)

BBA Program Structure 2018-21.

(As per UGC guidelines – template for BBA – 136 credits)

BBA - Sem I and Sem II w.e.f 2018-19

Semester I					Semester II				
Code		Course Title	Cr edi t	Examin ation Pattern	Code		Course Title	C re di t	Exami nation Pattern
101	AECC	Business English - Communication.	4	UE & IA	201	AECC	Environmental Science	2	CCA
102	С	Business Organization & Systems	4	UE & IA	202	С	Principles of Management	4	UE & IA
103	С	Micro Economics	4	UE & IA	203	C	Macro Economics	4	UE & IA
104	С	Business Accounting.	4	UE & IA	204	C	Management Accounting	4	UE & IA
105	С	Foundations of Mathematics and Statistics	4	UE & IA	205	С	Business Statistics	4	UE & IA
106	GE	Community Work – I Career & Life Skills Waste management	2	CCA	206	GE	Community Work – II Swachha Bharat Abhiyan Smart Cities Sectoral Analysis	2	CCA
		Total Credits →	22		1			20	

Courses Types

- ➤ AECC / SEC Ability Enhancement Compulsory Course / Skill Enhancement Course (Lab / Practical / Demo etc)
- > C Core Course Compulsory for BBA Discipline
- ➤ GE Generic Elective Open Elective / Interdisciplinary
- DSE Discipline Specific Elective

Exam Evaluation Pattern

- > CCA Comprehensive Continuous Assessment
- ➤ UE University Evaluation
- ➤ IA Internal Assessment

BBA Program Structure 2018-21.

(as per UGC guidelines – template for BBA – 136 credits)

BBA - Sem III and Sem IV w.e.f 2018-21

	Semester III				Semester IV				
Code		Course Title	C re di t	Exam inatio n Patter n	Code		Course Title	C re di t	Exami nation Pattern
301	SEC	Computer Applications for Business(Theory - 3 & Lab -2)	4	CCA	401	SEC	Enhancing Personal & Professional Skills (Theory - 3 & Lab -2)	4	CCA
302	С	Organizational Behavior.	4	UE & IA	402	C	Human Resource Management	4	UE & IA
303	С	Principles of Marketing.	4	UE & IA	403	С	International Business	4	
304	С	Introduction to Financial Management	4	UE & IA	404	С	Business Research	4	UE & IA
305	С	Entrepreneurship Development	4	UE & IA	405	C	Business Laws.	4	UE & IA
306	GE	Community Work Start-up Management Agro Tourism	3	CCA	406	GE	Community Work Basics of Taxation Yoga - I	3	CCA
		Total Credits→	23					23	

Courses Types

- ➤ AECC/SEC Ability Enhancement Compulsory Course / Skill Enhancement Course (Lab / Practical / Demo etc)
- ➤ C Core Course Compulsory for BBA Discipline
- ➤ GE Generic Elective Open Elective / Interdisciplinary
- > DSE Discipline Specific Elective

Exam Evaluation Pattern

- > CCA Comprehensive Continuous Assessment
- ➤ UE University Evaluation
- ➤ IA Internal Assessment

BBA Program Structure 2018-21.

(as per UGC guidelines – template for BBA – 136 credits)

BBA - Sem V and Sem VI w.e.f 2018-21

Semester V				Semester VI					
Code		Course Title	Cr edi t	Examin ation Pattern	Cod e		Course Title	C r e d it	Exa min atio n Patt ern
501	SEC	Summer Internship Report &Viva	6	CCA	601	SEC	Industrial Exposure. (Mini Project)	5	CC A
502	С	Services Management	4	UE & IA	602	С	Introduction to Strategic Management	4	UE & IA
503	DS E	Elective Paper – I	4	UE & IA	603	DSE	Elective Paper – III.	4	UE & IA
504	DS E	Elective Paper – II	4	UE & IA	604	DSE	Elective Paper – IV	4	UE & IA
505	С	Introduction to Operations Research	4	UE & IA	605		Disaster Management	4	CC A
506	GE	Social Media Management Road Safety & Management Event Management	2	CCA	606	GE	Business Ethics Basics of Hospitality Management Yoga - II	3	CC A
		Total Credits→	24					2	

Courses Types

- ➤ AECC/SEC Ability Enhancement Compulsory Course / Skill Enhancement Course (Lab / Practical / Demo etc)
- \succ C Core Course Compulsory for BBA Discipline
- ➤ GE Generic Elective Open Elective / Interdisciplinary

> DSE - Discipline Specific Elective

Exam Evaluation Pattern

- > CCA Comprehensive Continuous Assessment
- ➤ UE University Evaluation
- ➤ IA Internal Assessment

BBA Programme Objectives:

- 1. To provide students with an in-depth knowledge of Management and Business concepts
- 2. To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organizations at a global level
- 3. To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

BBA CBCS 2018

SEM III

301 : Computer Applications For Business

Course	301	Course Type	SEC
Code			
Credits	Four.	Examination Pattern	CCA

Course Objectives:

to introduce IT in a simple language to all undergraduate students, regardless of their specialization.

to introduce the students to the world of computers and software applications.

Learning Outcomes:

This course will provide learners with a solid foundation on which to build a strong knowledge of computer applications for business.

students will learn how to use Microsoft Office applications and explore and examine the fundamentals of computer hardware and software.

Unit I: Introduction to Computer Fundamentals

(6 hours)

Introduction to Computer, Computer System Hardware, Computer Memory, Input and Output Devices, Interaction between User and Computer, Introduction to Free and Open Source Software, Definition of Computer Virus, Types of Viruses, Use of Antivirus software

Unit II Basics of Operating System

(10 hours)

Definition of Operating System, Objectives, types and functions of Operating Systems, Working with Windows Operating System: Introduction to The Desktop, Structure of Windows, Windows Explorer, File and Folder Operations, The Search, The Recycle Bin, Configuring the Screen, Adding or Removing New Programs using Control Panel, Applications in windows (Paint, Notepad, WordPad, Calculator)

Unit III: Use of Computer in Business

(12 hours)

Data Processing, Files and Records, File Organization (Sequential,

Direct/Random, Index) Computer Applications in Business – Need and Scope Computer Applications in various fields of Commerce: Personnel Administration, Accounting, Cost and Budgetary Management, Purchasing, Banking, Insurance and Stock-broking, e-governance Introduction to E-Commerce, Evolution of E-Commerce, Role of e-Commerce, e-Commerce Framework, e-Commerce Categories

Unit IV: Introduction to Business Communication Tools (20 hours)

MS-Word: Introduction, Starting MS-Word, MS-Word Screen and its Components, Elementary Working with MS-Word

MS-Powerpoint: Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MSPowerPoint

Unit V: Spreadsheet tool (12 hours)

MS-Excel: Introduction, Starting MS-Excel, Basics of Spreadsheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel.

Reference Books:

- 1) Computer Fundamentals By P.K. Sinha
- 2) HTML, Java Script, DHTML & PHP by Evan Bayross
- 3) Electronic Commerce A Managers Guide by Ravi Kalkota & Andrew Whinston
- 4) MS-Office in Nutshell by Sanjay Saxena

Online Resources:

https://www.tutorialspoint.com youtube.com

MOOCs:

https://swayam.gov.in/ https://alison.com/en

BBA- Sem -III (CBCS 2018)

302: Organizational Behavior

Course Code	302	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Course Objectives:

- To expose the students to the fundamentals of Organizational Behaviour (OB) such as working with people, nature of organizations, communication, leadership and motivation of people.
- To help students develop a conceptual understanding of OB theories
- to enable the students to put the ideas and skills of OB into practice

Learning Outcomes:

On completion of this course, students will be able

- to understand the dynamics of individual and organizational behavior and relationships.
- To understand the importance of organizational behavior in managerial functions.

Unit 1: (12 hours)

Introduction to Organizational Behavior: Definition, Evolution of the Concept of OB, Contributions to OB by major behavioral science disciplines, Challenge and Opportunities for OB managers, Models of OB study

Unit 2: (12 hours)

Foundations of Individual Behavior Attitudes and Job Satisfaction, Components of Attitude, Major Job Attitude, Job Satisfaction, Personality and Values, Personality Determinants, MBTI, Big – Five Model, Values, Formation, Types of Values, Perception, Factors influencing perception.

Unit 3: Motivation and Leadership

(14 hours)

Motivation and Leadership Concept of motivation, Definition, Theories of Motivation, Maslow's need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, McClelland's Theory, Equity Theory, Vroom's Expectancy Theory. Concept of Leadership, Theories of leadership, Traits of good Leader, Difference between Leader and Manager

Unit 4: Groups and Teams

(10 hours)

Foundations of Group Behaviour, Formation of Group, Group - Classification, Properties, Roles, norms, status, size and cohesiveness, Group decision making, Understanding teams, creating effective teams, Conflict Process, Conflict management communication.

Unit 5: (10 hours)

Culture, Definition, Culture's function, need and importance of Cross Cultural management, Stress and its Management.

Reference Books:

- 1) Kavita Singh, Organizational Behavior, Vikas Publications
- 2) Robbins, Timothy Judge, SeemaSanghi, Organizational Behavior, Stephen Pearson Prentice Hall, 12 edition
- 3) Fred Luthans, Organizational Behavior, McGraw Hill Inc.
- 4) John Newstrom and Keith Davis, Organizational Behavior, Tata McGraw Hill, 11 edition
- 5) AshwaThapa, Organizational Behavior

Online Resources:

www.algonquincollege.com/ccol/courses/organizational-behaviour/ www.algonquincollege.com/ccol/courses/organizational-behaviour-3 https://www.imi.edu/delhi/organizational behaviour human resources

MOOCs:

https://www.mooc-list.com/tags/organizational-behavior

https://www.openlearning.com/courses/organisational-behaviour-an-overview

ttps://www.coursera.org/learn/managing-people-iese

BBA CBCS 2018

SEM III

303: Principles of Marketing

Course Code	303	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learni	Learning Objectives:						
1.	To enhance students' knowledge as regards to basics of marketing.						
2.	To develop practical insights into application of marketing concepts.						

Learni	Learning Outcomes: After studying this course students will be able to -						
1.	Understand the need and importance of marketing in the current business						
	scenario.						
2.	Analyze the need and importance of market segmentation, targeting and						
	positioning.						
3.	Understand the steps involved in developing a marketing plan.						
4.	Know the recent trends in marketing.						

Unit 1: Introduction to Marketing

(12 Hours)

Marketing - Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing Manager in the current scenario, Marketing Environment – Internal and External Environment.

Unit 2: Market segmentation, Targeting & Positioning (STP) (12 Hours)

Market Segmentation, meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Product positioning concept.

Unit 3: Marketing Research

(12 Hours)

Nature & Scope, Marketing Research Process, Questionnaire designing & methods of data collection.

Unit 4: Marketing Mix (7 P's of Marketing) (12 Hours)

Product: Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, Product Life Cycle - concept, stages and its influence on marketing mix decisions.

Price: Meaning, Pricing objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing.

Place : Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution – Manufacturer, wholesaler, retailer, carrying and forwarding agents, e-tailer, Channel Conflict – Concept, types of channel conflict.

Promotion: Promotion Mix – Elements: Advertising, Sales Promotion, Personal Selling, Publicity, Public Relations, Direct Marketing etc. Brief overview of people, process and physical evidence.

Unit 5: Recent Trends in Marketing

(12 Hours)

Digital Marketing – Meaning, Importance, Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behavior etc

Reference Books:

- 1) Dr. Philip Kotler, Marketing Management.
- 2) Ramswamy&Namkumari, Marketing Management, Indian context.
- 3) RajanSaxena, Marketing Management, Tata McGraw Hill Publication.
- 4) Tapan Panda, Marketing Management, Excel Publication.
- 5) William Stantan, Fundamentals of Marketing.

Journals:

- 1. Journal of Marketing (American Marketing Association).
- 2. European Journal of Marketing (Emerald Publishing Limited).

MOOCS:

- a) https://swayam.gov.in/courses/147-principals-of-marketing-mgmt
- b) https://www.coursera.org/browse/business/marketing
- c) https://www.mooc-list.com/tags/marketing
- d) https://www.bestmarketingdegrees.org/best-moocs-marketing

Other Readings:

Marketing Whitebook 2018.

BBA CBCS 2018

SEM III

304: Introduction to Financial Management

Course	304	Course Type	Core Course
Code			
Credits	Four.	Examination	UE + IA: 60:40
		Pattern	

Course Objectives:

- 1. To provide a conceptual orientation and application of financial management
- 2. To provide a basic understanding of financial sources and capital structure.

Learning Outcomes:

- 1. Students will be able to gain basic understanding of financial management.
- 2. Students will be able to have knowledge of financial sources and capital structure.

Unit 1: Introduction to Financial Management

(10 Hours)

Finance: Definition, Nature and Scope of Finance Functions

Financial Management: Meaning, Scope, Objectives

Profit v/s Wealth Maximization, Organization of Finance Function, Role of finance manager in globalised environment

Unit 2 : Sources of Long term Finance

(10 Hours)

Equity shares, Preference shares, Debentures, Public Deposits, Borrowing from banks: Their Meaning, Types, Merits and Demerits

Unit 3: Capital Budgeting Decision

(10 Hours)

Meaning, Importance, Time Value of Money

Techniques of evaluation: Payback period, Accounting rate of return, Net present value, Profitability Index, Internal rate of return

Unit 4 : Capital Structure

(15 Hours)

Meaning, Factors to be considered while framing capital structure

Leverage: Operating financial and combined leverage

Cost of Capital: Importance and concept, Measurement of cost of debt, cost of preference share capital, equity share capital, cost of retained earnings and weighted average cost of capital

Dividend Policy: Meaning and factors affecting Dividend Decision

Unit 5 : Management of Working Capital

(15 Hours)

Meaning, Determinants of working capital, Operating Cycle, Estimation of Working Capital, Source of Financing Working Capital: Reserves and Surplus, Bonus Shares and Retained Earnings

Reference Books:

- 1. J. M. Pandey, Financial Management, Vikas Publishing House
- 2. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Publishing Co. Ltd.
- 3. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication.
- 4. Prasanna Chandra, Financial Management, Tata McGraw Hill Publishing co. Ltd., New Delhi
- 5. R. M. Shrivastava, Pragati Prakashan, Meerut
- 6. Maheshwari S. N., (2009), Financial Management, Principles and Practice, 9th Edition Sultan Chand & Sons.
- 7. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House
- 8. R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty: Principles of Corporate Finance, McGraw Hill Higher Education
- 9. J.V. Horne & J.M. Wachowicz: Fundamentals of Financial Management Prentice Hall

Online Resources:

- 1. Investopedia for basic financial concept
- 2. NSE BSE Official websites
- 3. Moneycontrol for analytical study

MOOCs:

- 1. Allison
- 2. Swayam

BBA - CBCS 2018 SEM III

305: Entrepreneurship Development

Course Code	305	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Course Objectives: The aim of this course is

- to provide the students with introduction to the process of creating new businesses, role of entrepreneurs, importance of creativity and innovation in entrepreneurial start-ups.
- To understand the management of family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

Learning Outcomes:

At the end of the course, the students will have a fair idea about aspects of entrepreneurship development, role of entrepreneurs, and the importance of entrepreneurship in nation building along with the challenges and opportunities.

Unit-1 Introduction to Entrepreneurship Development

Concept of Entrepreneurship – Definition – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Role of Entrepreneurs in nation building, Difference between entrepreneur and manager.

Unit-2 Entrepreneurship, Creativity And Innovation

Idea Generation, Business idea generation techniques, Identifying Business Opportunities and Evaluation. Stimulating Creativity; Organizational actions that enhance/hinder creativity, Process of Innovation, Sources of Innovation in Business;

Unit 3: Business Plan

Meaning and importance of business plan, Preparation of Business Plan, Feasibility study – Marketing, Finance, Technology & Legal Formalities.

Unit 4:

Financing entrepreneurial ventures

Sources of entrepreneurial finance, Entrepreneurial Development – Agencies – Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organization – Small Industries Service Institute, All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

Unit 5: Emerging Forms

Forms of ownership – Sole proprietorship; partnership; limited liability partnership, corporation; advantages/disadvantages. Franchising; advantages /disadvantages of franchising; types of franchise arrangements. Start ups, support of government for startups, case studies of popular startups.

Family Businesses – concept, structure and types. Women entrepreneurs – challenges and growth.

Reference Books:

- 1. Khanka S. S. Entrepreneurship Development, S. Chand.
- 2. Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
- 3. Gersick, K. E., Davis, J. A., Hampton, M. M., &Lansberg, I. (1997). Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.
- 4. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
- 5. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
- 6. Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata Mc.Graw Hill.
- 7. Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.
- 8. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid ,eradicating poverty through profits. Wharton school Publishing.
- 9. Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship. Boston:Harvard Business Press.

Online Resources:

https://www.entrepreneur.com/

 $\underline{https://www.toppr.com/guides/business-studies/entrepreneurship-development/}$

https://www.entrepreneur.com/article/238908

https://www.Youtube.com/

https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business

http://dst.gov.in/scientific-programme/t-d-tdb.htm

MOOCs:

 $\frac{https://startupindia.upgrad.com/}{Swayam} \ \ \text{- Startup India Learning Programme}$

BBA - CBCS 2018

SEM III

306: Community Work-III (Open Course)

Course Code	306	Course Type	GE
Credits	Three	Examination Pattern	CCA

Course Objectives:

This course aims to expose the students to the societal issues and help them participate in the community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc

- (I) To expose the students towards social reality and role of community development for social upliftment and well being
- (II) To involve students in community work through active involvement and participation

Learning Outcomes:

Students will be able to know the community needs and understand their role towards community development

Unit 1: Community work through Education

Teaching at Schools, Teaching at Orphanages, Teaching to poor children ,study the role of government in the education sector ,study the NGOs particularly working in education sector.

Unit 2: Community Work for Slums

Learn the government facilities ,NGOs which are working for the slums and try to connect any NGO.

UNIT 3: Community Work for Environment

Role of Govt.and NGOs which are working to save the environment, Initiatives like Clean your city drive, Cycle day, Awareness of Dry and wet waste classification, Tree Plantation Drive, Environemnt awareness activities etc.

COMMUNITY HOURS:

Participate in community service trips/events organized at institute, state level etc, Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc, Submit a report on a particular type of community involvement undertaken.

Reference Books:

- 1. An Introduction to Community Development, Rhonda Phillips, Robert Pittman 2014
- 2. Community Development in Asia and The Pacific, Manohar S. Pawar, 2009,

Online Resources:

https://community-wealth.org/sites/clone.community-

wealth.org/files/downloads/tool-enterprise-directory.pdf

https://www.ahaprocess.com/solutions/community/events-resources/free-resources/

MOOCs:

https://alison.com/course/diploma-in-community-development

BBA - CBCS 2018

SEM III

306 : Start-Up Management (Open Course)

Course Code	306	Course Type	GE
Credits	Three	Examination Pattern	CCA

Course Objectives:

The objectives of the course is

- To Introduce to the students the idea of start ups and their role in the society and nation
- To impart knowledge about the organization and management of start ups

Learning outcomes:

Students will be able to understand the role of start ups and case studies of well known start ups in India.

Unit I: (06 Hrs)

Meaning of Start ups, Formation of a start up, idea generation for start ups, scaling up process.

Unit II: (12 hrs)

Managing a startup, Customer Development, Market Sizing, Lean Startups, Support by government for startups,

Unit III: (12 hrs)

Case Studies on well known startups

Reference Books:

- 1) Khanka S. S. Entrepreneurship Development, S. Chand.
- 2) Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
- 3) Mullins, J. (2004). New business road test. New Delhi: Prentice Hall..

Online Resources:

https://www.entrepreneur.com/

 $\underline{https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-pl$

business

MOOCs:

 $\frac{https://startupindia.upgrad.com/}{Swayam} \ \ \text{- Startup India Learning Programme}$

BBA - CBCS 2018

SEM III

306: Agro Tourism (Open Course)

Course Code	306	Course Type	GE
Credits	Three	Examination Pattern	CCA

Course Objectives:

The objectives of the course is to familiarize students with principles and relationship between tourism and agricultural activities.

Learning outcomes:

Students will be able to obtain and diversify knowledge from tourism, rural tourism and their specific form agri-tourism.

Unit I: 08 Hr.

Introduction, importance, scope, forms of agro-tourism, advantages and implementations, sustainability component, difficulties involved.

Unit II: 08 Hr.

Govt. policies and legislations in respect of tourism and agro-tourism and environment protection laws. Requirements for Agro-tourism Farm, forest, garden, fish tank/ponds, residential huts, etc. Introduction to Indian culture through agro tourism.

Unit III: 14 Hr.

Profiling the tourist for: age, sex, life cycle, education, employment, income, satisfaction and expectations, values, purpose of visit, accommodation, duration of stay, preferences and perceptions regarding area management, environmental concerns, involvement and responsibility, motivations, etc.

Reference Books:

- 1. Talwar, Prakash. Travel and Tourism Management. Gyan Books Pvt., Ltd., Main Ansari Road, Darya Ganj, New Delhi- 110 002.
- 2. Bagri, S. C. Trends in Tourism Promotion 2003.International Books Distributors, 9/3, Rajpur Road, Dehradun-248 001 Uttarakhand (India).

Online Resources:

http://www.agritourism.in http://www.ecoindia.com

MOOCs:

https://www.mooc-list.com/tags/tourism

https://www.coursera.org/ https://swayam.gov.in/

https://alison.com/courses?query=agriculture+tourism

BBA CBCS 2018

SEM IV

401: Enhancing Personal & Professional Skills

Course Code	401	Course Type	SEC
Credits	Four. (Theory -3 , Lab -2)	Examination Pattern	CCA

Course Objectives:

Students will be able

- To understand the importance of soft skills and personality development
- to learn how to build personality
- To stress upon the importance of time management

Learning Outcomes:

Students will be able

- to identify their strengths and weaknesses and be motivated to work upon them
- to Speak with clarity and confidence, thereby enhancing their employability skills.
- Identify his/her creative self, and express effectively the same

Unit 1: Introduction to Soft Skills

(**12 hours**)

Skills to Master: Meaning and importance of soft skills, Types of soft skills, Social skills, thinking skills, exhibiting and identifying soft skills, improving soft skills. Self Discovery: SWOT Analysis, JOHARI WINDOW, Developing positive attitude, Examples of positive attitudes, positive attitude and its results, Examples of negative attitudes, Negative attitude and its results.

Exercise: Top 60 soft skills, Measure your soft skills.

Unit 2: Art of Speaking(The Voice):

(**14 hours**)

Importance of voice clarity, Art of public speaking, Modulation, Intonation, Inflection, How to Overcome stage fear. Importance and benefits of public speaking. telephone speaking skills.

Exercise: Extensive exercise to be performed in class room speaking with necessary inputs on grooming, voice modulation eye-contact and consistency.

Unit3: Etiquette and Mannerism:

(**12 hours**)

Introduction: Manners and etiquette, practicing good manners, Professional manners: Social skills, interacting with people. Politeness and amicability, sportiveness, valuing time, respectfulness, Mobile manners, Table etiquettes.

Professionaletiquettes: Etiquettes at meeting, dining.

TechnologyEtiquettes: Phone, Email, Social media, Video conferencing, Web interviews.

Business Correspondence: Writing business letters, Memos, placing orders, Invoice, quotations. Exercise: Writing letters.

Exercise: Analytical questions on etiquettes.

Unit 4: Stress and Time Management:

(**10 hours**)

Stress Management: Identify the stress source, signs of stress, behavior identified Time Management: The 80:20 rule. Take a good look at the people around you. Sense of time management, Three secrets of time management,

Effective scheduling: Grouping of activities, Five steps to successful time management. Overcoming procrastination and time management tips for students. *Exercise*: Test your time management skills.

Unit 5: Team Building and Team work:

(**12 hours**)

Introduction: Aspects of team building- skills needed for teamwork –A model of team building. Team Vs. Group. Characteristics of effective team. Role of team leader, Inter group collaboration, factors shaping inter-group collaboration.

Exercise: Test your teamwork skills.

Reference Books:

- 1. Dr. K . Alex: Soft skills, S. Chand
- 2. Gajendrasingh Chauhan, Sangeeta Sharma ,Soft Skills , Wiley.
- 3. Covey Steven, Seven Habit of Highly Effective Teens , New York, Fireside Publishers, 1998.
- 4. Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998.
- 5. Thomas A Harris, I am ok, You are ok, New York Harper and Row, 1972
- 6. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006
- 7. Jack Canfield, The Success Principles.
- 8. De. Bono E. "Lateral Thinking".
- 9. Kelley T, Kelley D. "Creative confidence Unleashing the creative potential within all of us."

Website for Online courses:

 $\frac{https://www.bvrit.ac.in/Freshman_Lab_Manuals/Professional\%\,20Skills\%\,20\&\%\,20Pe}{rsonality\%\,20Development\%\,20Lab/Professional\%\,20Skills\%\,20and\%\,20Personality\%\,2}{0Development(PSPD).pdf}$

 $\underline{https://www.learningtree.com/courses/297/personal-skills-training-for-professional-excellence/}$

MOOCs:

https://onlinecourses.nptel.ac.in/noc17_hs11/preview

https://www.coursera.org/specializations/wharton-success

https://alison.com/courses/personal-development

https://www.learningtree.com/courses/297/personal-skills-training-for-professional-

excellence/

BBA CBCS 2018 SEM IV 402: Human Resource Management

Course Code	402	Course Type	Core Course
Credits	Four.	Examination	UE + IA: 60:40
		Pattern	

Course Objectives:

- To help students understand the basic elements of Human Resource Management
- To facilitate the students to acquire the specific knowledge and skills associated with human resource management in organizations.

Learning Outcomes:

The course will prepare the students to understand and perform the essential functions of human resource management in organizations.

Unit 1: (12 hours)

Human Resource Management (HRM) : Definition, Nature, Scope, Functions and Objectives of HRM, Organization and functions of HR Department. Changing environment of HRM – globalization, cultural environment, technological advances. HRM issues in Indian organization, Strategic HRM – case of TATA.

Unit 2: (12 hours)

Human Resource Planning (HRP) : Importance and benefits of HRP, Steps in Human resource planning process, Factors affecting HRP, Job analysis, job description and job specification, Job Analysis – importance and methods, Job Design – meaning, steps and benefits, Factors Affecting Job Design.

Unit 3: (12 hours)

Recruitment and Selection: Recruitment - meaning, Recruitment Process, Sources of Recruitment, Outsourcing, Selection Process – meaning and steps, Tests, Interviews, assessment centres, Placement of personnel.

Unit 4: (10 hours)

Induction and Training: meaning, objective and purpose of induction, Training – need for training, benefits of training, identification of training needs, Methods of training.

Unit 5: (14 hours)

Performance Appraisal: Performance Appraisal – meaning, definition, objectives, methods and limitations of performance appraisal, Job Evaluation – concept, objectives and procedures of job evaluation.

Reference Books:

- 1) V. S. P. Rao, Human Resource Management
- 2) Dwivedi R. S., Managing Human Resources and Personnel Management in India Enterprises,

Galgotia Publishing Company

- 3) Clarke Liz, The Essence of Change, Prentice Hall of India Pvt. Ltd., 1997
- 4) Dessler G., Human Resource Management, Pearson Education Pvt. Ltd.
- 5) Stephen Robbins, The Management of Human Resource Management

Online Resources:

https://www.coursera.org/specializations/human-resource-management

https://www.humanresourcesedu.org/what-is-human-resources

https://fiuonline.fiu.edu/.../online.../master-of-science-in-human-resources-manageme

https://www.slideshare.net/Farrah1978/job-analysis-job-design-job-specification

MOOCs:

https://www.class-central.com > Coursera.

https://www.coursera.org/specializations/human-resource-management

https://www.my-mooc.com/.../mooc/managing-human-resources-hospitality-hkpolyux.

BBA CBCS 2018

SEM IV

403: International Business

Course Code	403	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Course Objectives:

- To acquaint the student with emerging issues in international business
- To study the impact of international environment on foreign market operations of a firm

Learning Outcomes:

• Students will be able to understand and apply the concepts of international business to current global development issues.

Unit 1: International Business Environment

- Nature, Definition of International Business
- Theories of International Trade / Mercantilism Ricard's Theory / Smith Theory, Heckscher-Ohlin Theory / Porters Model
- Role of culture in business environment

Unit 2: Foreign Trade:

- Balance of Trade
- Balance of Payments

Unit 3: Foreign Exchange Market

- Meaning of Exchange rate
- Determination of Exchange rate Fixed, Flexible and Managed

Unit 4: International Financial Institutions

- International Monetary Fund (IMF) Objectives and functions.
- World Bank Objective and Functions

Unit 5: India's Foreign Trade

- Composition and direction of India's Foreign Trade
- Current Foreign Trade Policy of India.

Reference Books:

- 1) Miltiades Chacholiades, International Economics, McGraw Hill Publishing Co., New York, 1990
- 2) W. Charles Sawyer and Richard L. Sprinkle, International Economics, Prentice Hall of India Pvt. Ltd.
- 3) M. L. Jhingan, International Economics, Vrinda Publications, Delhi,
- 4) Charles Hill, Arun Kumar Jain, International Business, Competing in the Global Market Place, Tata McGraw Hill, New Delhi, 2008

Online Resources:

https://internationalaffairsresources.com/intlbus.html https://www.bestcolleges.com/resources/international-business/

MOOCs:

https://www.mooc-list.com/course/international-business-i-coursera

BBA CBCS 2018

SEM IV

404: Basics of Business Research

Course Code	404	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Course Objectives:

- To give the learner an understanding of the basic techniques and tools of business research.
- To provide an exposure to the learners about business research which they are expected to possess when they enter the industry as practitioners.

Learning Outcomes:

Learner will be able to understand and apply the steps involved in a research project. Students will be able to know the skill of writing a research report.

Unit I: Introduction to Business Research

(12hours)

Nature and Scope of Research, Definition, objectives and types of business research, Role of Research in decision making. Steps of the Research process, Steps in Problem Formulation, writing the research proposal – objectives, hypothesis, methodology, time frame.

Unit II: Research designs

(12hours)

Research Design: importance and types - Exploratory, Descriptive, Causal. Sampling - need and importance of sampling, Sampling techniques, representative sample,

Unit III: Data Sources

(12hours)

Secondary Data - Advantages & Disadvantages, Criteria for evaluating secondary sources, Primary Data Collection: Comparison of different methods of collecting primary data, Observation, interviews - personal and telephone, questionnaire - self administered, mail, email, Qualitative Research Tools: in-Depth Interviews, focus groups and projective techniques; Surveys.

Measurement: Scales of Measurement -Nominal, Ordinal, Interval and Ratio. Questionnaire – form & design.

Unit IV: Data Analysis

(12hours)

Data Analysis - Basic data analysis - frequency distribution, Diagrammatic and Graphic representation, concept of univariate, bivariate and multivariate analysis.

Unit V: Report Writing

(12 hours)

Types of reports, steps in Writing Reports, Format of a good report, Precautions in report writing.

Reference Books:

- 1. Cooper & Schindler: Business Research Methods McGraw-Hill Education,
- 2. Aaker, Kumar, Day Marketing Research. Wiley.
- 3. Gupta Kirti, Research Methodology Tools and Techniques, Nirali Prakashan.

Online Resources:

https://edisciplinas.usp.br/pluginfile.php/2317618/mod_resource/content/1/BLOC O%202 Research%20Methods%20The%20Basics.pdf

http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit Kumar-

Research_Methodology_A_Step-by-Step_G.pdf

http://edutechwiki.unige.ch/en/Research methodology resources

http://rmit.libguides.com/researchmethods

https://study.com/academy/lesson/research-methodology-approaches-techniquesquiz.html

MOOCs:

https://www.coursera.org/learn/research-methods

https://www.class-central.com/tag/research%20methods

https://www.openlearning.com/accounts/login/?force=1&redirectTo=/courses/enr

ol/?activationCode=&course=courses/introduction-to-research-

methodology&inviteData=&cohortName=&redirected=True&enrol=1

BBA CBCS 2018

SEM IV

405: Business Laws

Course	405	Course Type	AECC
Code			
Credits	Four.	Examination Pattern	UE + IA: 60:40

Course Objectives:

To educate the students about the different laws related to business

Learning Outcomes:

Student will be able to understand the importance and relevance of the various laws related to business

Unit I:

The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract-Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

Unit II:

Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties,

sale by non-owners, rights of unpaid seller.

Negotiable Instruments Act 1881:

Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.

Unit III:

The Companies Act 2013:

Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.

The Limited Liability Partnership Act 2008:

Meaning and nature of limited partnership, formation, partners & their

relations, extent and limitation of liability.

Unit IV:

Consumer Protection Act 1986:

Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.

Unit V:

The Right to Information Act 2005:

Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

Reference Books:

- 1. M.C.Kucchal: Business Law/Mercantile Law, VikasPublishing.House (P) Ltd.
- 2. M.C.Kucchal, & Vivek Kucchal: Business Legislation for Management, Vikas Publishing House (P) Ltd.
- 3. Dr. G. K. Kapoor & Sanjay Dhamija: Company Law and Practice-A comprehensive textbook on Companies Act 2013, latest edition, Taxmann.
- 4. Avtar Singh: Principle of Mercantile Law, Eastern Book Company Gulshan Kapoor: Business Law, New Age International Pvt Ltd Publishers
- 6. Maheshwari&Maheshwari: Principle of Mercantile Law, National Publishing Trust
- 7. Rohini Aggarwal: Mercantile & Commercial Law, Taxmann.

Online Resources:

https://www.khanacademy.org/

MOOCs:

https://alison.com/en

Generic Electives / Interdisciplinary

BBA CBCS 2018

SEM IV

406: Community Work-IV

Course	406	Course Type	GE - Generic Elective /
Code			Interdisciplinary
Credits	Three	Examination	CCA: 50 marks
		Pattern	

Course Objectives:

This course aims to expose the students to social issues and help them Participate in community service through trips/events organized at institute, state level etc and also to Volunteer at events like fundraising activities, fairs, festivals, slums, nonprofit organization etc

- (I) To expose the students towards social reality and role of community development for social upliftment and well being
- (II) To involve students in community work through active involvement and participation

Learning Outcomes:

Students will be able to know the community needs and understand their role to contribute meaningfully towards community development

Unit 1: (8 hrs)

Community work in Food and Nutrition related social concerns ,role of government and NGOs in India

Unit 2: (12 hrs)

Community work for old age people and its related social concerns, role of government and NGOs in India

UNIT 3: (10 hrs)

Community work for woman empowerment ,its related social concerns ,role of Govt. and NGOs in in India

COMMUNITY HOURS:

Participate in community service trips/events organized at institute, state level etc , Volunteer at events like fundraising activities, fairs, festivals, slums, non profit organization etc , Submit a report on a particular type of community involvement undertaken

Reference Books:

- a. An Introduction to Community Development, Rhonda Phillips, Robert Pittman 2014
- b. Community Development in Asia and The Pacific, Manohar S. Pawar, 2009,

Online Resources:

https://community-wealth.org/sites/clone.community-

wealth.org/files/downloads/tool-enterprise-directory.pdf

https://www.ahaprocess.com/solutions/community/events-resources/free-resources/

MOOCs:

https://alison.com/course/diploma-in-community-development

BBA CBCS 2018

SEM IV

406: Basics of Taxation

Course	406	Course Type	GE - Generic Elective /
Code			Interdisciplinary
Credits	Three	Examination Pattern	CCA: 50 marks

Course Objectives:

- 1. To provide a basic knowledge about direct tax system in India
- 2. To provide a basic knowledge about indirect tax system in India.
- 3. To upgrade with the latest amendments in taxation policy of India..

Learning Outcomes:

- 1. Students will be able to have a basic knowledge about direct tax system in India
- 2. Students will be able to have a basic knowledge about indirect tax system in India.
- 3. Students will be upgraded and upskilled with the latest amendments in taxation policy of India..

Unit 1: Introduction (5 Lectures)

Basic concepts: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN) Residential status; Scope of total income on the basis of residential status Exempted income under section 10

Unit 2: Direct and Indirect Tax (10 Lectures)

Income from Salaries; Income from house property, Profits and gains of business or profession; Capital gains; Income from other sources, Deductions from gross total income; Rebates and reliefs Computation of total income of individuals and firms; Tax liability of an individual Indirect taxes.

Unit 3: Overview of GST. (5 Lectures)

Overview Of GST: Introduction to GST-Key Concepts – Taxes under GST – Central GST – State GST – Union Territory GST – Integrated GST - Cess

Reference Books:

- 1. Shukla and Grewal: Advanced Accounts. (S. Chand & Co. Ltd. New Delhi)
- 2. Jain and Narang: Advanced Accounts.(Kalyani Publishers, Ludhiana)
- 3. Sr. K. Paul: Accountancy, Volume-I and II.(New Central Book Agency, Kolkata)
- 4. R. K. Lele and Jawaharlal: Accounting Theory (Himalaya Publishers)
- 5. Dr. L. S. Porwal: Accounting Theory (Tata McGraw Hill).
- 6. Robert Anthony, D.F.Hawkins& K.A. Merchant: Accounting Text & Cases (Tata McGrawHill

Online Resources:

- 1. https://incometaxindiaefiling.gov.in/
- 2. https://www.taxmann.com/#
- 3. http://www.gstcouncil.gov.in/

MOOCs:

Alison

Swayam

BBA CBCS 2018

SEM IV

406: YOGA - I

Course Code	406	Course Type	GE - Generic Elective / Interdisciplinary
Credits	Three	Examination Pattern	CCA: 50 marks

Course Objectives:

To introduce the practice of yoga and its benefits to students

To impart practices of basic yogic kriyas

Learning Outcomes:

Students will be able to understand the advantages of Yoga and practice basic yog kriyas

UNIT-I

- i) Origin of Yoga & its brief development.
- ii) Meaning of Yoga & its importance
- iii) Yoga as a Science of Art (Yoga Philosophy).
- iv) Meaning of meditation and its types and principles.

UNIT-II

- i) Classification of Yoga/Types of Yoga
- ii) Hatha Yoga , Raja Yoga, Laya Yoga, Bhakti Yoga, Gyan Yoga, Karma Yoga.
- iii) Asthang Yoga.

UNIT-III

- i) Principles of Yogic Practices.
- ii) Meaning of Asana, its types and principles.
- iii) Meaning of Pranayama, its types and principles.
- iv) Meaning of Kriya its types and principles.
- v) Yogic therapies and modern concept of Yoga
- vi) Naturopathy, Hydrotherapy, Electrotherapy, Messotherapy, Acupressure, acupuncture.

Reference Books:

- 1. Yoga Asanas, Pranayam, Mudras, Kriya, Vivekananda Ashram
- 2. Yoga Sivanand Yog Vedanta Center

Online Resources:

https://www.yogatoday.com/

https://www.youtube.com/user/yogatoday

https://m.youtube.com/user/yogawithadriene/playlists

MOOCs:

Swayam

Marketing Management Elective.			
Elective	Code	Course	
Elective – I	M503	Consumer Behavior	
Elective – II	M504	Sales and Distribution Management.	
Elective – III	M603	Integrated Marketing communication	
Elective – IV	M604	Digital Marketing	

Finance Management			
Elective	Code	Course	
Elective – I	F503	Elements of Financial Services	
Elective – II	F504	Introduction to Management Control Systems	
Elective – III	F603	Elements of Corporate Finance	
Elective – IV	F604	International Finance and Financial Risk Management	

Human Resource Management			
Elective	Code	Course	
Elective – I	HR503	Performance & Compensation Management	
Elective –I I	HR504	Training & Development	
Elective – III	HR603	Management of Industrial Relations	
Elective – IV	HR603	Cross Cultural HRM	

International Business Management			
Elective	Code	Course	
Elective – I	IB503	International Marketing	
Elective – II	IB504	Export Import Procedures and Documentation	
Elective – III	IB603	Basics of International Finance	
Elective – IV	IB604	Fundamentals of International Economics	

Entrepreneurship Development			
Elective	Code	Course	
Elective – I	ED503	Entrepreneurship & New Ventures Creation	
Elective – II	ED 504	Corporate Entrepreneurship	
Elective – III	ED 603	E - Commerce	
Elective – IV	ED 604	Managing Family Business	

Financial Market			
Elective	Code	Course	
Elective – I	FM503	Introduction to Financial Markets and Financial Institutions	
Elective – II	FM504	Capital Market Operations	
Elective – III	FM603	Commodity Markets	
Elective – IV	FM604	Introduction to Derivatives : Equity and Currency	

BBA- Sem -V (CBCS 2018)

501: Summer Internship – Report & Viva

Course Code	501	Course Type	SEC
Credits	Six	Examination Pattern	UE + IA: 60:40

Course Objectives:

- 1. Assist the student's development of employer-valued skills such as teamwork, communications and attention to detail.
- 2. Expose the student to the environment and expectations of performance in private/public companies or government entities.
- 3. Enhance and/or expand the student's knowledge of a particular area(s).
- 4. Expose the student to professional role models or mentors who will provide the student with support in the early stages of the internship and provide an example of the behaviors expected in the intern's workplace.

Learning Outcomes:

The internship helps in connecting organizations with student. This access results in opportunities to consult with real-world companies on real-world challenges, building relationships that can result in lasting connections with successful organizations that students continue to benefit from after graduation.

Details:

At the end of Semester IV a student shall be required to prepare a project in any one of the functional areas of business i.e.

- Marketing Management
- Human Resource Management
- Financial Management.
- International Business Management
- Banking and Insurance Management
- Hospitality Management
- Financial Market

The Summer Training should be conducted in an organization under the guidance of a faculty member . The duration will be for 50 days. The report is to be prepared and submitted to the institute during the semester V.

Reference Books: Follow the Monograph and conduct in coordination with Corporate Resource Center of the Institute

BBA-Sem -V (CBCS 2018)

502: MANAGEMENT OF SERVICES

Course Code	502	Course Type	Core Course
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

- To provide in-depth insight in managing and delivering of quality services
- To create awareness about the services sector, the challenges and opportunities therein.
- To understand the need and importance of people, process and physical evidence in services marketing mix.

Learning outcomes

After studying this course students would be able to

- Understand the challenges and opportunities involved in services sector.
- Understand the aspects of developing new services, promoting the services and making it available in a convenient manner.

Unit 1: Introduction to Services and Service sector

Meaning of Services, Differences between goods and services, Characteristics of Services, Classification of Services, Growth of Service Sector in India, Factors responsible for growth of service sector in India.

Unit 2: Marketing of Services:

7Ps in Service Marketing –

Service Product – service life cycle,

Pricing the Service- factors involved in pricing the services,

Service Location (Place) and Channels of Services.

Promotion and Communication of Services – promotion mix,

People in Services – role of service employees, training of service employees,

Process in Services – service as a process,

Physical Evidence in Services.

Unit 3: Quality of Services:

Meaning of service quality, Importance of service quality, quality issues in services. Role of information technology in improving service quality.

Unit 4: Management Demand and Supply of Services

Patterns and determinants of demand, strategies for managing demand, service capacity management.

Unit 5: Introduction To Management Of Different Service Sectors

Banking Services: - Concept – Scope and Importance, Human Resource Management in banking services.

Hotel Services: - Concept, Scope and Importance, Profile of Services, H. R.M and Customer Care, Management of Hotel Services in India.

Management of Insurance Services: Concept, Scope and Importance

Management of Transport Services: Concept, Scope and Importance, – Passenger transport and Goods transport – Road, Rail and Water Transport. Challenges faced.

Management of Consultancy Services: Concept, Scope and Importance. Types of Consultancy Services – Legal, Technical, Financial, Medical and Managerial.

Management of other Services: Tourism, Entertainment, Education and Telecommunication: Introduction, Formulation of Marketing mix of these Services.

Reference Books:

- 1) Service Management & Marketing Christian Gronroos Wiley India Edition
- 2) Services Marketing Text & Cases : Vinnie Jauhari , Kirti Dutta 2nd Edition Oxford University Press
- 3) Services Marketing S.M. Jha Himalaya Publishing House
- 4) Services Marketing Dr. Shahjahan
- 5) Services Marketing K. Ram Mohan Rao
- 6) Services Marketing Valarie A, Zeithaml& Mary Joe Bitner, Tata McGraw Hill Publications.

Journals

- 1. Journal of Service Management- Emerald Insights
- 2. European Journal of Service Management

Online reference

https://www.khanacademv.org

http://www.pondiuni.edu.in/storage/dde/downloads/markiv_sm.pdf

https://www.scribd.com

MOOCs

https://www.mooc-list.com/course/services-marketing-selling-invisible-openlearning

NPTEL

BBA- Sem -V (CBCS 2018)

505: INTRODUCTION TO OPERATIONS RESEARCH

Course Objective

The objective of the course is to familiarize the students with the tools & techniques of Operation Research.

Learning Outcome

Students will be able to understand the practical importance and applications of various operations research techniques.

UNIT 1

Definition of Operations Research (OR), Origin and Development of OR, Scope of Operation Research, Advantages and Limitations of OR.

UNIT 2

Linear Programming Problem-LPP, Formulation of LP Problem, Graphical solution – Procedure of solving LPP by Graphical method. Applications and limitations of LPP

UNIT 3

Transportation Problem, meaning, definition and applications, Applications of Transportation Problem, Types of Transportation problems. Initial Basic Feasible Solution – North West Corner Rule, Least Cost or Matrix Minima Method, Vogel's Approximation method. Checking for optimality, Finding optimal solution by MODI method.

UNIT 4

Assignment Problem- meaning, definition and applications, Types – unbalanced and maximization, assignment problem. Hungarian method for solving assignment problem.

UNIT 5

Network Analysis - importance of network analysis, construction of networks.

Critical Path Method (CPM) - calculation of earliest and latest times, types and computation of floats. Program Evaluation and Review Technique (PERT) - 3 time estimates, expected duration.

Reference Books:

- 1. Operations Research Hira and Gupta S. Chand
- 2. Operations Research Pai, Oxford University Press
- 3. Operational Research Dr. P.R. Vital
- 4. Operational Research Handy and A. Tata.
- 5. Statistical Methods and Operation Research S.P. Gupta

Online Resources:

https://www.khanacademv.org

http://web.itu.edu.tr/topcuil/ya/OR.pdf

Moocs:

www:/Alison www/SWAYAM www/NPTEL

BBA-Sem -V (CBCS 2018)

506: Social Media Managenemt

Course Code	506	Course Type	GE
Credits	Two.	Examination Pattern	CCA: 50 marks

Course Objectives:

This Course Teaches students to use social media strategically to create value for a client or organisation..

Learning Outcome:

- a) Students will learn by doing assignments focusing on social media, post writing and publishing, management and measurement tools, a social media audit, editorial calendar and crises management.
- b) Students will master the skills necessary to become successful social media managers.

Unit 1: Introduction To Social Media

Introduction to Social Media, importance of social Media, History and evolution of Social Media, Managing Information, Aggregators. Facebook, Twitter, Instagram, LinkedIn, Youtube, Blogs.

Unit 2: Using Social Media

Strategy Plan for Social Media Management, Touchpoint, Analysis Scheduling, Creating Content, Managing Content programmes, Planning Worksheet, Social media campaign.

Unit 3: Evaluating Social Media

- Evaluation of Social Media Platforms
- Tools to manage and measure performance of social media content and campaigns
- Handling critical issues in social media management and legal aspects of social media.

Unit 4: Setting-up own professional site

Content management, design, connectivity with social media

Assignments:

- 1. Explain atleast one social media management tool in detail.
- 2. Describe social media analytics tool in bried with example.
- 3. Detailed social media campmaign: The campaign can be any example presented in social media for Lead Generation. Describe the objectives for campaign, outline the tools, preapare budget for campaign.
- 4. Budget for social media plan: Based on the understanding of your client, prepare a budget for social media management. Include the individual cost of your tactis, your proposed social media campaign and social media tools. Include the total cost as a bottom line of your budget. Include the ROI of your plan and why that budget should be allocated to social media.

5.List different types of content to be used in creating brand by using social media campaigns. Describe merits and demerits of each type of content used in social media.

Reference Books

- 1. Guy Kawasaki & Peg Fitzpatrick, "The art of social media: power tips for power users
- 2. Social media marketing all in one for dummies, Jan Zimmerman & Deborah N
- 3. Social media explained by Mark W. Schaefer

Online resources

http://www.gov.pe.ca/photos/original/IPEL ebiz smmkt.pdf

https://www.coursehero.com/file/10513028/Media-Management-Notes/

BBA- Sem -V (CBCS 2018)

506: Road Safety Management

Course Code	506	Course Type	GE / AECC
Credits	Two.	Examination Pattern	CCA: 50 marks

Course Objectives:

The vehicle population in India is growing at an exponential rate. This phenomenon is bringing in its wake a host of health related, environmental, safety and behavioral problems in the society. The problem is compounded due to absence of effective means of mass transportation system in most big cities in India.

Learning Outcomes:

Unit 1: Introduction to Road Safety Management

Importance and need of road safety management.

Unit 2: Management of Traffic and Traffic Rules.

Use of traffic signals, signs by hand, knowledge/applications of automatic signals, parking rules, driving around, Traffic islands ,traffic joints, subways and flyovers. Signs of roads: meaning of yellow, green and red lights, zebra crossings, bus stops, use of road by physically disadvantaged persons, elderly persons, women and children, special right of way for ambulance, firefighting vehicles, school bus and V.I.P vehicles

Unit 3: Management of Road Mishaps and Accidents:

First aid to accident victims- First aid techniques, co-ordination with hospitals and other health centres for emergency treatment of accident victims, role of Insurance companies in providing relief to accidents victims, Management of Ambulance Services, Importance of voluntary blood donation in saving accident victims, Rehabilitation of persons affected by accidents.

Qualities of a good Driver: Good health, tolerance, responsibility, knowledge of rules and laws, self confidence, politeness, familiarity with the vehicle and its maintenance requirements, self discipline.

Reference Books:

- 1) Pratibha Shastri Ranade, Road Safety Management, ICFAI University
- 2) Vijay Vinayak Revankar, Road Safety Vimleshwar Automobile Industry and Road Safety Community Forum

Online Resources:	
MOOCs:	
MOOCs: Alison	

506: Event Management

Course Code	506	Course Type	GE /AECC
Credits	Two.	Examination Pattern	CCA: 50 marks

Course Objectives:

The basic purpose and spirit of this course is to expose the students to hands- on experience of event management.

Learning Outcomes:

The students are oriented to event management in order to strengthen their skills of planning, organizing and other such management functional skills.

Unit 1: (8 hours)

Introduction to Event Management

The concept of event. need and importance of events.

Unit 2: (10 hours)

Types of Events

Different types of event in Corporates, Social Programmes and Private

Programmes.

Following units are entirely based on practice part of the event management.

Unit 3: Assessment of Events

(12 hours)

Post event assessment of any 05 programmes

A student or a group of 03 students shall be assigned the event which has taken place in near past at any place and they shall make an inquiry into its success and effectiveness by rating them on the basis of appropriate parameters and shall submit the assignment to the respective teacher .

Preparation of Learning Value report:

A student shall prepare a report on what he learnt from the events and submit it to the concerned teacher. The report shall include mainly the description of occasion, the person involved and what guiding principles they have received from them

Reference Books:

- 4. S. R. Singh, Event Management, HPH.
- 5. Alex Genadelik, Event Planning: Management & Marketing For Successful Events: Become an event planning pro & create a successful event series

Online Resources:

https://blog.komodoplatform.com/notes-on-social-media-and-community-management-for-blockchain-cryptocurrency-and-ico-projects-4d0f328bdfb3

MOOCs: Alison

MK 503: Consumer Behavior

Course Code	MK 503	Course Type	Discipline Specific Elective (DSE-II Marketing)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

- 1 To highlight the importance of understanding consumer behavior in Marketing.
- 2 To study the environmental and individual influences on consumers
- 3 Understand the importance of consumer behaviour in designing marketing strategies.
- 4 To understand consumer behavior in Indian context.

Learning outcomes: After studying this course student are able to

- 1 Understand the consumers' attitude towards a particular product / service in a better manner.
- 2 Use the factors that influence the consumers' buying behaviour in determining the marketing mix strategies.
- 3 Identify new market segments to cater to their needs
- 4 Design effective marketing strategies

Unit 1	INTRODUCTION	04 Hrs
	Meaning of Customers & Consumers, Importance / relevance of consumer	
	behaviour studies in the field of Marketing.	
Unit 2	Individual Determinants of Consumer Behavior	14Hrs
	Personality & Self Concept: Meaning of Personality, Influence on Purchase	
	Decisions	
	Motivation & Involvement: Types of Buying Motives, Motive Hierarchy,	
	Dimensions of Involvement	
	Learning & Memory: Meaning & Principal Elements of Learning,	
	Characteristics of Memory Systems, Recall	
	Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes	
Unit 3	External determinants of consumer behaviour:	10 Hrs
	Culture, subculture, social class & reference group	
Unit 4	Consumers' Buying Decision Making Process, Post-purchase Evaluation	12Hrs
	& Behavior: Consumer Satisfaction, Dissatisfaction, Customer Delight,	
	Consumer Complaint Behavior and Post-Purchase Dissonance.	
	Types of Buying Behavior: Complex, Extensive, Dissonance Consumer	
	buying Vs. Organizational buying.	
	Consumer Behavior Models	
	Howard Sheth Model, Nicosia model	
Unit 5	Diffusion of innovation:	05 Hrs
	meaning and definition, diffusion process. The adoption process.	

Reference books

1 Consumer Behaviour by David L. Loudon & Albert J. Della Bitta,

2 Consumer Behavior by Leon Schiffman, Leslie Kanuk, S.Ramesh Kumar,

3 Consumer Behavior - In Indian Perspective by Suja R. Nair,

4 Consumer Behaviour & Marketing Action: Henry Assael,

5 The Marketing Whitebook

Tata McGraw Hill, 4th

Edition

Pearson, 10th Edition

Himalaya Publishing House.

Thompson Learning

Current year issue

Journals and E-journals

1. Journal of Consumer Behaviour

2. Journal of consumer Research https://onlinelibrary.wiley.com/journal/14791838

MOOCS:

- 1. https://swayam.gov.in/course/3578-consumer-behaviour
- 2. https://alison.com/courses/applied-psychology-understanding-models-of-consumer-behavior/content

MK 504: Sales and Distribution Management.

Course Code	MK 504	Course Type	Discipline Specific Elective (DSE-II Marketing)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

- To acquaint students with fundamentals of Sales and Distribution Management
- 2. To impart to the students an understanding of Sales and distribution Management principles with a view to prepare them to face challenges of managing businesses in the new era.

Learning outcomes: After studying this course student are able to

- 2 Manage the issues related to handling sales organization effectively.
- 3 \rightarrow Understand the aspects of developing distribution channels
- Unit 1 Evolution of Sales management, Nature and Importance of Sales Management. 15 hrs
 Definition, meaning and objectives of Sales Management.
 Role and skills of sales manager, recent trends in Sales Management.

Sales Organisation: Need for Sales Organizations, their structure, Recruitment and selection of sales persons, developing and conducting sales training programmes for newly appointed as well as experienced salespersons.

- Unit 2 Sales forecasting: meaning, methods of sales forecasting- quantitative and **10 hrs** qualitative methods. Sales quotas: need and importance of sales quotas , types of sales quotas Designing and Administering Compensation Plans Leading and Motivating the Sales Force .
- Unit 3 Sales Territory: meaning, need and Sales force performance appraisal: **10 hrs** methods Personal selling: Process, steps involved therein.
- Unit 4 Sales Control Techniques-Sales analysis, Sales Audit. 10 hrs
- Unit 5 Introduction to Distribution Mix- components, channels of distribution, role 15 hrs and functions of wholesaler and retailer, Channel conflicts.

 Recent trends in distribution, Case Studies (unit I to unit V)

Reference books

1 Sales And Distribution Management Text And Cases-Krishna K.Havaldar, Vasant Kavale Tata

Mc'Graw Hill Publications

- 2 Sales Management- S. A. Chunnawalla- Himalaya Publishing House, Mumbai
- 3 Sales Management Still R R , Cundiff E W, Govani PHI
- 4 4Channel Management & Retail Management Meenal Dhotre
- 5 The Marketing Whitebook

Online references:

http://www.tutorialspoint.com/sales_and_distribution.../sales_and_distribution_manag...
http://www.marketing91.com > SALES MANAGEMENT

MOOCS:

- 1. https://alison.com/course/diploma-in-sales-management
- 2. https://alison.com/course/introduction-to-sales-management

FM 503: ELECTIVE – I : FINANCIAL MANAGEMENT (ELEMENTS OF FINANCIAL SERVICES)

Course Code	FM503	Course Type	Discipline Specific Elective (DSE I - ELECTIVE – I:
Credits	Four.	Examination Pattern	UE + IA: 60:40

- Learning objectives:
- To introduce the students about Indian Financial Systems and current developments
- To orient about various financial services available

Learning outcomes: After studying this course student are able to

- Components of Indian Financial Systems
- Importance and utility of Financial Services

Unit – I: Introduction to Financial Services.

(10 Hrs.)

- Financial systems and Economic Development
- Indian Financial systems and Organization Structure.
- Financial Services Meaning, Concept and Importance of Financial Services

Unit – II: Types of Financial services: Fund Based and Fee based

(15 Hrs.)

- Leasing and Hire Purchase finance.
- Factoring and forfeiting.
- Bills Discounting.
- Concept and Importance of Insurance, Types of Insurance
- Merchant Banking
- Underwriting
- Investment Banking

Unit - III: Mutual Funds and Services.

(11 Hrs.)

- Significance of Mutual Funds its Importance, Types and Advantages Current Scenario.
- Parameters for evaluation of Mutual funds Schemes

Unit –I V: Credit Rating.

(12 Hrs.)

- Meaning and Importance of Credit Rating.
- Functions and Role of Credit Rating agencies in India

Unit – V: Venture Capital Financing.

(12 Hrs.)

- Meaning and features of Venture Capital.
- Types of Venture Capitalist.
- Stages of Venture financing, Factors affecting Venture Capital financing.

Reference books:

1) Financial Services – M.Y. Khan. Tata Mc. Graw Hill.

- 2) Indian Financial System M.Y. Khan Tata Mc. Graw Hill.
- 3) Financial Institutions and markets, L.M. Bhole, Tata Mc. Graw Hill.
- 4) Financial Markets and Services, Gordon, Natarajan.
- 5) Merchant Banking, J.C. Verma, Bharat Publications.

Online references:

MOOCS:

- https://swayam.gov.in/
- https://alison.com/:

Web resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

https://www.sebi.gov.in

https://www.nseindia.com

https://www.bseindia.com

FM 504: ELECTIVE – II : FINANCIAL MANAGEMENT (Introduction to Management Control Systems.)

Course Code	FM 504	Course Type	Discipline Specific Elective (DSE II)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- Learning objectives:
- To introduce to the significance and role of Management Control System in the organization
- To orient the students about application of techniques of Management Control

Learning outcomes: After studying this course student are able to

- Importance and utility of Management Control System
- Application of techniques of Management Control

Unit – I: Introduction to Management Control Systems.

(12 Hrs.)

- Definition, Concept of Management Control,
- Nature Characteristics of Management Control System,
- Areas and Process of Control,
- Efficiency and Effectiveness of Control

Unit – II: Motivational Techniques.

(12 Hrs.)

- Management By Objective.
- Merits of Establishment of MBO in organization.
- Zero Base budgeting.
- How Zero Base Budgeting works and its advantages.

Unit – III: Responsibility Centre and Transfer Pricing.

(12 Hrs.)

- Concept of Cost Centre, Profit Centre, Revenue Centre & Investment Centre.
- Problems of Profit Centre.
- Meaning and Significance of Transfer Pricing.
- Objectives of Transfer Pricing.
- Transfer Pricing Methods.
- Simple problems of Transfer Pricing.

Unit - IV: Budgetary Control and Variance Analysis.

(14 Hrs.)

- Objective of Budgetary Control.
- Advantages and Limitations of Budgetary Control.
- Fixed, Flexible and Functional Budgets.
- Problems on Flexible Budget and Cash Budget.
- Concept and Importance of Standard Costing
- Material and Labour variance Analysis (Theory and Practical)

Unit – V: Internal Audit.

(10 Hrs.)

- Internal Audit under MCS.
- Cost Audit its Objectives and Advantages.
- Management Audit its Objective and Advantages.

Reference books:

- 1) Management Control Systems, Robert N Authony, Vijay Govindrajan, The McGraw Hill.
- 2) Management Control Systems, Joseph A. Maciariello, Calvin j. Kirby. PHI Learning Private Limted.
- 3) Advance Cost and Management Accounting, V.K. Saxena, C.D. Vashist, (Text), Sultan Chang & Sons.
- 4) Cost & Management Accounting, Tukaramrao, New Age International (P) Ltd.
- 5) Management Control Systems, P. Saravanavel, Himalaya Publishing House

Online references:

For MOOCs:

https://swayam.gov.in/

• https://alison.com/.

Web resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

https://www.sebi.gov.in

https://www.nseindia.com

https://www.bseindia.com

BBA - CBCS 2018 SEM V HR 503 Performance & Compensation Management

Course Code	HR503	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

- To understand the various dimensions of Compensation Management.
- To familiarize with the role of various bodies involved in Compensation Management.

Course Outcomes:

Students will be able to apply the concepts of performance appraisal and compensation management practically.

Unit 1: (12 hours)

Concept and objectives of performance management system, Performance appraisal and performance management, Performance Management – definition, objectives, need and measurement

Unit 2 (12 hours)

Process of performance appraisal, issues and challenges in performance appraisal, documentation of performance appraisal, Methods of Performance appraisal – traditional methods, modern methods with advantages and disadvantages of each - appraisal interviews, performance feedback and counseling, use of technology and e-PMS, Ethical perspectives in performance appraisal.

Unit 3 (12 hours)

Compensation – Definition, Classification and Types. Components of remuneration- basis pay, dearness allowance, flat and indexed DA, allowances and reimbursement, Determining Compensation, Compensation Approaches. Compensation as a Retention Strategy, Financial and non financial compensation

Unit 4: (12 hours)

Performance Based Pay Systems, Incentives - incentive plans, developing effective incentive plans. Gain Sharing Incentive Plan - Enterprise Incentive Plan - Profit Sharing Plan- ESOPs - Compensation Management in Multi-National organisations.

Unit 5 (12 hours)

Reward systems, Perceptions of Pay Fairness – the legal environment, Legal Constraints on Pay Systems. Employee Benefits. retirement benefits, perquisites, non-monetary benefits.

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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.

3. Richard Thrope& Gill Homen, STRATEGIC REWARD SYSTEMS, Prentice Hall India, New Delhi.

Michael Armstrong & Helen Murlis, HAND BOOK OF REWARD MANAGEMENT, Crust Publishing House

Online Resources:

https://www.ideals.illinois.edu/bitstream/handle/2142/29159/onmeasurementofb1135venk.pdf?sequence=

MOOCs:

Modern Human Resource Management(Alison).

Principles of Human Resources Management (Swayam).

Managing employee compensation (Coursera)

BBA - CBCS 2018 SEM V HR 504 Training & Development

Course Code	HR504	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

- 1. To familiarize the students with the concept and practice of Training and Development and its role in modern management.
- 2. To understand the various methods and applications of Training and Development

Course Outcomes: Students will be able to

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Unit 1 (12 hours)

Concept of training, terms - education Knowledge, Skills, attitudes, need of training, importance, objectives of training, ADDIE model, Principles of training, concept of executive development: Objectives, importance, process of executive development

Unit 2 (12hours)

Training needs analysis (TNA): Meaning and purpose of TNA, TNA at different levels, Process of TNA, output of TNA, setting training objectives, Learning theories – Reinforcement, Social learning, expectancy theory, goal theory

Unit 3 (12 hours)

Training and Development methods: On-the-Job & Off-the-job, job instructions training, apprenticeship, internship, demonstrations, self-directed learning, coaching, job rotation, project assignment, simulation methods, lectures, case studies, group discussion, conferences, role playing, management games, in basket exercise, sensitivity training, vestibule training, etraining.

Unit 4 (12 hours)

Designing training programme – considerations in designing effective training programs selection of trainers, criteria of selection of methods, selecting and preparing the training site, training material & aids, ,use of technology in training

Unit 5 (12 hours)

Evaluation of training – Need for evaluating training, Kirkpatrick evaluation criteria – reactions, learning, behavior, results, ROI, Cost-benefits analysis

Books:

- 1. Noe, Raymond A., and Amitabh DeoKodwani, Employee Training and Development, Tata McGraw Hill.
- 2. Blanchard, P. Nick, James W. Thacker and V. Anand Ram, Effective Training: Systems, Strategies, and Practices, Dorling Kindersley (India) Pvt. Ltd.
- 3. Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay

Online Resources:

https://www.researchgate.net/profile/J_Ford/publication/209409925_Transfer_of_Training_A_R eview_and_Directions_for_Future_Research/links/565da94908aefe619b266a51.pdf

MOOCs:

Diploma in Workplace Safety & Health (Advance Learning).

Human Resources (Open2Study).

Preparing to Manage Human Resources (Coursera)

IB 503: ELECTIVE –I: INTERNATIONAL BUSINESS MANAGEMENT ((INTERNATIONAL MARKETING.)

Course Code	IB 503	Course Type	Discipline Specific Elective (DSE I)
Credits	Four.	Examination Pattern	UE + IA: 60:40

• Learning objectives:

• To enable an understanding of what marketing is and how it operates in the international context.

Learning outcomes : Students will be able to know international markets and international issues. The syllabus is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses.

Unit – I: Introduction to International Marketing.

(15 hrs.)

• International dimensions of Marketing; Domestic versus International Marketing; International Marketing – Scope and challenges; international Marketing process.

Unit – II: Global Marketing Environment.

(10 hrs.)

• Assessing global marketing opportunities, Environmental Analysis, and its techniques; emerging markets.

Unit – III: Planning for International Marketing.

(15 hrs.)

• Marketing research and information systems – meaning, needs and scope in the global context; Market analysis and foreign market entry strategies; Organizing marketing effort for global competition.

Unit – IV: Development Global Marketing Strategies.

(10 hrs.)

• Brands in the international markets, products and culture, product adaptation; Marketing consumer services globally; international marketing channels; Integrated marketing communication for global markets; Pricing for international markets.

Unit – V: Global Quality Standards.

(10 hrs.)

• Quality issues in global markets; Global Quality standards; International agencies; Quality issues for Indian products in international markets

Reference books:

- 1) 1. International Marketing Strategy by Fram Bradley.
- 2) International Marketing by Alexander Hiam and Charles Shaw.

Online references: MOOCS:

- Management Skills for International Business (Coursera)
- Global Strategy I: How The Global Economy Works (Coursera)

Web resources:

• 1. Exchange control manual – RBI Publications.

- Foreign Trade Policies. (Latest)
- Handbook of Export Import procedure.
- Custom and Baggage Rules.
- RBI Official website
- www.ie.port.com

IB 504: ELECTIVE –II: INTERNATIONAL BUSINESS MANAGEMENT (EXPORT IMPORT PROCEDURE DOCUMENTATION)

Course Code	IB 504	Course Type	Discipline Specific Elective (DSE II - ELECTIVE – II : INTERNATIONAL
			BUSINESS MANAGEMENT)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- Learning objectives:
- To give the conceptual clarity about polices and procedure s related to Export and Import
- To provide the guidelines for applicability of these concepts in Export Import Business.

Learning outcomes: After studying this course student are able to

- 1. Understand basic concepts related to International Trade and Foreign Trade Policy
- 2. Understand the Regulations for Export and Import
- 3. Knowledge about the EXIM Documentations and International Logistics

Unit – I: Introduction. (9 hours)

- Meaning and Importance of International Trade.
- Meaning, Definition and Significance of Export and Import.

Unit – II: Regulations for Export and Import.

(12 hours)

- Obtaining an I.E.C. number.
- Foreign Trade (Development and Regulation) Act.
- Foreign Exchange Management Act (FEMA).
- Pre-Shipment inspection and Quality Control Act and their importance.
- Exchange control manual.
- Foreign Trade Policy.

Unit – III: Export Import Contracts.

(10 hours)

- Meaning of Export Import Contract.
- Elements of Export Import Contract.
- FOB and CIF Contract.

Unit – IV: EXIM procedures.

(14 hours)

- Export procedure Registration Stage.
- Pre shipment inspection.
- Sales post Shipment Stage.
- Quality Control and Pre shipment Inspection.

- Sales Tax Exemption.
- Excise Clearance.
- Shipping and Custom Formalities.
- Marine Insurance.

Unit – V: EXIM Documentations and International Logistics.

(15 hours)

- Commercial Documents.
- Principal Export Documents Commercial Invoice, Packing list, Bill of Landing, Combined transport document, Certificate of Quality Control, Insurance Certificate, Certificate of Origin, Bills of exchange and Shipment advice.
- Auxiliary documents Pro forma Invoice, Intimation for Inspection, Shipping Instructions, Insurance Declaration, Shipping Order, Certificate of Origin, Letter of Bank.
- Logistics Clearance of goods against B/L and AWB, Aims and Objective of International trade and logistics.
- Organizations of overseas transport service.

Reference books:

- 1. C Rama Gopal, Export Import Procedure and Documentation, New age International Publisher's, New Delhi.
- 2. W.K. Acharya and Jain K.S. Export Import Procedure and Documentation, Himalaya Publishing House, Mumbai.
- 3. Aseem Kumar, Export and Import Management, Excel Book, New Delhi.
- 4. P.K. Khurana, Export Management, Galgotia Publishing Co. New Delhi

Journals:

- Indian Ports, published by Indian Port Association
- Indian Shipping Indian National Ship-owners Association

•

News Paper Readings:

- 1. Business Standard
- 2. Financial Express
- 3. Economic Times

Online references:

For MOOCs:

- https://alison.com/
- https://**swayam**.gov.in

Web resources:

- 1. Exchange control manual RBI Publications.
- Foreign Trade Policies. (Latest)
- Handbook of Export Import procedure.
- Custom and Baggage Rules.
- RBI Official website
- www.ie.port.com

BBA - CBCS 2018

SEM V

ED 503: Entrepreneurship & New Venture Creation

Course Code	ED 503	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives:

The aim of this course is

- to enable the students to understand the nuances of creating new businesses, role of entrepreneurs, importance of creativity and innovation in entrepreneurial start-ups.
- build the skills, framework and knowledge in entrepreneurship and new venture creation in order to acquire the knowledge and spirit for venturing;
- gain knowledge on the characteristics of entrepreneurs and the entrepreneurial process;
- tounderstand the importance of the planning process and learn how to develop, write and present an effective business plan for a new venture.

Learning Outcomes:

At the end of the course, the students will have a fair idea about entrepreneurship, role of entrepreneurs, and the intricacies of starting a new business. Students will be able to write a business plan successfully.

Unit 1: The entrepreneurial Perspective

(12 Hrs.)

Concept of entrepreneur and entrepreneurship, motivations for becoming an entrepreneur, role of entrepreneurs in the present milieu, types of entrepreneurs (e.g. nascent entrepreneurs, social entrepreneurs, entrepreneurs, etc.), Process of entrepreneurial development. Life cycle of an enterprise.

Unit 2:Opportunity Identification and selection

 $(12 \, \text{Hrs.})$

Moving from an Idea to an Entrepreneurial Firm. Developing Successful Business Ideas , Recognizing Opportunities and Generating Ideas Need for Opportunity Identification and selection, Feasibility Analysis, Industry and Competitor Analysis, Writing a Business Plan, Business opportunities in various sectors.

Unit 3: Creating a Business Model

(12 Hrs.)

Concept of business model, functions of a business model, Types of business model, Preparing the Proper Ethical and Legal Foundation, entrepreneur's approaches to resources—people, capital, and other assets. issues in the selection and effective utilization of outside professionals, such as members of a board of directors, lawyers, accountants, and consultant,

Unit 4: Setting up a New Venture

(12 Hrs.)

Assessing a New Venture's Financial Strength and Viability, Building a New-Venture Team. Financing /Funding of new ventures, Managing and Growing an Entrepreneurial Firm,

Unique Marketing Issues, Commercialization of Ideas, Importance of Intellectual Property Challenges to Growth of an enterprise, Strategies for Firm Growth, Franchising, principal harvest options, including trade sale, going public, and cash flow

Unit 5: Small Businesses.

(12 Hrs.)

Micro Small Medium Enterprises Development (MSMED) Act 2006, Importance of Small Scale industry, Government Grants and Subsidy, clearance and NOC.

Starting a Small Scale unit – structure and ownership, establishment of units, project feasibility, tax benefits, incentives and concessions. Format of start ups. Marketing strategy of small businesses, Role of financial and non-financial institutions for small businesses,

Business Incubation

Definition and evolution of business Incubators, Establishing business incubators, Incubators role in supporting start-ups, Business incubators in India.

References:

- 1. ArunSahai& V. Sharma Entrepreneurship and New Venture Creation, Excel Books.
- 2. Barringer, R.B., Ireland, D.R. (2012) Entrepreneurship: Successfully Launching New Ventures, 4th edition. Pearson Education.
- 3. Vasant Desai, Dynamics of Entrepreneurship Development, Himalaya Publication house
- 4. Malhotra and Gupta, Management of Small Scale industries, Galgotia Publishing Company, New Delhi
- 5. David Holt Entrepreneurship, New Venture Creation, Prentice Hall India.
- 6. S.S. Khanka, Entrepreneurial Development S. Chand & Company Ltd. New Delhi
- 7. Raj Shankar, Entrepreneurship Theory and Practice, Tata McGraw Hill
- 8. Kumar Arya, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Pearson, India
- 9. DrAchutP.Pednekar, Entrepreneurship. Himalaya Publication House

Online Resources:

https://www.entrepreneur.com/

https://www.ashoka.org/en/focus/social-entrepreneurship

https://www.toppr.com/guides/business-studies/entrepreneurship-development/

https://www.entrepreneur.com/article/238908

https://www.Youtube.com/

https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business

http://dst.gov.in/scientific-programme/t-d-tdb.htm

MOOCs:

https://startupindia.upgrad.com/ - Startup India Learning Programme

Swayam

BBA - CBCS 2018 SEM V ED 504 Corporate Entrepreneurship

Course Code	ED 504	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives:

This course will expose the students to the tools, methods and logic that will enable to participate in or lead successful efforts in Corporate Entrepreneurship (CE).

By the end of the course student will:

- Have an overview of the field of Corporate Entrepreneurship
- Be familiar with the various tools, methods, approaches and architectures that organizations are employing and have an in-depth understanding of a few of them

Unit 1: Introduction to corporate entrepreneurship.

(12 Hrs.)

Concept and need of corporate entrepreneurship, Forms and antecedents of corporate entrepreneurship, overview of the field of Corporate Entrepreneurship

Unit 2: Promotion of Intrapreneurial culture.

(12 Hrs.)

Innovative culture and drivers, innovativeness and new business creation, top management support, leadership for innovativeness, Difference between intrapreneurship and entrepreneurship in concept and practice, Corporate strategy, structure and entrepreneurship, Human resource management and corporate entrepreneurship, Building supportive organizational cultures

Unit 3: Entrepreneurial mindset and entrepreneurship ecosystem

(12 Hrs.)

Importance of mindset, Entrepreneurial mindset and its impact, Entrepreneurial mindset enablers, entrepreneurial mindset in employees. Concept of entrepreneurial ecosystem, ecosystem and entrepreneurial mobility.

Unit 4: Challenges and best practices for successful business building inside firms.

(12 Hrs.)

Rationale for intrapreneurship, major challenges and hurdles for CE, risks of corporate entrepreneurship, how to successfully and safely navigate Obstacles,

Unit 5: Case studies on Corporate Entrepreneurship

(12 Hrs.)

Case studies of TATA, Google, Apple, and others.

- [1] Kuratko, D. F., Morris, M. H., &Covin, J. G. 2011. Corporate innovation & entrepreneurship: Entrepreneurial development within organizations (3rd ed.). Mason, OH: South-Western Cengage Learning.
- [2] Burns, P. 2013. Corporate entrepreneurship: Innovation and strategy in large organizations (3rd ed.). New York: Palgrave Macmillan.

[3] Hisrich, R. D. & Kearney, C. 2012. Corporate entrepreneurship: How to create a thriving entrepreneurial spirit throughout your company. New York: McGraw-Hill.

[4] Raj Shankar, Entrepreneurship Theory and practice. Tata McGraw Hill

Online Resources:

https://www.entrepreneur.com/

http://www.sciencedirect.com/science/article/pii/S088390261300058X

https://www.toppr.com/guides/business-studies/entrepreneurship-development/

https://www.entrepreneur.com/article/238908

https://www.Youtube.com/

https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business

http://dst.gov.in/scientific-programme/t-d-tdb.htm

MOOCs:

https://startupindia.upgrad.com/ - Startup India Learning Programme

Swayam

FMK-503: ELECTIVE – I : FINANCIAL MARKETS INTRODUCTION TO FINANCIAL MARKETS AND FINANCIAL INSTITUTIONS

Course Code	FMK-503	Course Type	Discipline Specific Elective (DSE I)
Credits	Four.	Examination Pattern	UE + IA: 60:40

• Learning objectives:

- To introduce to the theory and practice of Financial Markets and Institutions.
- To help students to gain a thorough understanding of the working of Financial Markets and Features of Financial Instruments
- To introduce to the management of Financial Markets and Institutions in an international context.

Learning outcomes: After studying this course student are able to

- The working of Financial Markets and Features of Financial Instruments
- The management of Financial Markets and Institutions in an international context.

Note :Students are expected to keep themselves updated with latest developments in the subject Through- Online Trading Workshop- Training Session, Business News Channel-line CNBC-TV, ZEE Business, NDTV Profit etc.

Unit I: Overview of Financial Market And Institutions:

(11 Hrs.)

- Introduction to Indian Financial System & its Development,
- Importance of Capital and Money Market
- Foreign Exchange Market,
- Role of Financial Institutions in Financial Markets

Unit II Capital And New Issue Market and Secondary Market:

(15 Hrs.)

- Capital markets: Primary market, Secondary Market
- Advantage of Primary Market
- Difference Between Primary and Secondary market,
- New Issue Market(IPO) Functions of New Issue market.
- SEBI Guidelines for New Issue Market, Recent Trends in New Issue Market.
- Functions/services of stock exchange- recognition of stock exchange, organization of Stock exchange in India-
- Listing of Securities-Listing Procedure- registration of Stock Brokers- functions of Brokers.
- Methods of Trading in Stock Exchange Online Trading –BSE-BOLT System- Mobile

Trading, Merits of Online Trading,

Unit III Mutual Funds:-

(12 Hrs.)

- Introduction & Origin of Mutual Fund-
- Types of Mutual Fund, Importance of Mutual Fund
- Concept of Net Assets value

Unit IV Introduction to Derivatives Market

(12 Hrs.)

Concept of Derivatives, Functions, Types – Forward, Futures, Options Swap

Unit V Financial Institutions:

(10 Hrs.)

- Introduction to Banking and Non Banking Financial Institutions.
- Institutional Finance IDBI, SIDBI

Reference books:

- 1. Financial Markets and Services-E Gorden-K.Natrajan-Himalaya Publishing House
- 2. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
- 1. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
- 2. Thummuluri, Siddaiah, Financial Services, 1st edition, Pearson Education.
- 3. Khan, Indian Financial Systems, 6th edition, Tata McGraw Hill.
- 4. Essential: Howells, P., and K. Bain (2007),

Journals:

- **1.** Financial Markets and Institutions, 5th ed. Financial Times/ Prentice Hall. ISBN: 0273709194 Supplementary: Pilbeam, K. (2010),
- **2.** Financial Markets and Institutions, 3rd ed. Palgrave Macmillan. ISBN: 023023321X Valdez, S. and P. Molyneux (2010),
- **3.** An Introduction to Global Financial Markets, 6th ed. Palgrave Macmillan.. ISBN: 0230243096. Mishkin, F. and S. Eakins (2008),
- 4. Financial Markets and Institutions, 6th ed. Pearson Education. ISBN: 0321552113

Online references:

MOOCS:

- https://swayam.gov.in/
- https://alison.com/:

Web resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

https://www.sebi.gov.in

https://www.nseindia.com

https://www.bseindia.com

FMK-504: ELECTIVE -II: FINANCIAL MARKETS

CAPITAL MARKET OPERATIONS

Course Code	FMK-504	Course Type	Discipline Specific Elective (DSE II)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- Learning objectives:
- To help the students in understanding the capital market trading, clearing, settlement To introduce the eligibility criteria for membership of NSE, important regulatory aspects and valuation concepts

Learning outcomes: After studying this course student are able to

- Capital Market Trading, Clearing and Settlement
- regulatory aspects and valuation concepts.

Unit – I: Introduction. (9 hours)

Unit I: Indian Securities Market – An Overview:

(12 Hrs.)

- Introduction, Capital Market Intermediaries,
- Industrial Securities market- Government securities Market- Long Term Loan Market Primary market, Secondary market, products
- Participants of Derivatives market

Unit II: Trading Operations:

(12 Hrs.)

- Introduction, NEAT system, Market types,
- Order Management, trade management, auction, Trade Mechanism
- Introduction to Debt Market, Wholesale Debt Market

Unit III: Clearing and Settlements:

(12 Hrs.)

- Introduction, Transaction cycle, Settlement process, Settlement agencies, Risks in settlement, Securities settlement, Funds Settlement Shortages handling, Risk containment measures,
- International securities, Identification number, Demat and Electronic transfer of securities, In protection fund

Unit IV: Legal & Regulatory Framework: (14 Hrs.)

• Introduction to various Acts governing securities Market –Important provisions of SEBI (Stock Brokers & Sub – Brokers) Regulations, 1992, SEBI (Prohibition of Insider Trading) Regulations, 1992, SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities markets) Regulations, 2003.

• The Depositories Act, 1996, Money Laundering Act, 2002.

Unit V: Fundamental and Technical Analysis:

(10

Hrs.)

Fundamental and Technical Analysis, Types of Charts and Technical Indicators
 Market Simulation Lab.Market simulation lab sessions on internet based software to develop Keyboarding skills for cash market.

Note: Students are expected to keep themselves updated with latest developments in the subject from financial dailies like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from webs SEBI, NSE etc.

Reference books:

- 1. E-Gorden K.Natrajn Himalaya Publishing House.
- 2. Chandra Prasanna, (2009), Investment Analysis, 3rd edition, Tata McGraw Hill.
- 3. Choudhry, Moorad, (2002), Capital Market Instruments, Prentice Hall.
- 4. EDMadhusoodanan, (2008), Indian Capital Markets, Quest Publications.
- 5. Gurusamy, (2009), Capital Markets, 2nd edition, Tata McGraw, Hill.

Online references:

For MOOCs:

https://swayam.gov.in/

• https://alison.com/:

Web resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

https://www.sebi.gov.in

https://www.nseindia.com

https://www.bseindia.com

601 : INDUSTRIAL EXPOSURE (Mini Project)

Course Code 601 Course Type AECC

Credits Five. **Examination Pattern** CCA: 100 marks

Course Objectives:

- i. To enhance the awareness of the students towards the study and use of Trade and Industry directories, business websites, published data & information relating to trade, commerce & industry.
- ii. To enable the students to gain knowledge and understanding of a business system and activities involved therein and acquire experience by seeking association or intervention in the system

Learning Outcomes:

Unit 1: (12 hours)

The students have to individually visit a service organization like hospital, hotel, bank etc. He has to observe the functioning of the organization. He can have formal and informal discussions with the employees, managers, owners etc. of the organization. Based on this he has to write a report of the visit in the journal.

Unit 2: (14 hours)

An Industrial Visit should be organized to any manufacturing industry in the vicinity by the Coordinator in which all the students have to participate. They have to observe the activities of the organization; they can have formal and informal dialogs with the authorities of the organization. Based on this visit they have to write visit report individually in the Journal.

Unit 3: (12 hours)

Specific industries like Agriculture, food processing, furniture, garment, insurance, pharmaceuticals, banking, film, wine, paper etc. will be assigned to individual student or a group of two students. The students are expected to collect the information about the industry's history, present practices, products, players in the industry, trends in the industry, contribution of the industry to the development of the nation, future of the industry etc. by referring newspapers, journals, periodicals, business, magazines and different websites etc.

Unit 4: (10 hours)

Based on data collection in Unit 3, the students have to give the presentation of this industry in the class. The presentations will be evaluated on the basis of its content, information gathering, explanation etc. The students are also expected to prepare a scrapbook for this industry study. The students have to also write an overview of the industry in the Journal.

Unit 5: (12 hours)

The student will be assigned any specific trade organization like FICCI, Indian Tea Association, Indian Chamber of Commerce & industry, ASSOCHAM, CII, Hotel Association of India, Indian Agro Paper Mills Association etc. By the Co-ordinator. The students have to search the information relating to this trade organization through internet websites and other sources. Students have to write a detailed profile and functioning of the trade organization in the Journal.

Note: Students have to give Viva-Voce at end of the semester based on their performance in the assignments during the term.

Mode of Evaluation:

The performance of the Students in this course will be evaluated as under.

- A) Internal evaluation (Class Participation) 20 marks
- B) Oral presentation by the student based on the assignments performed in the class during the Term 20 Marks
- C) Journal maintained by the student -20 Marks
- D) Viva-voce at the end of the term based on the assignments performed 40 Marks

SEMESTER VI

602: INTRODUCTION TO STRATEGIC MANAGEMENT

Course Code	602	Course Type	Core
Credits	Four.	Examination Pattern	UE & IA: 60+40

Course Objectives:

- to understand the concept of strategy formulation and business policies for effective business functioning in an environment of change.
- to identify the opportunities and threads in environment critical internal appraisal of resources within an organization, so as to develop corporate and business strategies.

Learning Outcomes:

The students will learn the main concepts and thought processes in strategic management. Develops strategically as clear thinking rather than the blind use of other people's concepts.

Unit 1: Introduction to Business Policy and Strategic Management.

10 Hr.

Concept, Nature, Importance, Objectives of Understanding Strategy- meaning and definition, Benefits of strategic management. Introduction, Meaning, Components of strategic management process. Vision, Mission, Objectives and Goals, Levels of Strategies.

Unit 2: Internal and Environmental Analysis.

10 Hr.

Environmental Analysis- Competitive analysis, Michael Porters- Five forces model. Internal Analysis- SWOT analysis, Identification of Distinct competencies.

Unit 3: Strategic Analysis and Choice

12 Hr.

Strategic Analysis and Choice in Business Strategic alternatives Evaluating and choosing Business strategies BCG matrix, Ansoff Matrix, GE9 Cell.

Unit 4: Corporate and Business Strategies

14 Hr.

Foundations of Business Strategies, Types of business strategies. Levels of strategies, Various Corporate Strategies.

Unit 5: Strategic Implementation and Control.

14 Hr.

Designing organizational structures for strategic implementation. Understanding strategic evaluation and control. Types of Control. Techniques of strategic evaluation and control.

Books Recommended:

- 1. Understanding Strategic Management by Anthony Henry, Oxford University Press
- 1. Strategic Management by Chandrasekaran & Ananthanarayanan, Oxford
- 2. Business Policy and Strategic Management; AzharKazmi; Tata McGraw Hill.
- 3. Business Policy and Strategic Management; N.S. Gupta; Himalaya Publishing House.
- 4. Management Policy and Strategic Management: Prof. R. M. Srivastava: Himalava Publishing House.

5. Business Policy and Strategic Management; William F. Glueck / Lawrence R. Jauch; McGraw-Hill series.

Supplementary Readings

- 1. Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI
- 2. Upendra Kachru: Strategic Management, Excel books
- 3. Arthur A. Thompson Jr. and A.J. Strickland: Strategic Management –Concepts and Cases, McGraw-Hill Companies
- 4. Lawrence R. Jauch & William F. Glueck: Business Policy and Strategic Management (Mcgraw Hill Series in Management).

Online Resources: Web Resources:

https://www.strategicmanagementinsight.com/

http://www.1000ventures.com/bec_bestsites_strategy.html

MOOCs: MOOCS:

https://www.mooc-list.com/ https://www.coursera.org/ https://swayam.gov.in/ https://alison.com/

605: Disaster Management

Course Code	605	Course Type	GE
Credits	Four.	Examination Pattern	CCA: 100 marks

Course Objectives:

- 1. To provide students an exposure to disasters, their significance and types.
- 2. To ensure that students begin to understand the relationship between vulnerability, disasters, disaster prevention and risk reduction
- 3. To gain a preliminary understanding of approaches of Disaster Risk Reduction (DRR)

Learning Outcomes:

Students will be able to develop rudimentary ability to respond to their surroundings with potential disaster response in areas where they live, with due sensitivity

Unit 1: (6 hours)

Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks)

Unit 2: (12 hours)

Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.) Differential impacts- in terms of caste, class, gender, age, location, disability Global trends in disasters -urban disasters, pandemics, complex emergencies, Climate change

Unit 3: (10 hours)

Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.

Unit 4: (8 hours)

Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources

Unit 5: (12 hours)

Disaster Risk Management in India Hazard and Vulnerability profile of India Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation)

Project Work: (Field Work, Case Studies) The project /fieldwork is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must be conceived creatively based on the geographic location and hazard profile of the region where the college is located.

Suggestions For Project Work:

- ask students to explore and map Disaster prone areas, vulnerable sites, vulnerability of people (specific groups) and resources. The students along with teachers could work on ways of addressing these vulnerabilities, preparing plans in consultation with local administration or NGOs.
- Students may conduct mock drills in schools, colleges or hospitals. They could also work on school safety, safety of college buildings)training in first aid. Other examples could be- identifying how a large dam, road/ highway or an embankment or the location of an industry affects local environment and resources or how displacement of large sections of people creates severe vulnerabilities may be mapped by student project work.

Reference Books:

- 1. Disaster Management by R Subramanian Vikas Publishing House
- 2. R. B. Singh, Disaster Management and Mitigation
- 3. Satish Modh Introduction to Disaster Management, Macmillan Publishers India
- 4. Palaveniel Kathireshan, Disaster Management, Allied Publishers 2015.
- 5. Larry Collins, Disaster Management and Preparedness, CRC Press

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https://ndma.gov.in/en/

https://www.linkedin.com/pulse/disaster-management-definition-process-various-phases-chatterjee/

MOOCs:

www/Swayam www/Alison

606: BUSINESS ETHICS

Course Code	606	Course Type	GE /AECC
Credits	Three.	Examination Pattern	CCA: 50 marks

Course Objectives:

The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility

Learning Outcomes:

This course exposes the student to the issues of values and ethics in management so that decision making and decision execution are undertaken in a human manner, as this will add to the flexibility and dynamism of the corporate culture.

The course will take the student from managerial ethics to organizational ethics and business sustainability

Unit 1: (12 hours)

Ethics – Meaning, and Nature of Ethics. Types of Ethics, Importance of Ethics.

Business Ethics: Meaning, Nature and Importance of ethics in business, meaning of corporate social responsibility, Relation between corporate responsibility & Business Ethics.

Unit 2: (14 hours)

Concept of Morals, Values, Beliefs; Moral issues in business, Spirituality and Ethics; Influence of Major religions on ethics: Hinduism, Islam, Christianity, Buddhism, Sikhism, and Zoroastrianism. Influence of spirituality on ethics.

Unit 3: (12 hours)

Relationship between Business, Business Ethics & Business Development, Role of Business ethics in building a good society.

Case Studies on Business Ethics

Reference Books:

- 1. Management by Values; Chakraborty S.K.; OxfordUniversity Press, Kolkata 2005.
- 2. Professional Ethics by R. Subramanian, Second Edition, OXFORD
- 3. Theory and Practice of Managerial Ethics; Jayashree S. Sadri S. and Dastoor D.S.; Jaico, Mumbai.
- 4. New Mantras in Corporate Corridors, Sharma Subash New age International Publishers, New Delhi 2007.
- 5. Business Ethics and Corporate Governance (towards excellence and sustainability); Sadri S., Jayashree. Himalaya Publishing Co. Mumbai 2011.
- 6. Managing from the Heart: Unfolding spirit in people and organization; Wakalu, Arun: Response Books, New Delhi
- 7. Manuel G Velasquez: Business ethics- concepts and cases Pearson.
- 8. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.

Online Resources:

 $\underline{https://managementhelp.org/businessethics/index.htm} \\$

MOOCs:

https://www.edx.org/learn/business-ethics

Course Code: 606

BBA- Sem -VI (CBCS 2018) **Basics of Hospitality Management**

Credits: Three CCA

Course Type : GE

Course Objectives:

- 1. Recognize scope and career in the hospitality industry.
- 2. Identify the major segments and specialization of the industry and their operations.

Learning Outcomes:

Unit 1: (8 hours)

Introduction to the Hospitality Industry:

- a. History and scope of the hospitality industry.
- b. Economic impact of the hospitality and tourism industries.
- c. Careers in the industry.
- d. Link between hospitality and travel and tourism.
- e. Major segments and specialization of the industry.
- f. medical tourism

Unit 2: (10 hours)

Recreation/Travel and Tourism:

- a. Operation of recreational facilities such as resorts, spas, theme parks, and clubs.
- b. Meetings, conventions, exhibitions, banquets, and other events.
- c. Travel agencies and concierge desks.
- d. Gaming entertainment industry.

Unit 3: (12 hours)

Operations:

- a. Leadership and management in the industry.
- b. Hospitality marketing.
- c. Human resources and risk management and safety procedures.

Reference Books:

- 1. Introduction to Hospitality Management, John R. Walker ,Pearson
- 2. Food and Beverage Service, D.R. Lillicrap, John A. Cousins & Suzanne Weekes, Book Power.

Food and Beverage Management, Bernard Davis , Sally Stone, Butterworth Heineman Ltd.
 Hotel House Keeping and Management, Raghubalan, Oxford University Press.
 Managing Front Office Operations, Michael Kasavanna, Richard Brooks , Charles Steadmon, AH&LA.

Online Resources:
www/youtube.com
MOOCs:
https://www.ifitt.org/hospitality-and-tourismmoocs/

Course Code: 606

BBA- Sem -VI (CBCS 2018) Yoga II (OPEN)

Credits: Three CCA

Course Type: GE

Course Objectives:

This course is aimed at elucidating the core knowledge contained in the science of Meditation.

Learning Outcomes:

Unit 1: (12 hours)

- Patanjal Yog Shastra Introduction*
- Meditation and its origin

Concentration and Self Discipline

Proper Food and Behaviour

Omkar Meditation

Omkar and its effects.Omkar

Meditation –Posture, Process, Benefits.

Unit 2: (14 hours)

• Introduction of Kriya, Bandha and Mudra. ii) Importance of Kriya and its scientific approach. iii) Importance of BANDHA and its scientific approach. iv) Importance of MUDRA and its scientific approach. v) Effect of Asanas on various Systems vi) Difference between Asana and Exercise. vii) Difference between Pranayama and deep breathing. iv) Yogic Diet.

Unit 3: (12 hours)

- Yogasanas and Pranayam
- Basic Yogasanas for beginners

Bhastrika,bhramari,AnulomVilom Pranayam –process,practice and its benefits

- Sun salutation
 - Origin of Suryanamaskara and Yogasanas in India,
- Sun Salutation -Process, Practice and Benefits, Influence of suryanamaskar on health and wellness of individual, impact on weight loss

Reference Books:

- 1. Yoga Asanas, Pranayam, Mudras, Kriya, Vivekananda Ashram
- 2. Yoga Sivanand Yog Vedanta Center

Online Resources:

https://www.yogatoday.com/

https://www.youtube.com/user/yogatoday

https://m.youtube.com/user/yogawithadriene/playlists

MOOCs:

Swayam

MK 603: Integrated Marketing Communication.

Course Code	MK 603	Course Type	Discipline Specific Elective (DSE-II Marketing)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

- 1. To have a working knowledge of the tactical and strategic aspects of IMC
- 2. Be able to apply specific tools and approaches to common marketing communications challenges
- 3. Be able to assess the progress of IMC efforts over time
- 4. To have an opportunity to analyze IMC programs and build innovative programs

Learning outcomes: After studying this course student are able to

- 1 Understand the tactical and strategic aspects of IMC
- 2 Design IMC programs
- 3 Analyze IMC programs

Unit 1 IMC FOUNDATION

06 Hrs

Overview of Communication and IMC programs - IMC Plan - IMC Components- Above the Line (ATL), Below the line (BTL) and Through The line (TTL) promotion - Push and Pull strategy

Unit 2 IMC ADVERTISING TOOLS

12Hrs

- a) Introduction of Advertising- Functions & Types of Advertising Objections on Advertising- Structure of Advertising Agency Role and Services offered by Agency-
- b) Media Mix- Media Vehicle- Ad copy –Appeals in advertising- Advertising budget
- c) Media planning and execution.-Media Plan and schedule.

Unit 3 IMC PROMOTIONAL TOOLS

10 Hrs

- a) Sales Promotion- Trade promotion Consumer promotion- coupons,
 Premiums, contests, Sweepstakes, refund and Rebate, Sampling,
 Bonus,
 packs, price off- Sales force promotion
- b) Public relation(PR), Types of PR-

Unit 4 IMC CONTEMPORARY TOOLS

12Hrs

Recent Trends - Product placement and Branding in films, Product placement on television,

Unit 5 IMC EVALUATING AND CONTROL

05 Hrs.

- a) Need & Significance of IMC evaluation and control
- b) Methods for Measurement of Advertising effectiveness

Reference books:

- 1. Advertising and Promotions IMC Perspectives: Belch and Belch Tata McGraw Hill, 6/e, 2003
- 2. Advertising _An IMC Perspective' S. N. Murthy, U.Bhojanna -Excel Books, 2007.
- 3. Advertising & Integrated Brand Promotion, O'Guinn, Allen, Semenik, 4/e, Thomson, 2007
- 4. Integrated Advertising, Promotion, and Marketing Communications, Clow, Baack, 3/e, Pearson Education, 2007
- 5. Advertising and Promotion: S.A.Chunawalla
- 6. Foundations of Advertising, Chunawalla & Sethia, HPH, 2007

Journals:

- 1. Journal of Integrated Marketing Communications
- 2. Journal Advertising

Online references:

MOOCS:

https://swayam.gov.in/course/3984-advertising-and-public-relations

MK 604: Digital Marketing

Course Code	MK 604	Course Type	Discipline Specific Elective
			(DSE-II Marketing)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives:

- 1. To acquaint students with fundamentals of Digital Marketing and give an overview of benefits of digital marketing.
- 2. To impart to the students an understanding of applications of digital marketing strategies to business concepts with a view to prepare them to face challenges of managing businesses in the new digital era.

Learning outcomes : After studying this course student are able to

- 1 Students should be able to use internet effectively as a marketing tool
- 2 Students will be able to get insights on how organizations can leverage the benefits of social media.

Unit 1	Introduction to Digital Marketing	10 hrs
	Introduction, Nature, scope and use of digital marketing, Recent trends in digital marketing.	
	Digital Revolution in India.	
Unit 2	The Online Marketing Mix	15 hrs
	E- Products	
	Segmentation, Targeting and Positioning	
	E-Price	
	The Online Value	
	E-Promotion	
	The digital revolution in India, Understanding the digital business, Increasing customer base	
	through digital marketing strategies.	
Unit 3	The Online Consumer	15 hrs
	Marketing in a virtual world,. Customer expectation and perception, Online Consumer	
	behavior, Establishing trust in Digital Business.	
Unit 4	CRM in digital world	10 hrs
	CRM- Concept, Nature, scope, benefits, e-CRM, Benefits of e- CRM.	
Unit 5	Social Media	10 hrs
	Role of social media in digital marketing, Advantages and disadvantages of social media,	
	Advertising on social networking.	

Reference books:

- 1. Digital Marketing R Prasad
- 2. Virtual Marketing Sameer Kulkarni
- 3. Digital Marketing: Vandana Ahuja(Oxford University press)
- 4. Web Marketing by Arnold, et al

Journals:

- European Journal of Marketing
- Journal of Digital and Social media marketing
- https://www.amazon.in/Digital-Marketing-Analytics-Making-Consumer/dp/0789750309/ref=pd_sim_14_2?_encoding=UTF8&psc=1&refRID=RPS1MEAY5MH5MYHWE_03A

https://www.amazon.in/Epic-Content-Marketing-Different-

Customers/dp/0071819894/ref=pd_sim_14_1?_encoding=UTF8&psc=1&refRID=RPS1MEAY5MH5MYHWE03A

Online references:

MOOCS: Online references:

https://learndigital.withgoogle.com/digitalunlocked/certification

https://www.coursera.org/specializations/digital-marketing#courses

MK 603: Integrated Marketing Communication.

Course Code MK 603 Course Type Discipline Specific Elective

(DSE-II Marketing)

Credits Four. Examination Pattern UE + IA: 60:40

Learning objectives:

- 5. To have a working knowledge of the tactical and strategic aspects of IMC
- 6. Be able to apply specific tools and approaches to common marketing communications challenges
- 7. Be able to assess the progress of IMC efforts over time
- 8. To have an opportunity to analyze IMC programs and build innovative programs

Learning outcomes: After studying this course student are able to

- 4 Understand the tactical and strategic aspects of IMC
- 5 Design IMC programs
- 6 Analyze IMC programs

Unit 1 IMC FOUNDATION

06 Hrs

Overview of Communication and IMC programs - IMC Plan - IMC Components- Above the Line (ATL), Below the line (BTL) and Through The line (TTL) promotion - Push and Pull strategy

Unit 2 IMC ADVERTISING TOOLS

12Hrs

- d) Introduction of Advertising- Functions & Types of Advertising Objections on Advertising- Structure of Advertising Agency Role and Services offered by Agency-
- e) Media Mix- Media Vehicle- Ad copy –Appeals in advertising- Advertising budget
- f) Media planning and execution.-Media Plan and schedule.

Unit 3 IMC PROMOTIONAL TOOLS

10 Hrs

- c) Sales Promotion- Trade promotion Consumer promotion- coupons,
 Premiums, contests, Sweepstakes, refund and Rebate, Sampling, Bonus,
 packs, price off- Sales force promotion
- d) Public relation(PR), Types of PR-

Unit 4 IMC CONTEMPORARY TOOLS

12Hrs

Recent Trends - Product placement and Branding in films, Product placement on television,

Unit 5 IMC EVALUATING AND CONTROL

05 Hrs.

- c) Need & Significance of IMC evaluation and control
- d) Methods for Measurement of Advertising effectiveness

Reference books:

- 7. Advertising and Promotions IMC Perspectives: Belch and Belch Tata McGraw Hill, 6/e, 2003
- 8. Advertising _An IMC Perspective' S. N. Murthy, U.Bhojanna -Excel Books, 2007.
- 9. Advertising & Integrated Brand Promotion, O'Guinn, Allen, Semenik, 4/e, Thomson, 2007
- 10. Integrated Advertising, Promotion, and Marketing Communications, Clow, Baack, 3/e, Pearson Education, 2007
- 11. Advertising and Promotion: S.A.Chunawalla
- 12. Foundations of Advertising, Chunawalla & Sethia, HPH, 2007

Journals:

- 3. Journal of Integrated Marketing Communications
- 4. Journal Advertising

Online references:

MOOCS:

https://swayam.gov.in/course/3984-advertising-and-public-relations

Course Code	MK 604	MK 604: Digital Marketing Course Type	(DSE-II Marketing)
Credits	Four.	Examination Pattern U	JE + IA: 60:40

Learning objectives:

- 3. To acquaint students with fundamentals of Digital Marketing and give an overview of benefits of digital marketing.
- 4. To impart to the students an understanding of applications of digital marketing strategies to business concepts with a view to prepare them to face challenges of managing businesses in the new digital era.

Learning outcomes: After studying this course student are able to

- 3 Students should be able to use internet effectively as a marketing tool
- 4 Students will be able to get insights on how organizations can leverage the benefits of social media.

Unit 1	Introduction to Digital Marketing	10 hrs
	Introduction, Nature, scope and use of digital marketing, Recent trends in digital marketing.	
	Digital Revolution in India.	
Unit 2	The Online Marketing Mix	15 hrs
	E- Products	
	Segmentation, Targeting and Positioning	
	E-Price	
	The Online Value	
	E-Promotion	
	The digital revolution in India, Understanding the digital business, Increasing customer base	
	through digital marketing strategies.	
Unit 3	The Online Consumer	15 hrs
	Marketing in a virtual world,. Customer expectation and perception, Online Consumer	
	behavior, Establishing trust in Digital Business.	
Unit 4	CRM in digital world	10 hrs
	CRM- Concept, Nature, scope, benefits, e-CRM, Benefits of e- CRM.	
Unit 5	Social Media	10 hrs
	Role of social media in digital marketing, Advantages and disadvantages of social media,	
	Advertising on social networking.	

Reference books:

- 5. Digital Marketing R Prasad
- 6. Virtual Marketing Sameer Kulkarni
- 7. Digital Marketing: Vandana Ahuja(Oxford University press)
- 8. Web Marketing by Arnold, et al

Journals:

- European Journal of Marketing
- Journal of Digital and Social media marketing
- https://www.amazon.in/Digital-Marketing-Analytics-Making-Consumer/dp/0789750309/ref=pd_sim_14_2?_encoding=UTF8&psc=1&refRID=RPS1MEAY5MH5MYHWE 03A

https://www.amazon.in/Epic-Content-Marketing-Different-

 $\underline{Customers/dp/0071819894/ref=pd_sim_14_1?_encoding=UTF8\&psc=1\&refRID=RPS1MEAY5MH5MYHWE03A}$

Online references:

MOOCS: Online references:

https://learndigital.withgoogle.com/digitalunlocked/certification

https://www.coursera.org/specializations/digital-marketing#courses

FM 603: ELECTIVE – I : FINANCIAL MANAGEMENT (Elements of Corporate Finance)

Course Code	FM 603	Course Type	Discipline Specific Elective (DSE I - I)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- Learning objectives:
- To introduce about Sources of Corporate Finance
- To orient about the techniques of Financial Decision making

Learning outcomes: After studying this course student are able to

- Sources of Corporate Finance available
- Application of the techniques of Financial Decision making

Unit – I: Financial Planning and Strategy.

(12 Hrs.)

- Concept and Importance of Financial forecasting.
- Long range planning and Short range planning.
- Strategic Decision making and planning.
- Strategic financial planning and steps in financial planning.

Unit – II: Sources of Corporate Finance.

(12 Hrs.)

- Equity Share Capital, Preference Share Capital, Debenture, Public Deposits, Venture Capital.
- Institutional Finance
- International Sources of Finance: ADR, GDR, ECB, FCCB, FDI and FII

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Unit – III: Capital Budgeting

(15 Hrs.)

- Features and Significance of Capital Budgeting.
- Problems and Difficulties of Capital Budgeting.
- Techniques of Evaluations (Theory & Practical) Payback Period, Discounted Pay Back Period, Accounting Rate of Return, Net Present Value, Profitability Index Method, Internal Rate of Return.

Unit – IV: Management of Earning and capital Structure.

(09 Hrs.)

- Dividends and Retained Earning.
- Factors affecting Dividends decisions
- Concept and Importance of Capital Structures, Factors affecting Capital Structure

Unit – V: Financial Statement Analysis and Corporate Governance.

(12 Hrs.)

- Ratio Analysis (Theory and Practical)
- Funds Flow Statement, Cash Flow Statement (Theory)
- Study of Annual Report Understanding contents and disclosures.

BVDU – BBA (CBCS 2018-2021) - Specializations

- Meaning of Corporate Governance.
- Important Elements of Corporate Governance.
- Share Holders Rights

Reference books:

- 1) Financial Management I.M. Pandey, Vikas.
- 2) Financial Management Theory & Practice, Prasanna Chandra.
- 3) Basic Financial Management M.Y. Khan, New Delhi, TMH.
- 4) Corporate Financial Management Arnold Glen, Pitman.
- 5) Corporate Financial Management Emery Dogglas, Pearson Edu. Asia.
- 6) Indian Corporate Financial Management Vijay Gopalan, Himalaya.

Online references:

MOOCS:

- https://swayam.gov.in/
- https://alison.com/:

Web resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

https://www.sebi.gov.in

https://www.nseindia.com

https://www.bseindia.com

604 : ELECTIVE – II : FINANCIAL MANAGEMENT (International Finance & Financial Risk Management)

Course Code	FM 604	Course Type	Discipline Specific
			Elective (DSE II)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives: After the completion of the course, the students will understand:

- The concept of Risk and Risk Management
- The techniques of Financial Risk Management

Learning outcomes: After studying this course student are able to

- To introduce to the concept of Financial Risk Management
- To orient the students about the techniques of Risk Management

Unit – I: Introduction to International Finance.

(12 Hrs.)

- Scope and Importance of International Finance.
- Distinction between Domestic and International Finance.
- Challenges and Risks in International Financial Management

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Unit – II: Foreign Exchange Market.

(12 Hrs.)

- Concept and Features of Foreign Exchange Market
- Structure and Participants of Foreign Exchange Market

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Unit – III: Methods of International Trade Settlements.

(12 Hrs.)

- International trade settlement with special reference –Documentary Credit ||.
- Export Finance Pre and Post Shipment Credit.
- Factoring and Forfeiting.
- ECB Buyers and Suppliers Credit.

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Unit – IV: Risk Management.

(10 Hrs.)

- Concept and Process of Risk Management
- Types of Risks
- Terms Speculation and Arbitrage

Unit V: Derivatives:

(14 Hrs.)

- Definition, Meaning and Importance of Derivatives
- Types of Derivatives(Introduction): Forward, Future, Options and Swaps

Reference books:

- 1) International Financial Managemen Financial P.G. Apte., Tata McGraw Hill Publications.
- 2) Options, Futures and Derivatives John C Hull, Pearson Education.
- 3) International Finance and Banking RajwadeAnmol Publications.
- 4) Report on Currency and Finance by RBI.
- 5) Risk Management and Insurance Harrington Niehaus.

Online references:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

https://www.sebi.gov.in

https://www.nseindia.com

https://www.bseindia.com

MOOCS:

https://swayam.gov.in/

https://alison.com/:

BBA - CBCS 2018 SEM VI HR 603 Management of Industrial Relations

Course Code	HR 603	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

Learners will be able to understand the meaning of industrial relations, dispute and role of trade unions. Also they will be exposed to the concept and process of grievances and grievance handling.

Course Outcomes: Students will be able to apply the principles of industrial relations to the current scenarios.

Unit 1: (12 hours)

Meaning and definition of industrial relations (IR), objectives and scope of Industrial relations, parties of IR, Evolution of IR in India, Conditions for congenial IR.

Unit 2: (12 hours)

Trade unions – concept, evolution and functions, types and structure of trade unions, formation of trade unions in India, problems of trade unions.

Unit 3: (12 hours)

Industrial disputes – concept, classification and causes, strikes, types of strikes, lockouts. Impact of industrial disputes.

Unit 4: (12 hours)

Grievance – meaning and definition, causes of grievances, procedure of grievance redressal. Disciplinary action – needs, meaning, aspects of disciplinary procedure. Domestic enquiry.

Unit 5: (12 hours)

Settlement of industrial disputes, statutory methods as per industrial disputes act 1947, formation of works committee, functions of works committee, conciliation, meaning of conciliation, conciliation officer, voluntary and compulsory conciliation. Arbitration, Adjudication-types and process.

Books:

- 1. Venkataraman, C.S, Indian Industrial Relations, National Institute of Personnel Management.
- 2. Mamoria&Mamoria, Dynamics of Industrial Relations in India, Himalaya Publishing House
- 3. Sharma A.M, Aspects and legal frame work of Industrial Relation, Himalaya Publisher

Online Resources:

http://www.pondiuni.edu.in/storage/dde/downloads/hrmiii_irm.pdf

MOOCs: Swayam

BBA - CBCS 2018 SEM VI HR604 Cross Cultural HRM

Course Code	HR604	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

• To create awareness about the cross cultural HRM and creating harmonious relationships between employees.

Course Outcomes: Students will be able to understand the issues related to cultural diversity and appreciate the importance of cross cultural management.

Unit 1: (12 hours)

Understanding Culture, Culture dimensions, cross cultural differences and managerial implications, Hofstede study, Significance and impact of cross culture on organizations, role of culture in Strategic Decision Making . Influence of National Culture on Organizational Culture. Shift in Culture: significance of shift in Culture, Influence of economic factors and foreign intervention on shifts in local cultures

Unit 2: (12 hours)

Global business environment, cross cultural perspectives, cultural paradox; cultural diversity and sensitivity, cross cultural leadership and decision making, Cross Cultural Communication and negotiation, cultural intelligence, case study of Cultural Intelligence by P. Christopher Earley and Elaine Mosakowski, HBR.

Unit 3: (12 hours)

International HRM – differences between domestic and international HRM, Expanding the Role of HRM in International Firms; international HRM approaches, HR and expansion strategies.

Unit 4: (12 hours)

International recruitment and selection, performance management, training and development, compensation. Social Responsibility and International HRM; HRM In Cross Culture Mergers & Acquisitions

Unit 5: (12 hours)

International assignments – need and issues. Repatriation, coping with new role demands, labour relations. Managing expatriates.

Research and emergence of different approaches to cross cultural management. Achieving and Sustaining International Competitive Advantage; International Strategic Alliances, Cross-culture ethics: Ethics values across cultures and Ethics dilemma

Books:

- 1. Shobhana Madhavan, Cross-Cultural Management, Oxford University Press
- 2. P. Jyothi& D.N. Venkatesh, Human Resource Management, Oxford University Press.
- 3. K Aswathappa, Sadhna Dash, International Human Resource Management Text And Cases, Tata McGraw-Hill
- 4. Paula Caligiuri, David Lepak, Jaime Bonache, Managing The Global Workforce, John Wiley & Sons Ltd.
- 5. International HRM, P.Subba Rao, HPH
- 6. Cultures Consequence; International Differences in Work related Values, G. Hofstede Sage
- 7. International HRM, A. Harzing, Sage
- 8. International Human Resource Management: Managing People in a Multinational Context by Peter J Dowling et al., Third Edition (South Western).
- 9. International management: Managing Across Borders And Cultural,4th Ed, Pearson.
- 10. Thakur, M., Burton & Gene, E (2002). International Management. Tata McGraw Hill.
- 11. Hodgetts, R. and Luthens, F. (2003). International Management. McGraw Hill Inc.
- 12. EsenDrlarry, Rchildress John, The Secret Of A Winning Culture: Building High-Performance Teams, Prentice Ha

https://pdfs.semanticscholar.org/7242/bb07d3f9568f1579d5e0d87f189a673c5c65.pdf

MOOCs: Swayam

IB 603: ELECTIVE – I: INTERNATIONAL BUSINESS MANAGEMENT (BASICS OF INTERNATIONAL FINANCE)

Course Code	IB 603	Course Type	Discipline Specific Elective
			(DSE I - ELECTIVE - I :
			INTERNATIONAL
			BUSINESS MANAGEMENT)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- Learning objectives:
- To understand the basics of finance function and environment for International Business.
- To find out financial challenges faced by businesses in increasingly globalizing economies.

Learning outcomes: After studying this course student are able to

- 1 At the end of the course students should be able to-
- 2 Understand basic concepts, elements related to International Finance.
- 3 Knowledge about the important Financing Methods for Cross Border Trade.

Unit – I: Introduction

(12 hours)

- Meaning and Scope of International Finance
- Globalization and its impact.
- International Finance Vs Domestic Finance
- India's financial Sector reforms after globalization

Unit – II: International Financial Institutions

(12 hours)

- The World Bank
 - International Bank for Reconstruction and Development (IBRD)
 - > International Development Association
 - > International Finance Corporation
 - The multilateral investment guarantee agency (MIGA)
- International Monetary Fund (IMF)- Origins of IMF
- Asian Development Bank (ADB)
- Role of IMF and IBRD.

Unit – III: Financing of Cross Border Trade (Export & Import)

(15 hours)

- Concept and importance of Cross Border Trade, Letter of Credit as a method of Export and Import ,parties involved in letter of credit, Steps involved in Letter of Credit
- Concept and significance of Pre Shipment and Post Shipment credit. Suppliers credit, Buyer's credit, Factoring, Forfeiting and Offshore Banking

Unit – IV: Concepts in International Finance

(10 hours)

- Concept and importance of Foreign Direct Investment,
- Concept and significance of Foreign Institutional Investment.
- Difference between FDI & FII, impact of FDI & FII on the economy

Unit – V: Methods of International Trade Settlement

(11 hours)

 Open account, Advance Payment, Documentary Credit, Documentary Collection, and Consignment Trading, External Commercial Borrowings

Reference books:

- 1) International Financial Management H.R. Machiraju.
- 2) International Financial Management by P.G. Apte.
- 3) International Money & Finance, Prof.Melvin.
- 4) Reports on Currency & Finance, RBI Publication.
- 5) International Finance, Levi, Maurice.

Online references:

MOOCS:

- https://alison.com/
- https://swayam.gov.in

Web resources:

- 1. Companies Annual Reports
- 2. Money control
- 3. SEBI and RBI Official Websites
- 4. NSE and BSE Official Websites
- 5. RBI Official website
- 6. www.ie.port.com

IB 604: ELECTIVE – II : INTERNATIONAL BUSINESS MANAGEMENT (FUNDAMENTALS OF INTERNATIONAL ECONOMICS.)

Course Code	IB 604	Course Type	Discipline Specific Elective (DSE II)
Credits	Four.	Examination Pattern	UE + IA: 60:40

Learning objectives: To understand economics of international business. To enable analysis of problems of global economics and formulate strategies for the same. The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses.

Learning outcomes: After studying this course student are able to

- 1 Students will be able to know international Trade mechanism and international issues.
- 2 Students will be able to know international Trade mechanism and international issues.
- 3 Students will be able to know international Trade mechanism and international issues.

Unit – I: Introduction to International Economics.

(10 hrs.)

- Introduction to international Economics meaning and scope.
- Gains from international trade.
- Significance of international Economics.

Unit – II: Balance Payments.

(15 hrs.)

- Meaning & Structure of BOP.
- Equilibrium and Disequilibrium and adjustment in BOP.
- Statistical discrepancy.

Unit - III: Theories of International Trade.

(15 hrs.)

- Mercantilism, Absolute Cost Theory.
- H O Theory
- Comparative Cost Theory.
- Product Life Cycle Theory

Unit – IV: Formation of Regional Trade Blocks

(10 hrs.)

• BRICS,SAARC,NAFTA,G20,SAFTA

Unit - V: Gold Standard Mechanism.

(10hrs.)

- Fixed Vs Flexible exchange rate.
- Tariff and Non tariff barriers.
- Argument for against protection.

IMF and World Bank

Reference books

- 1) International Economics Koutsiyannis.
- 2) Economics by Samuelson.
- 3) International Economics, Mithai. D.M. Himalaya Publishing House, New Delhi.
- 4) International Economics, Cherunilam, The McGraw Hill Companies.
- 5) International Economics, Salvtore D., Prentice Hall, Upper Saddle River, N.J. New York.

Online references:

Management Skills for International Business (Coursera)

Global Strategy I: How The Global Economy Works (Coursera)

- MOOCS:
- https://alison.com/
- https://swayam.gov.in

BBA - CBCS 2018 SEM VI ED 603 E-Commerce

Course Code	ED 603	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives:

This course aims

- To understand the popular format of e-tailers, ie.online retailers of goods and services.
- To identify the challenges and opportunities of creating, growing and optimizing an e-commerce business.
- To help students conceptualize the various e-commerce business models that exist and to build new ones.

Course Outcome:

By the end of the course student will:

Students will have fair understanding of e-commerce for business growth and development and will get exposure to strategies to grow quickly and profitably through e-commerce strategies.

Unit 1: Introduction to e-Commerce:

(8 hours)

Meaning, types, benefitsand impact of e-commerce, e-commerce in India. Advantages and disadvantages of e-commerce.

Infrastructure for e-Commerce – Internet and www, Intranet, extranet. E-commerce and internet.

Unit 2: Models of e-commerce

(10 hours),

Business to business hub, market places, business to consumer, consumer to consumer, business to government, government to government.

Unit 3: e-marketing and e-CRM

(10 hours),

Internet as an advertising media, e-advertising and marketing in India, Search Engines, Directories, Registrations, Solicited targeted E-mails, Interactive sites, Banners, Advertising, Spam Mails, E-mail, Chain letters. E-Advertising Techniques: Banners, Sponsorships, Portals, and Online Coupons, limitations of internet advertising e-CRM – meaning, applications, major trends, e-CRM marketing in India.

Unit 4: Electronic Payment Systems

(12 hours)

Introduction to online payment systems, Secure Electronic Transaction (SET) and Secure

Socket Layer (SSL) protocols, Pre-paid and post-paid e-payment system, security requirements for e-payment system, managerial issues for E-payment systems.

Unit 5: Electronic Data Exchange and E-Security

(14 hours)

Electronic Data Exchange - definition, applications, advantages and limitations, Privacy issues. Security policy, procedures and practices, cryptology, digital signature, security protocols for e-commerce.

- 1. Chan, Lee, Dillon & Chang E-Commerce Fundamentals & Applications, WILEY
- 2. P.T. Joseph E-commerce: A Managerial Perspective, PHI.
- 3. Jeffrey F.Rayport& Bernard J.Jaworski: Introduction to E-commerce, TMH, 2003.
- 4. David Whiteley: E-Commerce- Strategy technologies and Applications, Tata Mac-Graw Hill, New Delhi, 2000.
- 5. C.S.V.Murthy: E-Commerce-Concepts, Models & Strategies, Himalaya Publishing house, Mumbai, 2003.
- 6. Kamalesh K Bajaj & Debjani Nag: E-Commerce, the Cutting Edge of Business-Tata McGraw-Hill, New Delhi, 2002.
- 7. Perry: E-Commerce, Thomson Publications, New Delhi, 2003.
- 8. Elias M.Awad: Electronic Commerce, Prentice-Hall India, New Delhi, 2002

Online Resources:

https://saif4u.webs.com/E-ommerce-Notes.pdf

https://www.entrepreneur.com/

https://www.Youtube.com/

https://blog.taxjar.com/5-online-resources-for-ecommerce-business-owners/

https://www.oberlo.in/blog/top-50-ecommerce-resources

https://www.practicalecommerce.com/12-Good-Ecommerce-Resources

MOOCs:

https://www.mooc-list.com/course/foundations-e-commerce-coursera

https://www.class-central.com/course/coursera-foundations-of-e-commerce-2294

https://www.udemy.com/the-wide-world-of-moocs/

BBA - CBCS 2018 SEM VI ED 604 Managing Family Businesses

Course Code	ED 604	Course Type	DSE
Credits	Four.	Examination Pattern	UE + IA: 60:40

Objectives of the course:

- Understand the family business dynamics in terms of three elements the individual, the family, and the business.
- Identify the social and economic impact of family business.

Course Outcomes: Students will be able to

- Apply the specific practices and skills of effective family businesses.
- Integrate entrepreneurial and professional management concepts for strengthening family business organizational performance.

Unit 1 (12 Hrs.)

Introduction: Family values, heritage, tradition, Family Relationships and Family Systems Meaning of family, Concept, structure and forms of Family business, Advantages of Family businesses, Culture and evolution of family firmThe Nature, Importance, and Uniqueness of Family Business

Unit 2: (12 Hrs.)

Conflict resolution: Individual roles/functions in the family Managing Business, family and shareholder relationships; Conflict and conflict resolution in family firms.

Unit 3 (12 Hrs.)

Managing Leadership, succession and continuity. Succession planning and process, - Continuing The Next Generation Entrepreneur, Succession and the Transfer of Power, creating the Strategy for leadership, Choosing and Grooming the successor. Encouraging change in the family business system.

Unit 4 (12 Hrs.)

Professionalism in Family business: Orientation of family entrepreneurs, on the job training, Family councils, Family Offices, Management Philosophy and Core values, Strategic Commitment and Family Commitment, Business Vision and Family Vision, Business Strategy Plan and Family business continuity plan. Success factors of family businesses.

Unit 5 (12 Hrs.)

Excellence in Family business: Corporate and Family Governance, Best Practices in Family business: Communication, Independence, Vision, Documentation, women's issues in the family business , Case Studies on Family Businesses.

Text Books:

1. Entrepreneurship and Small Business: Paul Burns, Palgrave Publication

- 2. Entrepreneurship: Rajeev Roy, Oxford Higher Education Publicatio
- 3. Entrepreneurship (successfully Launching New Ventures): Bruce Barringer, R. Ireland, Pearson
- 4. Vasant Desai , Dynamics of Entrepreneursgip Development, Himalaya Publicaion house
- 1. S.S. Khanka, Entrepreneurial Development S. Chand & company Ltd.
- 2. Peter f. Drucker, Inoovation and Entreprenurship

Online Resources:

https://www.entrepreneur.com/

https://www.toppr.com/guides/business-studies/entrepreneurship-development/

https://www.entrepreneur.com/article/238908

https://www.Youtube.com/

https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business

http://dst.gov.in/scientific-programme/t-d-tdb.htm

MOOCs:

https://startupindia.upgrad.com/ - Startup India Learning Programme

Swayam

FMK-603: ELECTIVE – III : FINANCIAL MARKETS (COMMODITY MARKETS)

Course Code	FMK-603	Course Type	Discipline Specific Elective (DSE I -)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- Learning objectives:
- To understand commodities market, products, financial derivatives, pricing mechanism
- To know the trading, clearing and settlement operations using NCDEX platform.
- To introduce to regulatory framework and taxation aspects.

Learning outcomes: After studying this course student are able to

- Commodities market, products, financial derivatives, pricing mechanism
- Regulatory framework and taxation aspects

Unit I: Introduction to Commodity:

(12 Hrs.)

- Introduction to derivatives, products, participants and functions, derivatives markets,
- Difference between commodity and financial derivatives,
- Evolution of commodity exchanges, global commodity derivatives exchanges, latest developments.

Unit II: Application of Commodity Futures:

(12 Hrs.)

- Instruments available for trading Forward contracts, Introduction to futures and options, Payoff for F&O,
- Using futures versus options, Cost of carry model, Futures basis; Using commodity futures for hedging, Speculation and arbitrage.

Unit III: Trading, clearing and Settlement:

(12 Hrs.)

- Trading Futures trading systems, Entities in the trading systems, Commodity futures trading cycle, Order types and trading, Parameters, Margins for trading in futures, Charges, Hedge limits;
- Clearing and Settlement Clearing, Settlement, Risk Management, Introduction to NCDEX

Unit IV: Regulatory Framework of Commodity Derivatives:

(12 Hrs.)

• Rules governing Commodity Derivatives Exchange, Participants, Investor grievances and

Arbitration

Unit V: Trading In Commodity Markets:

(12 Hrs.)

- Patterns of Trading & Settlement,
- Efficiency of Commodity Markets Size of volumes of Commodities

SKILL DEVELOPMENT

- Prepare the list of recognized stock exchanges in India
- Prepare the process chart of online trading of shares and debentures.
- Prepare the chart showing Governing Body of the Commodities Market
- Prepare the list of commodities traded on commodity market.
- Enlist the role of NSDL and CSDL

Text Books:

- 1. Commodities Market Module, Workbook from NSE.
- 2. Chatnai, (2010), Commodity Markets, 1st edition, Tata McGraw Hill.

Reference Books:

- **1.** Kleinman, George, (2001), Commodity Futures & Options, 2nd (revised illustrated edition), Prentice Hall.
- 2. Stephens, John, (2001), Managing Commodity Risk, John Wiley & Sons.
- 3. Hirschey, (2010), Investments: Analysis and Behavior, 1st edition, Tata
- **4.** McGraw Hill.Indian Institute of Banking & Finance, (2007), Commodity Derivatives, Macmillan India Ltd.

Online references:

MOOCS:

https://swayam.gov.in/ https://alison.com/:

Web resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

https://www.sebi.gov.in

https://www.nseindia.com

https://www.bseindia.com

COURSE BBA SEM - VI

BBA-Sem -VI (CBCS 2018)

FMK-604: ELECTIVE – IV : FINANCIAL MARKETS (INTRODUCTION TO DERIVATIVES : EQUITY AND CURRENCY)

Course Code	FMK- 604	Course Type	Discipline Specific
			Elective (DSE I -
			ELECTIVE – II)
Credits	Four.	Examination Pattern	UE + IA: 60:40

- Learning objectives:
- To understand the concepts of equity and currency derivatives,
- Derivatives products and their applications as a risk management tool using different trading strategies on stock exchanges

Learning outcomes : After studying this course student are able to

- Equity and Currency Derivatives
 - Application of Derivatives as a risk management tool using different trading strategies on stock exchanges.

Unit I: Risk Management and Introduction to Derivatives Market:

(12 Hrs.)

- Introduction to Risk, Types of Risks and Risk Management Process
- Meaning, History and Origin, Elements of a Derivative Contract,
- Factors Driving Growth of Derivatives Market, Types of Derivatives,
- Participants in Derivatives Market, Advantages and Disadvantages of Trading in Derivatives Market

Unit II: Introduction to Currency Markets:

(12 Hrs.)

- Introduction to Currency markets, Exchange rates, factors affecting currency market,
- Currency futures, Strategies using currency futures,
- Hedging, Speculation, Arbitrage, NSE's currency derivatives segment.

Unit III: Application of Commodity Futures:

(12 Hrs.)

• Instruments available for trading – Forward contracts, Introduction to futures and options

Unit IV: Introduction to Options:

(12 Hrs.)

- Options: Options Contract Specifications, Call Option, Put Option
- Difference between Futures and Options, Trading of Options, Factors Affecting Option Premium, Payoff Charts and Diagrams for Option Contract,
- Basic Understanding of Option Strategies.

Unit V: Trading, clearing and Settlement:

(12 Hrs.)

- Meaning and Concept, SEBI Guidelines, Trading Mechanism Types of Orders, Clearing Mechanism –
- NSCCL its Objectives and Functions, Settlement Mechanism Types of Settlement.

Text Books:

- Equity Derivatives : A Beginner's Module, Workbook from NSE.
- Currency Derivatives : A Beginner's Module, Workbook from NSE.

Reference Books:

- 1. Vohra, N.D., and Bagri, B.R. (2009), Futures and Options, 9th edition, Tata
- 2. McGraw Hill, Publishing Company Ltd.
- 3. Red Head, (2007), Financial Derivatives: An Introduction to Futures, Forward,
- 4. Options, Prentice Hall of India.
- 5. Vohra, (2010), Futures and Options, 2nd edition, Tata McGraw Hill.
- 6. Vohra, (2010), Derivatives and Risk Management, 1st edition, Tata McGraw Hill

Online references:

MOOCS:

https://swayam.gov.in/ https://alison.com/:

Web resources:

www.moneycontrol.com

www.rbi.org.in

www.icai.org

https://www.sebi.gov.in

https://www.nseindia.com

https://www.bseindia.com