



Bachelor of Business Administration

Academic Year: 2022-2025

Syllabus

Vision

To evolve as an institute of academic excellence and develop students who serve the society by being a leading center of knowledge creation and communication in the area of commerce and management.

Mission

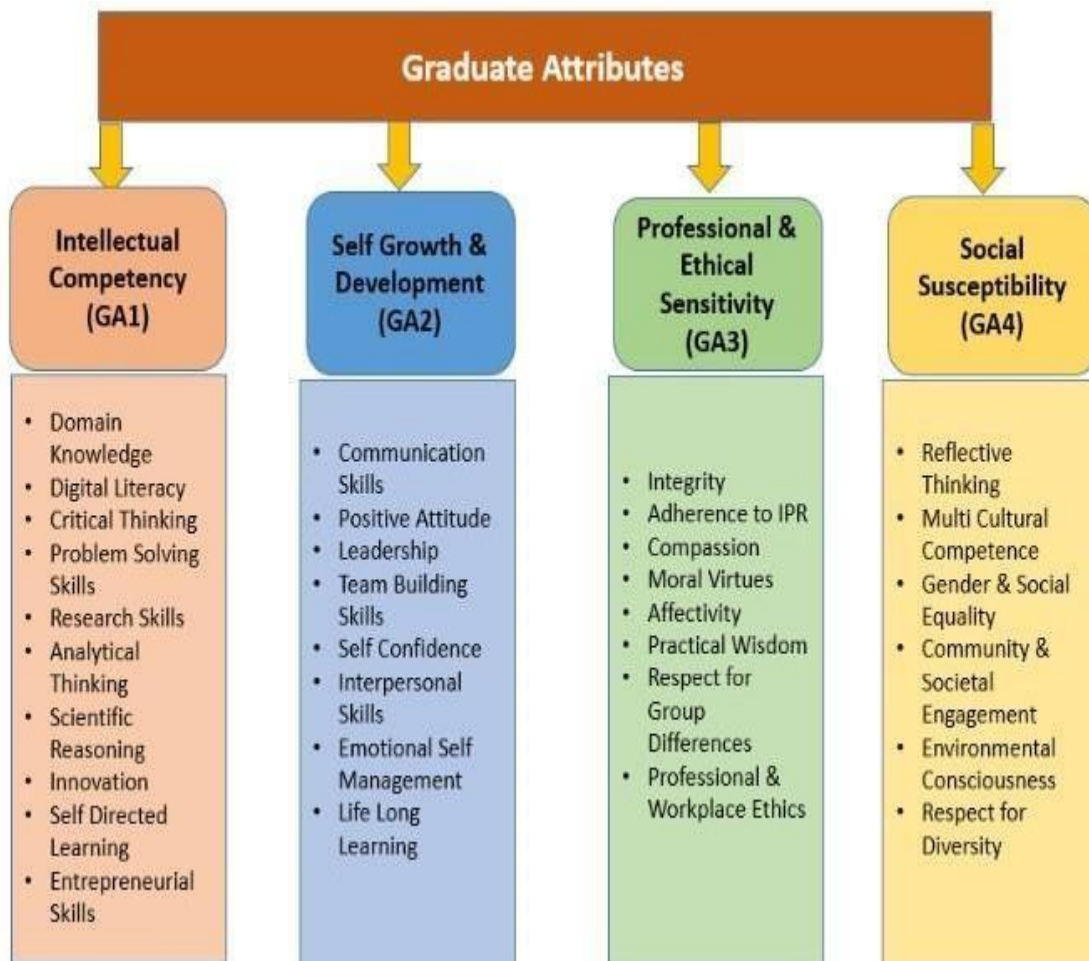
- To educate and equip diverse group of students with the analytical ability, management perspectives, knowledge and skills required to deal with the challenges of today's global business environment.
- Encourage academic research, innovative thinking & self-employment through entrepreneurship.
- To make each student proficient in synthesizing/analyzing information and be ethical, socially responsible, and just when making business decisions.

Graduate Attributes

Jharkhand Rai University is a mecca of transformative education which strongly believes in the holistic development of students. The university provides the cutting-edge of holistic learning to develop promising youngsters into leaders of tomorrow with globally relevant, future-ready and actionable intelligence. The objective of the Department is to make each student proficient in synthesizing/analysing information and be ethical, socially responsible, and just when making decisions. JRU ensures inclusive and equitable quality education and promote lifelong learning opportunities for all.

Every graduate of the Department will be developed to possess the following attributes:

1. Intellectual Competency
2. Self-Growth & Development
3. Professional & Ethical Sensitivity
4. Social Susceptibility



Program Educational Objectives (PEO)

PEO 1: To provide a practical exposure & comprehensive knowledge of Business concept, theories & practices.

PEO 2: Develop an ability to identify and analyse problems and make effective decisions.

PEO 3: To develop essential skills & decision making ability to undertake entrepreneurial ventures

PEO 4: To develop required communication, interpersonal and leadership skills.

PEO 5: Creating Professional with Social Sensitivity and enable them to practice profession with ethics.

PEO 6: Develop a strong base to facilitate the students to pursue professional career or take up higher learning courses.

Program Outcome (PO)

On successfully completing the BBA program the student will be able to:

PO1: Develop competency & Conceptual clarity of Business Concepts theories & practices and across business disciplines.

PO2: Ability to understand and analyse problems and make effective decision to solve the business problems.

PO3: Demonstrate an ability to identify business opportunities, create Business plan & undertake entrepreneurial ventures.

PO4: Ability to effectively communicate in business environment and perform effectively as a leader as well as a member of a team

PO5: Exhibit an understanding and application of ethical principles at both the professional and societal levels

PO6: Decision making ability & strong foundation to pursue professional career or take up higher learning courses.

Mapping of PEO and PO

| POs | PEOs | | | | | |
|------|-------|-------|-------|-------|-------|-------|
| | PEO 1 | PEO 2 | PEO 3 | PEO 4 | PEO 5 | PEO 6 |
| PO 1 | √ | √ | | | | |
| PO 2 | | √ | √ | | | |
| PO 3 | √ | √ | √ | | | |
| PO 4 | | | | √ | | |
| PO 5 | | | | | √ | |
| PO 6 | | √ | | | | √ |

Course Component of BBA program having 120 Credits

| Category of Course | PEOs | Curriculum Content (Total no. of credits of the programme) | Curriculum Content (% of total number of credits of the program) |
|---|-----------|---|---|
| Core Courses focused on employability/ skill development | PEO1,PEO5 | 68 | 56.7% |
| Dept. Elective Courses focused on employability/ skill development | PEO2 | 24 | 20.0% |
| Open Elective Courses | PEO3 | 4 | 3.3% |
| Courses focused on entrepreneurship | PEO4 | 4 | 3.3% |
| Value-added courses imparting transferable and life skills | PEO6 | 20 | 16.7% |
| Total | | 120 | 100.0% |

Course Scheme

| BBA 2022-2025 | | | | | | | | | | | | | |
|----------------------------|--|---|---|---|---|-------------|--------------|--------------|--------------|--------------------------|-------|-----|-----|
| Choice Based Credit System | | | | | | | | | | | | | |
| SEM 1 | | | | | Evaluation Scheme | | | | | | | | |
| | | | | | Continuous Internal Assessment (Weightage 30%)# | | | | | End Term (Weightage 70%) | Total | | |
| Code | Subject | L | T | P | Credits | Assignment1 | Assignment 2 | Assessment 1 | Assessment 2 | Class Participation | | | |
| 11.101 | Organization Behavior | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.102 | Principles Of Management | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.103 | Computer Fundamentals | 3 | 2 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 40B.104 | Communication Skills | 2 | 0 | 0 | 2 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.104 | Basic Accounting | 3 | 2 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.106 | Business Environment | 3 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| | | | | | 22 | | | | | | | | |
| SEM 2 | | | | | Evaluation Scheme | | | | | | | | |
| | | | | | Continuous Internal Assessment (Weightage 30%)# | | | | | End Term (Weightage 70%) | Total | | |
| Code | Subject | L | T | P | Credits | Assignment1 | Assignment 2 | Assessment 1 | Assessment 2 | Class Participation | | | |
| 11.156 | Cost & Management Accounting | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.152 | Marketing Management | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.153 | Human Resource Management | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 40B.153 | Professional Skills | 2 | 0 | 0 | 2 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.154 | Business Economics | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| | | | | | 18 | | | | | | | | |
| SEM 3 | | | | | Evaluation Scheme | | | | | | | | |
| | | | | | Continuous Internal Assessment (Weightage 30%)# | | | | | End Term (Weightage 70%) | Total | | |
| Code | Subject | L | T | P | Credits | Assignment1 | Assignment 2 | Assessment 1 | Assessment 2 | Class Participation | | | |
| 11.201 | Labor Laws | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.202 | Research Methodology | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.203 | Legal Aspects Of Business | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 40B.203 | Leadership & Management Skills | 2 | 0 | 0 | 2 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.204 | Financial Management I | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.206 | Business Mathematics | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 14B.401 | Disaster Management | 3 | 0 | 0 | 0 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| | | | | | 22 | | | | | | | | |
| SEM 4 | | | | | Evaluation Scheme | | | | | | | | |
| | | | | | Continuous Internal Assessment (Weightage 30%)# | | | | | End Term (Weightage 70%) | Total | | |
| Code | Subject | L | T | P | Credits | Assignment1 | Assignment 2 | Assessment 1 | Assessment 2 | Class Participation | | | |
| 11.251 | Financial Management II | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.252 | Quantitative Technique For Business | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.253 | International Business Management | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 40B.252 | Universal Human Values | 2 | 0 | 0 | 2 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.254 | Business Ethics | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| | Community Engagement** | 2 | 0 | 0 | 2 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| | | | | | 18 | | | | | | | | |
| SEM 5 | | | | | Evaluation Scheme | | | | | | | | |
| | | | | | Continuous Internal Assessment (Weightage 30%)# | | | | | End Term (Weightage 70%) | Total | | |
| Code | Subject | L | T | P | Credits | Assignment1 | Assignment 2 | Assessment 1 | Assessment 2 | Class Participation | | | |
| | Open Elective(MOOCs) | 0 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.302 | Consumer Behavior | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.303 | Business Strategy | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 40B.401 | Seminar In Executive Communication * | 2 | 0 | 0 | 0 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.304 | Introduction To Database Management System | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.305 | Summer Training/ Field Visit | 0 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.306 | Management Science | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| | | | | | 24 | | | | | | | | |
| SEM 6 | | | | | Evaluation Scheme | | | | | | | | |
| | | | | | Continuous Internal Assessment (Weightage 30%)# | | | | | End Term (Weightage 70%) | Total | | |
| Code | Subject | L | T | P | Credits | Assignment1 | Assignment 2 | Assessment 1 | Assessment 2 | Class Participation | | | |
| 40B.451 | Human Values & Ethics | 2 | 0 | 0 | 0 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.301 | Project Management | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.352 | Entrepreneurship Management | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.353 | Project Work | 0 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 9.152 | Environmental Studies | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| | Managing Personal Finance** | 2 | 0 | 0 | 0 | | | | | | | 100 | 100 |
| | | | | | 16 | | | | | | | | |
| Departmental Electives | | | | | Evaluation Scheme | | | | | | | | |
| | | | | | Continuous Internal Assessment (Weightage 30%)# | | | | | End Term (Weightage 70%) | Total | | |
| Code | Subject | L | T | P | Credits | Assignment1 | Assignment 2 | Assessment 1 | Assessment 2 | Class Participation | | | |
| 11.301 | Project Management | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.306 | Fundamentals of Sales & Distribution | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.309 | Services Marketing | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.308 | Introduction to Banking | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.201 | Labor Laws | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.204 | Financial Management I | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.251 | Financial Management II | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.253 | International Business Management | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |
| 11.302 | Consumer Behavior | 4 | 0 | 0 | 4 | 10 | 10 | 10 | 10 | 10 | | 70 | 100 |

*Open Elective Courses can be selected by the students from the Courses offered by the other Departments or through SWAYAM (MOOC'S) Platform.

Detailed Assessment Scheme

| Assessment Scheme | | | | | |
|--|--|-------|----------------|-----------------------------|--------------------------------|
| CIA- Continuous Internal Assessment (50 Marks) | | | | | |
| Assessment Parameters | Assessment Tools | Marks | Percentage (%) | Bloom's Taxonomy Category | Bloom's Taxonomy Level LOT/HOT |
| Assignment 1 | Assignment consisting of minimum 5 Questions | 10 | 20 | Remember, Understand, Apply | LOT |
| Assignment 2 | Assignment consisting of minimum 2 Questions | 10 | 20 | Analyze, Evaluate, Create | HOT |
| Teacher Assessment/ Class Participation | | | | | |
| Teacher Assessment 1 | Quiz, Case Studies, Presentations, Group Discussion, Lab work, Project or any other activity | 10 | 20 | Remember, Understand, Apply | LOT |
| Teacher Assessment 2 | Quiz, Case Studies, Presentations, Group Discussion, Lab work, Project or any other activity | 10 | 20 | Analyse, Evaluate, Create | HOT |
| Class Participation | Brainstorming, Discussion, Attendance, Extempore or any other activity | 10 | 20 | | |

| 'ESE- End Semester Examination (70 Marks) | | | |
|---|----------------------------|----------------|--------------------------------|
| Bloom's Taxonomy Category | ESE Question Paper Section | Percentage (%) | Bloom's Taxonomy Level LOT/HOT |
| Remember | A | 30 | LOT |
| Understand | A | | |
| Apply | B | 40 | LOT/ HOT |
| Analyse | B | | |
| Evaluate & Create | C | 30 | HOT |

Semester I

Program: BBA

Semester: I

Course: Organization Behaviour

Course Code: 11.101

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: To have a clear understanding of Organization Behaviour, its process and importance in order to attain organizational goals

CLO 2: To understand individual and group behaviour in an organization with the help of various concepts, theories and models

CLO 3: Have a clear understanding of various conflicts and their resolution

CLO 4: To learn how to influence human behaviour, either individually or in group, so that the organization attains its goals effectively and efficiently.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Understand individual and group behaviour and the factors affecting them

CO 2: Have a fair idea of the various factors influencing motivation and learning

CO 3: Have a clear understanding about the concept of establishing entrepreneurial system.

CO 4: Effectively motivate employees and design rewards in their future role as managers

Course Content:

| Topics | Hours |
|--|-------|
| Unit I: Introduction to Organization Behaviour | |
| <ul style="list-style-type: none"> • Evolution of Organizational Behaviour. • Nature of Organizational Behaviour (OB): Definition, Features, Purpose, Importance and its Difference from other Disciplines. • Historical Development of OB: Scientific Management, Human Relations Approach and Contemporary Approaches (System and Contingency). • Contributing Disciplines to the Field or OB: Psychology, Sociology, Anthropology and Political Science. | 6 |
| Unit II: Learning, Perception, Motivation and Personality | |
| <ul style="list-style-type: none"> • Behaviour of Individuals. • Learning: Nature, Theories in Learning: Classical, Respondent, Operant, Cognitive and Social. Applications of Learning Principles in Organization. • Perception: Nature of Perception, Process of Perception, Social Perception, Applications in Organizations. • Motivation: Nature of Motivation, Types of Motives, Theories of Motivation. Organizational Applications. • Personality: Nature, Theories in Personality Development: Trait, Stage, Cognitive Theories. Personality and Organization Fit. | 10 |
| Unit III: Groups, Teams and Leadership | |
| <ul style="list-style-type: none"> • Group Dynamics: Group Behaviour: Defining and Classifying Groups, Stages of Group Development, Group Decision Making, Merits and Demerits, Techniques. • Understanding Work Teams: Types of Teams: Creating Effective Teams. • Leadership: Styles of Leadership, Theories in Leadership: Trait Theories, Behavioural Theories, Contingency Theories (Fiedler's Theory; Hersey and Blanchard Theory). | 14 |
| Unit IV: Culture and Conflict | |
| <ul style="list-style-type: none"> • Introduction, Nature and Functions of Organizational Culture. • Conflict: Functional vs. Dysfunctional Conflict, Sources, Types of Conflict: Individual, Group, Organizational Conflict, and Conflict Resolution. | 10 |

Suggested Reading:

1. Organization Behavior: L.M. Prasad, Sultan Chand & Son
2. Behavior in Organizations: Greenberg J and Baron RA, PHI.
3. Organizational Behavior: Luthans F, Tata McGraw Hill

Program: BBA
Semester: I
Course: Principles of Management
Course Code: 11.102

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: To help the students gain understanding of the functions and responsibilities of managers.

CLO 2: To provide them tools and techniques to be used in the performance of the managerial job.

CLO 3: To enable them to analyse and understand the environment of the organization.

CLO 4: To help the students to develop cognizance of the importance of management principles.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: On completion of this course, the students will be able to

CO 2: Understand the concepts related to Business.

CO3: Demonstrate the roles, skills and functions of management.

CO4: Analyse effective application of the subject knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.

CO5: Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

Course Content:

| Topics | Hours |
|---|-------|
| Unit I: Introduction to Management | |
| Management and its various functions: Definition, nature, scope and function of management, organizational objectives, management by objective. | 10 |
| Evolution of management thoughts and Thinkers: Scientific Management, General administrative theories, Quantitative approach, Behavioral approach, Systems approach, Contingency approach. | |
| Unit II: Planning & Organizing | |
| Planning: Nature, Scope and objectives of planning, types of Plans, steps in planning, Business forecasting. Decision making: Importance, types, process of Decision making | 8 |
| Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles, span of management: factors determining effective span | |
| Unit III: Departmentation & Staffing | |
| Departmentation: Definition, Departmentation by function, territory, product/service, and customer group and. Authority: definition, types, responsibility and accountability. Delegation: Definition, steps in delegation, obstacles to delegation and their elimination. Centralization Vs De-Centralization. | 16 |
| Staffing: definition, manpower management, factors affecting staffing, selection process, techniques, performance appraisal, Communication: importance, process, barriers and breakdown of communication. | |
| Unit IV: Controlling | |
| Control process, types, barriers to control making, control techniques: budget and non- budgetary control devices, Social responsibility and business ethics | 6 |

Suggested Reading:

1. Essentials of Management, Harold Koontz & Weirich: (Tata McGraw Hill)
2. Principles & Practices of Management, L.M. Prasad, Chand
3. Management, Stephen Robbins, INS Pub.

Program: BBA

Semester: First

Course: Computer Fundamentals

Course code- 11.103

| L | T | P | C |
|---|---|---|---|
| 3 | 2 | 0 | 4 |

Course Learning Objective:

CLO 1: To understand the applications of computers in the modern business

CLO 2: It helps the students to understand and learn the basics of computer how to operate it, to make familiar with the part and function of computer, its types.

CLO 3: It will be helpful in understand the meaning and basic components of a computer system, define and distinguish Hardware and Software components of computer system.

CLO 4: To understand basics of computer and working with OS.

CLO 5: To develop working skills with productivity tools, graphics designing and internet.

Course Outcome:

On the completion of the Course, the students will be able to:

CO 1: Bridge the fundamental concepts of computers with the present level of knowledge of the students

CO 2: Familiarize operating systems, programming languages, peripheral devices, networking, multimedia and internet

CO 3: Understand binary, hexadecimal and octal number system and their arithmetic

CO 4: Understand how logic circuits and Boolean algebra forms as the basics of digital computer.

CO 5: Demonstrate the building up of sequential and combinational logic from basic gates.

| Topics | Hours |
|--|--------------|
| Unit I: Introduction to Computer Systems | 9 |
| Introduction: Evolution of Computers, Characteristics, Classification Generations; Computer Architecture: Components of Computer Systems (I/O Devices); Computer Memory; Data Representation Computer Software Introduction to Software: Relation Between Hardware Software, Application Software; Software Development chart. | |
| Unit II: Operating Systems | 11 |
| Operating System: Functions of OS, Measuring System Performance; Evolution of Operating Systems : Serial Processing, Batch Processing, Multiprogramming; Types of Operating System; Operating System Techniques Multitasking, Multithreading, Multiprocessing; Some Popular Operating Systems: DOS (Disk Operating System), UNIX Operating System, Linux, Microsoft Windows, Microsoft Windows NT | |
| Unit III: Business Data Processing | 9 |
| Data Processing; File Management System: File Types, File Organization, File Utilities; Database Management System: Database Models, Main Components of a DBMS, Creating and Using a Database | |
| Unit IV: Data Communications | 11 |
| Basic Elements of a Communication System: Data Transmission Modes, Transmission Basics; Types of Data Transmission Media; Modulation Techniques, Modems, Analog versus Digital Transmission; Multiplexing Techniques Computer Networks Need for Computer Communication Networks; Types of Network; Network Topologies; Network Protocol; OSI and TCP/IP model ; The Future of Internet Technology; Internet Protocol; World Wide Web; E-mail; Search Engines | |

Suggested Readings:

1. Fundamentals of Computers by Rajaraman, Publisher: Prentice Hall of India, New Delhi
2. Data Communication & Computer Network by White, Publisher: Thomas Learning, Bombay
3. Business Data Communication by Shelly, Publisher: Thomson Learning, Bombay

Program: BBA
Semester: I
Course: Communication Skills
Course Code: 40B.104

| L | T | P | C |
|---|---|---|---|
| 2 | 0 | 0 | 2 |

Course Learning Objective:

- CO1:** Identify common communication problems that may be holding learners back
- CO2:** Identify what their non-verbal messages are communicating to others
- CO3:** Learning to communicate through the digital media
- CO4:** Understand the importance of empathetic listening
- CO5:** Explore communication beyond language.

Course Outcome:

On completion of the Course, the students will be able to:

- CO 1:** Overcome common communication problems.
- CO 2:** Effectively use non-verbal communication
- CO 3:** Effectively use digital media to communicate messages.
- CO 4:** Become an empathetic listener and inculcating listening skills.
- CO 5:** Inculcate effective communication skills.

Course Content:

| Topics | Hours |
|--|--------------|
| Unit I: Listening | |
| <ul style="list-style-type: none">• Techniques of effective listening• Listening and comprehension• Probing questions• Barriers to listening | 3 |
| Unit II: Speaking | |
| <ul style="list-style-type: none">• Pronunciation• Enunciation• Vocabulary• Fluency• Common Errors | 2 |
| Unit III: Reading | |
| <ul style="list-style-type: none">• Techniques of effective reading• Gathering ideas and information from a given text<ol style="list-style-type: none">i. Identify the main claim of the textii. Identify the purpose of the textiii. Identify the context of the textiv. Identify the concepts mentioned• Evaluating these ideas and information<ol style="list-style-type: none">i. Identify the arguments employed in the text• Interpret the text<ol style="list-style-type: none">i. To understand what a text saysii. To understand what a text doesiii. To understand what a text means. Identify the theories employed or assumed in the text | 3 |

| | |
|---|---|
| Unit IV: Writing and different modes of writing | |
| <ul style="list-style-type: none"> • Clearly state the claims • Avoid ambiguity, vagueness, unwanted generalisations and oversimplification of issues • Provide background information • Effectively argue the claim • Provide evidence for the claims • Use examples to explain concepts • Follow convention • Be properly sequenced • Use proper signposting techniques • Be well structured <p>i. Well-knit logical sequence</p> <p>ii. Narrative sequence</p> <p>iii. Category groupings</p> <ul style="list-style-type: none"> • Different modes of Writing - <p>i. E-mails</p> <p>ii. Proposal writing for Higher Studies</p> <p>iii. Recording the proceedings of meetings</p> <p>iv. Any other mode of writing relevant for learners</p> | 3 |
| Unit V: Digital Literacy | |
| <ul style="list-style-type: none"> • Role of Digital literacy in professional life • Trends and opportunities in using digital technology in workplace • Internet Basics • Introduction to MS Office tools <p>i. Paint</p> <p>ii. Office</p> | 3 |

| | |
|---|---|
| iii. Excel iv. Powerpoint | |
| UNIT VI: Effective use of Social Media | |
| <ul style="list-style-type: none"> • Introduction to social media websites • Advantages of social media • Ethics and etiquettes of social media • How to use Google search better • Effective ways of using Social Media • Introduction to Digital Marketing | 3 |
| UNIT VII: Non-verbal communication | |
| <ul style="list-style-type: none"> • Meaning of non-verbal communication • Introduction to modes of non-verbal communication • Breaking the misbeliefs • Open and Closed Body language • Eye Contact and Facial Expression • Hand Gestures • Do's and Don'ts • Learning from experts • Activities-Based Learning | 3 |

Suggested Reading:

1. Sen Madhucchanda (2010), An Introduction to Critical Thinking, Pearson, Delhi
2. Silvia P. J. (2007), How to Read a Lot, American Psychological Association, Washington DC
3. Swets, Paul. W. 1983. The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates. Prentice Hall Press. New York
4. Sen , Leena .Communication Skills ; Eastern Economy Edition
5. Ghanekar , Dr. Anjali . Essentials of Business Communication Skills ; Everest Publishing House

Program: BBA

Semester: I

Course: Basic Accounting

Course Code: 11.104

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: Understand the nature, scope, objectives, branches and principles of financial accounting. And also enable learners to understand the journal transactions, ledger, trial balance and errors disclosed by it.

CLO 2: It includes Bank reconciliation statement, its features, objectives and its preparation as per both methods and also different types of errors and its rectifications.

CLO 3: Provide students with an understanding of the importance of bills of exchange, its constituents and explain the concepts of depreciation, the methods of providing depreciation as well as obsolescence, amortization depletion and fluctuations.

CLO 4: Understand the preparation of P/L statement and Balance sheet as well as its adjustment for ascertaining the financial position of the business.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Understand the objectives, scope, importance, branches and principles of financial accounting and its applications in business organizations and record journal transactions, posting it into ledger and prepare trial balance as well as understand the methods to allocate errors in trial balance.

CO 2: Understand the objectives and purpose of Bank reconciliation statement, preparation according to balance and total method and apply the rectification of different types of errors in subsidiary books to solve business problems.

CO 3: Evaluate the due date, days of grace in bills of exchange, analyze the difference between bills of exchange and promissory notes. Understand depreciation, analyze the causes of depreciation, factors affecting depreciation and fixed & reducing instalment method to solve problems.

CO4: Analyzing a firm's financial activities using financial statement analysis tools to know the company's overall performance.

Course Content:

| Topics | Hours |
|---|-------|
| Unit I: Introduction to Financial Accounting. | |
| Introduction; Scope and Objectives; Branches of Accounting; Generally Accepted Accounting Principles and Standards. Journalizing Transactions: Recording of Transaction, Advantages of Journal, Classification of Accounts and its Rules, Compound Entries; Ledger: Introduction, Posting and its Rules; Trial Balances: Trial Balance Preparation, Errors Disclosed by Trial Balance, Methods of Allocating Errors in Trial Balance | 11 |
| Unit II: Bank Reconciliation Statement & Rectification of error | |
| Meaning, special feature and objective, format and preparation according to balance method, total method and total and balance method. Types of errors, rectification of errors of omission, errors of commission, compensating errors, errors of principle, errors in the subsidiary books. | 7 |
| Unit III: Bills of Exchange & Depreciation. | |
| Definition, characteristics, parties-drawer, drawee and payee, specimen explanations of the constituents of bills of exchange, days of grace, parties of bills of exchange and calculation of due date, difference between bills of exchange and promissory notes, payment, discounting, endorsement and sending the bill for collection, retiring the bill under rebate, dishonor of bill. Depreciation: Meaning, definition, obsolescence, depletion, amortization, fluctuation, Causes of depreciation, factors affecting depreciation, methods of providing depreciation, accounting treatment, fixed and reducing installment system their advantages and change in method. | 8 |
| Unit IV: Financial Statements (With and without adjustments) | |
| Meaning of financial statements, users, Capital and revenue expenditure, Limitations of financial statements, Trading Account, Profit and loss account, and Balance sheet; With Adjustments: Treatment of depreciation and appreciation in the value of assets, outstanding expenses, prepaid expenses, accrued and unearned income, interest and loan, bad debts, provision for bad and doubtful debts, provision for discount on debtors and creditors, abnormal losses of goods and property, managers commission, Deferred revenue expenditure. | 14 |

Suggested Reading:

1. Accounting for Management, Maheshwari. S.N (2009). 2nd Edition. Sultan Chand & Sons
2. BASIC Accounting, M.Y.Khan and P.K.Jain (2010) 5th Edition, Tata Mc Grew Hill.
3. Financial Accounting- Dr. Sanjeev Sharma, 1st Edition 2012), Sharma Publication

Program: BBA
Semester: I
Course: Business Environment
Course Code: 11.106

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: To have a fair knowledge of the environment in which businesses operate and the factors affecting it

CLO 2: To understand as to how people run businesses while taking the environment into consideration

CLO 3: To understand the factors affecting business environment across countries

CLO 4: To understand the roles and responsibility of corporates towards society and environment

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Have a fair view of how businesses operate in different environments

CO 2: Know the environmental factors to be taken into consideration while taking business decisions

CO 3: Understand various factors (varying across countries) influencing businesses

CO 4: Imbibe a sense of responsibility towards society and the environment, in addition to their responsibility towards the organization

Course Content:

| Topics | Hours |
|--|--------------|
| Unit I: Introduction to Business Environment | |
| Business Environment: Introduction, Concept of Business, Levels of the Business Environment, Understanding the Environment Economic Environment: Introduction, Economic Environment of Business, the Global Economic Environment, Economic Policies, Business and Economic Policies | 13 |
| Unit II: Socio Cultural and Political Environment | |
| Socio Cultural Environment: Introduction, Business and Society, Business and Culture, Indian Business Culture, Culture and Organizational Behaviour Political Environment: Introduction, Political Environment and the Economic system, Types of Political Systems, Indian Constitution and Business, Changing Profile of Indian Economy, Business Risks Posed by the Indian Political System | 9 |
| Unit III: Privatization and Globalization | |
| Privatization: Introduction, Meaning of Privatization, Objectives of Disinvestment, Privatization / Disinvestment in India, Problems with Privatization Globalization: Introduction, Meaning of Globalization, Future of Globalization, Organizations to facilitate globalization | 10 |
| Unit IV: Corporate Social Responsibility | |
| Corporate Social Responsibility: Introduction, Meaning and Definition, Need for social responsibility of business, Social responsibility of business towards different groups, Barriers to social responsibility, Social responsibility of business in India | 8 |

Suggested Reading:

1. Business Environment: Francis Cherunilam, Himalaya Publishing House, New Delhi
2. Essentials of Business Environment: Aswathappa, Himalaya Publishing House, New Delhi
3. Indian Economy: Mishra and Puri, Himalaya Publishing House, New Delhi
4. Business Environment: Raj Aggarwal, Excel Books, Delhi
5. Strategic Planning for Corporate: Ramaswamy V, McMillan, New Delhi
6. Business and society: Lokanathan and Lakshmi Rajan, Emerald Publishers
7. Economic Environment of Business: M. Adhikary, Sultan Chand & Sons

Semester II

Program: BBA
Semester: II
Course: Cost and Management Accounting
Course Code: 11.156

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: To develop an understanding of the concepts of cost and cost sheet and discuss the advantages, limitations and techniques of cost accounting.

CLO 2: To help students understand the importance of standard costing as a tool of cost reduction and apply the concept of marginal costing.

CLO 3: To enable learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates. It also includes the preparation of accounting statements, ratio analysis, their uses and limitations will also be emphasized.

CLO 4: To incorporate the understanding of the role of budgeting in business management and steps for preparing budgets.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Understand the concept, methods and techniques of costing and cost sheet for its application in real life.

CO 2: Analyse cost-volume-profit techniques to take optimal managerial decisions and create Break even analysis chart, analyze break even points and margin of safety in decisionmaking. And understand standard cost, its types, variances and its applicability.

CO 3: Create cash flow and funds flow statements in planning for intermediate and long-term finances and evaluate various accounting ratios to assess business performance. And apply management accounting and its objectives in facilitating decision making.

CO 4: Understand the essentials and benefits of cash budget and master budget, and the relationship between the components.

Course Content:

| Topics | Hours |
|---|--------------|
| Unit I: Introduction to Cost Accounting | |
| Introduction: Cost and Cost Accounting, Scope, Objectives, Advantages and disadvantages, cost sheet, Techniques of Costing - Single Output Costing, Job Costing, Contract & Batch Costing, | 09 |
| Unit II: Standard Costing and Variance Analysis | |
| Standard Costing and Variance Analysis: Material variances, labour, variances, Cost volume profit Analysis For A Multi-Product Firm, Marginal Costing: contribution, P/V ratio; Break even analysis, margin of safety, application of marginal costing techniques. | 10 |
| Unit III: Introduction To Management Accounting: | |
| Introduction To Management Accounting: Objectives, Importance & limitations of Management Accounting, Management accountant function. Similarities and Difference Between cost and Management accounting, Ratio Analysis, Cash Flow Statement (as per AS14). Fund Flow statement analysis | 11 |
| Unit IV: Pricing And Decision-Making: | |
| Pricing And Decision-Making: Budgetary Control, Meaning, Classification, types of budget, Zero base budgeting, Master budget, cash budget. | 10 |

Suggested Reading:

1. Cost Accounting – Theory and Problems Maheshwari, S. N. and Mittal, S. N. (2009), 22nd Revised Edition, Shri Mahavir Book Depot.
2. Cost Accounting, Rajasekaran, (2010), 1st edition, Pearson Education.
3. Cost Accounting - Principle Practices Dutta, Mahesh, (2006), 1st edition, Pearson Education.
4. Cost Accounting, Arora, M.N., (2009), Vikas Publishing House.

Program: BBA
Semester: II
Course: Marketing Management
Course Code: 11.152

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

- CLO 1:** To outline key marketing concepts and its application to different markets.
- CLO 2:** To identify factors and processes essential for designing marketing strategy
- CLO 3:** To analyse and examine the implementation of marketing concepts and strategy to firms

Course Outcome:

- CO 1:** Students will be able to identify the scope and significance of Marketing in Domain Industry.
- CO 2:** Students will be able to examine marketing concepts and phenomenon to current business events in the Industry.
- CO3:** Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.
- CO4:** Students will be able to illustrate market research skills for designing innovative marketing strategies for business firms.

Course Content:

| Topics | Hours |
|--|--------------|
| Unit I: Introduction To Marketing | |
| Nature and scope of marketing, Consumer need, want & demand. Concepts of traditional and modern marketing, Various Marketing Concepts: production, product, selling, marketing and societal marketing, marketing environment-marketing and its environment. Consumer Buying Behavior: Factors affecting buying behavior. | 8 |
| Unit II: Market segmentation | |
| Nature, basis & strategies. Marketing mix: Introduction & factors affecting. Product decisions: Product definition, new product development process, product life cycle, positioning, branding & packaging decisions. | 10 |
| Unit III: Pricing decision | |
| Importance, objectives & strategies. Product promotion: Promotion mix & factors affecting it. Distribution: Channel decisions, types & factors, physical distribution system & its components. Marketing of services: Introducing services, characteristics, services marketing mix, successful marketing of service, mastering service quality. | 12 |
| Unit IV: Promotion | |
| Promotion Mix, push vs. Pull Strategy; Promotional Objectives, Advertising-Meaning and Importance, Types, Media Decisions, Promotion Mix, Personal Selling- Nature, Importance and Process, Sales Promotion – Purpose and Types; Publicity and Public Relations- Definition, Importance and Methods. | 10 |

Suggested Reading:

1. Principles of Marketing- A South Asian Perspective, Kotler Philip, Armstrong Graw, Prafulla Y. Agnihotri and Haque, (2010), 13th edition, Pearson Education.
2. Marketing Management Global Perspective Ramaswamy and Namkumar, S. (2009), Indian Context, McMillan, Delhi.
3. Marketing Management, Saxena, Rajan. (2008), 3rd edition, McGraw Hill Education.
4. Marketing Management, Kumar, Arun and Meenakshi. N, (2009), Vikas Publishing House.

Program: BBA

Semester: II

Course: Human Resource Management (HRM)

Course Code: 11.153

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: To understand relevant skills which are necessary for application in HR related issues.

CLO 2: To understand the functions, applications, systems and policies of Human Resource Management in organizations.

CLO 3: To analyse the issues and strategies required to select and develop manpower resources.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Understand the necessary HR concept in businesses.

CO 2: Develop the ability to solve and handle employee issues and evaluate the trends in HRM.

CO3: Analyse sources for attracting and recruiting talent and appropriate practices for job placement, Job design, training and development processes, performance appraisal, Compensation etc.

CO4: Comprehend emerging trends, opportunities and challenges in HRM.

Course Content:

| Topics | Hours |
|--|--------------|
| Unit I: Introduction to Human Resource Management | |
| Introduction: Nature, Scope, Evolution of personnel management, Relevance of HRM, , Organization of Personnel Department, Job Analysis and Job Description, Job Redesigning, Job Enlargement and Job Enrichment, Human Resource Planning, Recruitment and Selection Process. | 10 |
| Unit II: Psychological Tests and Interview | |
| Psychological Tests and Interview: Placement Induction and Promotions, Meaning, Purpose and methods of Performance Appraisal. Performance and Potential Appraisal – Concept and Objectives; Traditional and Modern Methods, Limitations of Performance Appraisal Methods, 360 Degree Appraisal Technique. | 8 |
| Unit III: Human Resource Development | |
| Human Resource Development: Identification of training needs and techniques of training, employee development and career planning. An introduction to teams, employee, empowerment and participation | 16 |
| Unit IV: Compensation and Maintenance | |
| Compensation and Maintenance: Compensation: Job Evaluation – Concept, Process and Significance; Components of Employee Remuneration – Base and Supplementary; Nature and Role of incentives, individual and organization wide incentive system, Nature and significance of Fringe Benefits. Maintenance: Overview of Employee Welfare, Health and Safety, Social Security. | 6 |

Suggested Reading:

1. Human Resource Management, Aswathappa, K., (2010), McGraw Hill Education.
2. Fundamentals of Human Resource Management, DeCenzo, D. A. and RoBBA-L-ins, S.P. (2007),
9th edition, John Wiley.
3. Human Resource Management, Rao V.S.P. Excel books
4. Personnel Management, ArunMonnappa and MirzaSaiyadan, Tata Mcgraw Hill.

Program: BBA
Semester: II
Course: Professional Skills
Course Code: 40B.153

| L | T | P | C |
|---|---|---|---|
| 2 | 0 | 0 | 2 |

The Course Professional Skills is divided into two parts:

- a) Career Skills
- b) Team Skills

CAREER SKILLS

Course Learning Objective:

CO1: Acquire career skills and fully pursue to partake in a successful career path.

CO2: Prepare good resume, prepare for interviews and group discussions.

CO3: Explore desired career opportunities in the employment market in consideration of an individual SWOT

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Prepare their resume in an appropriate template without grammatical and other errors and using proper syntax

CO 2: Actively participate in group discussions and interviews towards gainful employment.

CO 3: Identify career opportunities in consideration of their own potential and aspirations.

Course Content:

| Topics | Hours |
|---|--------------|
| Unit I: Resume Skills | |
| Resume Skills: Preparation and Presentation <ul style="list-style-type: none">•Introduction of resume and its importance•Difference between a CV, Resume and Bio data•Essential components of a good resume ii.Resume skills: common errors <ul style="list-style-type: none">•Common errors people generally make in preparing their resume•Prepare a good resume of her/his considering all essential components | 2 |
| Unit II: Interview Skills | |
| i.Interview Skills: Preparation and Presentation <ul style="list-style-type: none">•Meaning and types of interview (F2F, telephonic, video, etc.)•Dress Code, Background Research, Do's and Don'ts•Situation, Task, Approach and Response (STAR Approach) for facing an interview•Interview procedure (opening, listening skills, closure, etc.)•Important questions generally asked in a job interview (open and closed ended questions) ii. Interview Skills: Simulation <ul style="list-style-type: none">• Observation of exemplary interviews• Comment critically on simulated interviews iii. Interview Skills: Common Errors <ul style="list-style-type: none">• Discuss the common errors generally candidates make in interview• Demonstrate an ideal interview | 2 |
| Unit III: Group Discussion Skills | |
| <ul style="list-style-type: none">• Meaning and methods of Group Discussion• Procedure of Group Discussion• Group Discussion- Simulation• Group Discussion - Common Errors | 2 |

| | |
|--|---|
| Unit IV: Exploring Career Opportunities | |
| <ul style="list-style-type: none"> • Knowing yourself – personal characteristics • Knowledge about the world of work, requirements of jobs including self-employment. • Sources of career information • Preparing for a career based on their potentials and availability of opportunities | 3 |

Suggested Reading:

1. Monippally, Matthukutty. M. 2001. *Business Communication Strategies*. 11th Reprint. Tata McGraw-Hill. New Delhi
2. Soft Skills Dr. K. Alex
3. Managerial Skills Dr. K.Alex

E- Resources;

1. Foundation Skills In IT (FSIT) - Refer the websites like <https://www.sscnasscom.com/ssc-projects/capacity-building-and-development/training/fsit/>
2. Global Business Foundation Skills (GBFS) – Refer websites like <https://www.sscnasscom.com/ssc-projects/capacity-building-and-development/training/gbfs/>

B. TEAM SKILLS

Course Learning Objective:

CO1: Understand the significance of Team Skills and help them in acquiring them.

CO2: To help them design, develop and adapt to situations as an individual and as a team.

CO3: To help students understand the techniques of individual and group brain storming.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Use common technology messaging tools that are used in enterprises for flow of information and transition from command and control to informal communication during an online/offline team session.

CO 2: Appreciate and demonstrate Team Skills.

CO3: Generate, share and maximise new ideas with the concept of brainstorming and the documentation of key critical ideas/thoughts articulated and action points to be implemented with timelines in a team discussion (as MOM) in identified applicable templates.

Course Content:

| Topics | Hours |
|---|--------------|
| Unit I: Presentation Skills | |
| <ul style="list-style-type: none"> • Types of presentations • Internal and external presentation • Knowing the purpose • Knowing the audience • Opening and closing a presentation • Using presentation tools • Handling questions • Presentation to heterogenic group • Ways to improve presentation skills over time | 2 |
| Unit II: Trust and Collaboration | |
| <ul style="list-style-type: none"> • Explain the importance of trust in creating a collaborative team • Agree to Disagree and Disagree to Agree – Spirit of Team work • Understanding fear of being judged and strategies to overcome fear | 2 |
| Unit III: Listening as a Team Skill | |
| <ul style="list-style-type: none"> • Advantages of Effective Listening • Listening as a team member and team leader. Use of active listening strategies to encourage sharing of ideas (full and undivided attention, no interruptions, no pre- think, use empathy, listen to tone and voice modulation, recapitulate points, etc.). | 2 |
| Unit IV: Brainstorming | |

| | |
|---|---|
| <ul style="list-style-type: none"> • Use of group and individual brainstorming techniques to promote idea generation. • Learning and showcasing the principles of documentation of team session Outcomes. | 2 |
| Unit V: Social and Cultural Etiquette | |
| <ul style="list-style-type: none"> • Need for etiquette (impression, image, earn respect, appreciation, etc). • Aspects of social and cultural/corporate etiquette in promoting teamwork • Importance of time, place, propriety and adaptability to diverse cultures | 2 |
| Unit VI: Internal Communication | |
| <ul style="list-style-type: none"> • Use of various channels of transmitting information including digital and physical, to team members. | 1 |

Suggested Reading:

1. Monippally, Matthukutty. M. 2001. *Business Communication Strategies*. 11th Reprint. Tata McGraw-Hill. New Delhi
2. Soft Skills Dr. K. Alex
3. Managerial Skills Dr. K.Alex

E- Resources;

Please check IT-ITeS Sector Skills Council readiness program namely **Global Business Foundation Skills (GBFS)** in website :

[\(https://www.sscnasscom.com/ssc-projects/capacity-building-and-development/training/gbfs/\)](https://www.sscnasscom.com/ssc-projects/capacity-building-and-development/training/gbfs/)

Generic and the entrepreneurial NOS at NSQF Level 4 -7.

Program: BBA
Semester: II
Course: Business Economics
Course Code: 11.154

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: To familiarize the students with the basic concept of microeconomics.

CLO 2: Describe the behavioral economics approach to understand the consumer behavior & consumer decision making.

CLO 3: To make student understand the demand and supply analysis in business applications

CLO 4: To familiarize students with the production and cost structure under different stages of production.

CLO 5: Identify various market structures and discuss their implications for resource allocation.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Develop an understanding of the fundamental principles of Micro Economics

CO 2: Understanding of how consumer behaviour shapes the demand curve with respect to utility and loss.

CO 3: Apply the concepts of demand and supply to explain the price and quantity equilibrium of a market

CO 4: Develop an ability to combine production and cost, short run and long run, and profit and revenues to assess the behaviour of markets.

CO 5: Analyse the performance of firms and determination of profit maximizing price and output under different Market Structures.

Course Content:

| Topics | Hours |
|---|-------|
| Unit I: Introduction to Business Economics and Fundamental concepts: | 8 |
| Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. | |
| Unit II: Consumer Behavior and Demand Analysis: | 14 |
| Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept & Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, | |
| Unit III: Theory of Production: | 8 |
| Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale | |
| Unit IV: Cost Analysis & Price Output Decisions: | 10 |
| Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly. | |

Suggested Reading:

1. Economics, P. Samuelson, W. Nordhaus. (2009) 18th Edition, McGraw Hill Education.
2. Managerial Economics, Dwivedi, D.N (2008), 7th edition, Vikas Publishing House.
3. Managerial Economics in a Global Economy, Salvatore. D. ((2006)), 6th edition, Oxford University Press.
4. Microeconomics for Managers, David Kreps. (2009). 1st edition, Viva Books Pvt. Ltd.
5. Managerial Economics, H. Craig Petersen and Sudhir K. Jain ((2006), 4th edition, Pearson Education.
6. Economics, David C. Colander (2008) 8th ed. McGraw Hill Education.

Semester III

Program: BBA

Semester: III

Course: Labour Laws

Course Code: 11.201

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: Provide understanding on the conceptual framework of labour Laws

CLO 2: Provide exposure to the different laws relating to Industrial Relations, Social Security and Remuneration.

CLO 3: Provide understanding on the importance of labour administration and its legal provisions.

CLO 4: Acquaint students with the principles and practices of management of Employee Relations and to teach them the importance of various aspects and issues related to it.

Course Outcome:

On the completion of the Course, the students will be able to:

CO 1: Understand the basic concepts of Labour Laws, its importance and its core issues.

CO 2: Develop knowledge on the legal framework & its application in different sectors.

CO 3: Interpret the important provisions of Wage Legislations, Social Security Legislations, Legislation related to Remuneration etc.

CO 4: Analyse the different contemporary issues in Industrial Relations.

Course Content:

| Topics | Hours |
|---|--------------|
| Unit I: Legislative History | |
| Broad Outline of Indian Labour Laws; International Labour Laws: Indian Context; Organized and Unorganized Sector; Disputes Settlement Machinery. Legal Framework & Evolution of Labour Laws in India. Laws Regulating Establishment Factories Act, 1948, Mines Act, 1952, Plantations Labour Act, 1951. | 10 |
| Unit II: Laws Relating to Remuneration | |
| Payment of Wages Act, 1936, Minimum Wages Act, 1948, Payment of Bonus Act, 1965, Equal Remuneration Act, 1976. Laws Relating to Industrial Relations: Industrial Disputes Act, 1947, Industrial Employment (Standing Orders) Act, 1946, Trade Unions Act, 1926. | 12 |
| Unit III: Laws relating to Social Security | |
| Workmen's Compensation Act 1923, Employees' State Insurance Act 1948, Employees' Provident Funds & Misc. Provisions Act 1952, Maternity Benefit Act 1961, Payment of Gratuity Act 1972 | 10 |
| Unit IV: Contemporary Approached of IR | |
| Technological Change in IR-Employment issues, Management Strategy, Trade Union Response, Human Resource Management and IR- Management Approaches, Integrative Approaches to HRM | 08 |

Suggested Reading:

1. Industrial Relations-C.B Mamoria.Himalaya Publishing House.
2. Workmen's Compensation Act, Aiyer&Aiyer, Sitaraman& Co.
3. Law of Employees' Provident Fund, Chaturvedi R G, Bharat Law.
4. Commentary on Workmen's Compensation Act, Chaudhry R N, Sitaraman& Co.
5. Commentaries on Industrial Employment, Desai K M, Sitaraman& Co.

Program: BBA
Semester: III
Course: Research Methodology
Course Code: 11.202

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: To familiarize participants with basic of research and the research process.

CLO 2: To enable the participants in conducting research work and formulating research synopsis and report.

CLO 3: To familiarize participants with statistical tools

CLO 4: To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.

Course Outcome:

The aim of the course is to provide participants with an introduction to research methods and report writing. Upon successful completion of the course you are expected to

CO 1: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling ethically.

CO 2: Develop basic knowledge on qualitative research techniques and preparation of report.

CO3 : Analyse the importance of designing scaling techniques as well as the quantitative data analysis .

CO4: Formulating tools for data analysis-and hypothesis testing procedures for interdisciplinary researches.

Course Content:

| Topics | Hours |
|---|--------------|
| Unit I: Introduction to Research Methodology | |
| Research Methodology: definition, objectives, role, scope in management research, process of research, limitations & types. | 8 |
| Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors | |
| Unit II: Sampling & Data Collection | |
| Sampling: Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non-probability, sampling techniques, Probability sampling techniques, Sampling and non-sampling errors. Data collection: primary, secondary data collection, observation methods and survey method. | 10 |
| Unit III: Measurement & Questionnaire Designing | |
| Measurement Concept, Levels of measurement—Nominal, Ordinal, Interval and Ratio Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques, comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Questionnaire-form & design. | 12 |
| Questionnaire Designing: Types, Guidelines for developing a good questionnaire | |
| Unit IV: Data Analysis & Report Writing | |
| Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts), Hypothesis testing, parametric test, Non parametric test. Central tendency, mean, median, mode, time series analysis, correlation analysis, regression analysis | 10 |
| Report Writing: Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report. | |

Suggested Reading:

1. Research Methodology C.R. Kothari , New Age International Publisher.
2. Research Methodology K.V. Rao , Paperback.
3. Research Methodology- PanneerSelvam, (Prentice Hall of India, Edition 2008)
4. Research Method for Behavioral Sciences – Gravetter. Fedrick, (Cengage Learning)
5. Marketing Research - Beri G.C, (Tata McGraw Hill, 4th Edition)

Program: BBA
Semester: III
Course: Legal Aspects of Business
Course code- 11.203

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: Explain the basic concepts and structure of the Indian legal system.

CLO 2: Describe how law and regulations apply to business and the economy.

CLO 3: Recognize business situations that require legal counsel.

CLO 4: Interpret and form contractual relationships in business.

CLO 5: Identify remedies for breach of contract.

Course Outcome:

On the completion of the Course, the students will be able to:

CO 1: Understand and able to appreciate the importance of law and legal aspects in business.

CO 2: Can have a basic understanding of the laws relating to contract, consumer protection, competition, companies dispute resolution.

CO 3: Understand consequences of applicability of various laws on business situations.

CO 4: Develop critical thinking through the use of law cases

Course Content:

| Topics | Hours |
|---|-------|
| Unit I : Indian Contract Act,1872 | |
| Indian Contract Act, 1872 (Fundamental Knowledge): Introduction, Essentials of Valid Contract, Discharge of Contract, Remedies for Breach of Contract; Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency. | 8 |
| Unit II : Sale of Goods Act,1930 | |
| Sale of Goods Act 1930: Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, difference between transfer of property and possession, Rights of an unpaid seller. | 8 |
| Unit III : The Negotiable Instruments Act,1881 | |
| The Negotiable Instruments Act 1881 – Essentials of a Negotiable Instruments, Kinds of Negotiable Instrument, Holder and Holder in Due Course, Negotiation by Endorsements, Crossing of a Cheque and Dishonour of a Cheque. | 10 |
| Unit IV : The Companies Act,1956 | |
| The Companies Act 1956 (Basic elementary knowledge): Essential characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, , , Directors, Managing Directors- their Appointment, Qualifications, Powers | 12 |

Suggested Reading:

1. Legal Aspects of Business, Pathak, Akhileshwar, (2009), 4th Edition, McGraw Hill Education.
2. Business Law, Kuchhal, M. C., (2006), Vikas Publishing House, New Delhi.
3. Company Law, Singh, Avtar, (2006), Eastern Book Co. Lucknow, Bharat Law House, Delhi
4. Company Law, Bagrial, Ashok, (2008), Vikas Publishing House.
5. Elements of Mercantile Law, Kapoor, N. D., (2006), Sultan Chand & Sons, New Delhi.
6. Guide to the Companies Act A.Ramaiyya, , 16th edition, Lexis NexisButterworths

Program: BBA

Semester: III

Course: Leadership and Management Skills

Course Code: 40B.203

| L | T | P | C |
|---|---|---|---|
| 2 | 0 | 0 | 2 |

Course Learning Objective:

CO1: Help students to develop essential skills to influence and motivate others

CO2: Inculcate emotional and social intelligence and integrative thinking for effective leadership

CO3: Create and maintain an effective and motivated team to work for the society

CO4: Nurture a creative and entrepreneurial mindset

CO5: Make students understand the personal values and apply ethical principles in professional and social contexts.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Examine various leadership models and understand/assess their skills, strengths and abilities that affect their own leadership style and can create their leadership vision

CO 2: Learn and demonstrate a set of practical skills such as time management, self-management, handling conflicts, team leadership, etc.

CO 3: Understand the basics of entrepreneurship and develop business plans

CO 4: Apply the design thinking approach for leadership

CO 5: Appreciate the importance of ethics and moral values for making of a balanced personality.

Course Content:

| Topics | Hours |
|---|--------------|
| Unit I: Leadership Skills | |
| a. Understanding Leadership and its Importance <ul style="list-style-type: none">• What is leadership?• Why Leadership required?• Whom do you consider as an ideal leader? b. Traits and Models of Leadership <ul style="list-style-type: none">• Are leaders born or made?• Key characteristics of an effective leader | 4 |
| Unit II: Managerial Skills | |
| a. Basic Managerial Skills <ul style="list-style-type: none">• Planning for effective management• How to organize teams?• Recruiting and retaining talent• Delegation of tasks• Learn to coordinate• Conflict management b. Self-Management Skills <ul style="list-style-type: none">• Understanding self concept• Developing self-awareness• Self-examination• Self-regulation | 4 |
| Unit III: Entrepreneurial Skills | |
| a. Basics of Entrepreneurship <ul style="list-style-type: none">• Meaning of entrepreneurship• Classification and types of entrepreneurship• Traits and competencies of entrepreneur b. Creating Business Plan | 4 |

| | |
|---|---|
| <ul style="list-style-type: none"> • Problem identification and idea generation • Idea validation • Pitch making | |
| Unit IV: Innovative Leadership and Design Thinking | |
| <p>a. Innovative Leadership</p> <ul style="list-style-type: none"> • Concept of emotional and social intelligence • Synthesis of human and artificial intelligence • Why does culture matter for today's global leaders <p>b. Design Thinking</p> <ul style="list-style-type: none"> • What is design thinking? • Key elements of design thinking: <ul style="list-style-type: none"> - Discovery - Interpretation - Ideation - Experimentation - Evolution. • How to transform challenges into opportunities? • How to develop human-centric solutions for creating social good | 4 |
| Unit V: Ethics and Integrity | |
| <p>a. Learning through Biographies</p> <ul style="list-style-type: none"> • What makes an individual great? • Understanding the persona of a leader for deriving holistic inspiration • Drawing insights for leadership • How leaders sail through difficult situations? <p>b. Ethics and Conduct</p> <ul style="list-style-type: none"> • Importance of ethics • Ethical decision making • Personal and professional moral codes of conduct | 4 |

- | | |
|------------------------------|--|
| • Creating a harmonious life | |
|------------------------------|--|

Suggested Reading:

1. Ashokan, M.S. (2015). Karmayogi: A Biography of E. Sreedharan. Penguin, UK.
2. Brown, T. (2012). Change by Design. HarperBusiness
3. Elkington, J., & Hartigan, P. (2008). The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World. Harvard Business Press.
4. Goleman D. (1995). Emotional Intelligence. Bloomsbury Publishing India Private Limited
5. Kalam A. A. (2003). Ignited Minds: Unleashing the Power within India . Penguin Books India
6. Kelly T., Kelly D. (2014). Creative Confidence: Unleashing the Creative Potential Within Us
7. All. William Collins, Kurien V., & Salve G. (2012). I Too Had a Dream. Roli Books Private Limited
8. Livermore D. A. (2010). Leading with cultural intelligence: The New Secret to Success. New York: American Management Association
9. McCormack M. H. (1986). What They Don't Teach You at Harvard Business School: Notes From A Street-Smart Executive. RHUS
11. O'Toole J. (2019) The Enlightened Capitalists: Cautionary Tales of Business Pioneers Who Tried to Do Well by Doing Good. HarperCollins
12. Sinek S. (2009). Start with Why: How Great Leaders Inspire Everyone to Take Action. Penguin
13. Sternberg R. J., Sternberg R. J., & Baltes P. B. (Eds.). (2004). International Handbook of Intelligence. Cambridge University Press

E-Resources

1. Fries, K. (2019). 8 Essential Qualities That Define Great Leadership. Forbes. Retrieved 2019-02-15 from <https://www.forbes.com/sites/kimberlyfries/2018/02/08/8-essential-qualities-that-define-great-leadership/#452ecc963b63>.
2. How to Build Your Creative Confidence, Ted Talk by David Kelly - https://www.ted.com/talks/david_kelley_how_to_build_your_creative_confidence
3. India's Hidden Hot Beds of Invention Ted Talk by Anil Gupta - https://www.ted.com/talks/anil_gupta_india_s_hidden_hotbeds_of_invention
4. Knowledge@Wharton Interviews Former Indian President APJ Abdul Kalam "A Leader Should Know How to Manage Failure" <https://www.youtube.com/watch?v=laGZaS4sdeU>.
5. How Successful Leaders Think. Harvard Business Review, 85(6):60. NPTEL Course on Leadership - <https://nptel.ac.in/courses/122105021/9>

Program: BBA
Semester: III
Course: Business Mathematics
Course Code: 11.104

| L | T | P | C |
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Course Learning Objective:

CLO 1: To understand the basics of Matrix and Determinant.

CLO 2: Describe about various permutation and combinations and explain about Probability.

CLO 3: To know the principles of Differentiation and Integration.

CLO 4: To enable the students to interpret and solve business-related word problems and to develop simple mathematical models from a business perspective

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Understand the concepts of Matrices and Schedules with reference to business process.

CO 2: Simplify the probability of events, their Permutations and Combination.

CO 3: Formulate and solve problems in the areas of Business Calculus using Integration as a tool

CO 4: Analyze and solve problems of Business using Differentiation as a tool.

Course Content:

| Topics | Hours |
|--|-------|
| Unit I: Determinant and Matrices | |
| Determinant, properties of Determinant. Matrix Algebra: Types of Matrix, addition, subtraction and multiplication of matrix, minor and cofactor, Adjoint and Inverse of a matrix, Rank of a matrix, Solution to a system of equations. | 10 |
| Unit II: Principle of Counting | |
| Principle of Counting: Permutations and Combination, Circular Permutation. | 6 |
| Unit III: Differential Calculus | |
| Differential Calculus: Derivatives, differentiation of standard functions, Geometrical meaning of dy/dx , Point of Inflexion, dy/dx as a rate measure, Maxima and Minima for a function of single variable. | 8 |
| Unit IV: Integral Calculus & Differential Equations | |
| Integral Calculus & Differential Equations: Integration of standard functions, Integration by parts, method of substitution, Definite integral, Area of curves. Differential Equations – Degree and order of an Ordinary differential equation, Variable Separable and Homogeneous Differential equations, Linear differential Equations, Bernoulli's Equations. | 16 |

Suggested Reading:

1. Business Mathematics, Kashyap Trivedi ((2010)), 1st edition, Pearson Education.
2. Mathematics for Economics and Business, Bhardwaj. R.S (2000). Excel Books.
3. Mathematics for Management, Raghavachari. M. ((2004)), McGraw Hill Education.
4. Business Math, Cleaves S. Cheryl, and Hobbs. Margie. J (2008), 7th Edition, Prentice Hall.

Program: BBA

Semester: III

Course: Financial Management I

Course Code: 11.204

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: Understand the nature and scope of financial management, its objective and importance, different financial decisions and role of financial manager in an organization.

CLO 2: To develop an understanding of the nature and importance of investment decisions and discounted and non -discounted investment criteria and learn the concept of Time value of money and its utility in finance in risk return framework and application of time value of money.

CLO 3: To incorporate an understanding of the capital structure decisions, theories of capital structure along with financial, operating and combined leverage.

CLO 4: It includes objectives and the issues in dividend policy, theories of dividend and the sources of long term finance in an organisation.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Understand the nature of finance and its interaction with other management functions, changing role of the finance manager and shareholders wealth maximisation principle as an operationally desirable finance decision criteria.

CO 2: Apply the implications of net present value and internal rate of return for projects selections and illustrate the computation of discounted payback and accounting rate of return. Apply the methods for calculating present and future money values and the use of present value techniques in financing decisions.

CO 3: Analyse the differences between MM view and traditional view on the relationship between capital structure, cost of capital, leverages and value of the firm.

CO 4: Evaluate the dividend relevance and irrelevance approach and the factors that influence a firm's dividend decision. And understand the concept of shares, debentures and loans for a firm to raise funds to finance their activities.

Course Content:

| Topics | Hours |
|---|-------|
| Unit I: Introduction | |
| Introduction: Scope of Financial Management, Traditional Approach; Modern Approach; Objectives of Financial Management; Financial manager's role; Financing decisions; Profit Maximization vs. Wealth Maximization. | 06 |
| Unit II: Capital Budgeting: | |
| Meaning, importance and nature and importance of investment decisions; Pay back methods; rate of return method; Net Present value method; Internal rate of return method; Profitability index method, Payback, ARR | 10 |
| Unit III: Time value of money: | |
| Time preference for money, future value, Application of time value of money | 08 |
| Unit IV: Capital Structure, Dividend Policy & Practice | |
| Capital Structure: Introduction; capital structure decisions; NI approach; NOI approach; MM approach; Traditional approach. leverage, financial , operating and combined leverage Dividend Policy & Practice: Issues in Dividend Policy, Dividend theories- Walter's model, Gordon model, M.M. Approach, Factors influencing dividend decision. Long Term Finance:- Shares, Debentures, term loans | 16 |

Suggested Reading:

1. Financial Management ,I.M.Pandey: Vikas Pub.
2. Financial Management ,Prasanna Chandra: TMH.
3. Financial Management - R P Rustagi ,(Galgotia, 2000, 2nd revised ed)
4. Financial Management – Khan.M.Y and Jain P.K ,(Tata McGraw Hill, 3rd Ed.)
5. Corporate Finance –Theory & Practice – Damodaran,Aswath (John Wiley, 1st Ed)

Program: BBA
Semester: III
Course: Disaster Management
Course Code: 14B.201

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 0 |

Course Learning Objectives:

CLO 1 To provide basic conceptual understanding of disasters and its relationships with development

CLO 2: To gain understand approaches of Disaster Risk Reduction (DRR) and the relationship between vulnerability, disasters, disaster prevention and risk reduction

CLO 3: To understand Medical and Psycho-Social Response to Disasters

CLO 4: To prevent and control Public Health consequences of Disasters

CLO 5: To enhance awareness of Disaster Risk Management institutional processes in India

CLO 6: To build skills to respond to disasters

Learning Outcome:

After completing the course of Disaster Management, students will be able to:

CO1: Explain disaster management basics and theory (cycle, phases, risk, crisis, emergency, disasters, resilience)

CO2: Compare hazards, disasters and associated natural phenomena and their interrelationships, causes and their effects developing humanitarian Assistance before and after disaster

CO3: Compare anthropogenic hazards, disasters and associated activities and their interrelationships of the subsystems, Green House Effect, Global warming, Causes and their effects and development of humanitarian assistance before and after disaster

CO4: Apply knowledge about existing global frameworks and existing agreements and role of community in successful Disaster Risk Reduction

CO5: Evaluate by conducting DM study including data search, analysis and presentation of a disaster case study and apply technological innovations in Disaster Risk Reduction: Advantages and problems.

Course Content:

| Topics | Hours. |
|--|---------------|
| Unit I : Understanding Disasters | 6 |
| Understanding Disasters: Understanding the concepts and definitions of disaster, hazard, vulnerability, risk, importance, dimensions & scope of Disaster Management, Disaster Management cycle and disaster profile of India. | |
| Unit II : Types, Trends, Causes, Consequences and Control of Disaster: | 9 |
| Types, Trends, Causes, Consequences and Control of Disaster: Geological Disasters (earthquakes, landslides, tsunami, mining); Hydro-Meteorological Disasters (floods, cyclones, lightning, thunder-storms, hail storms, avalanches, droughts, cold and heat waves); Biological Disasters (epidemics, pest attacks, forest fire); Technological Disasters (chemical, industrial, radiological, nuclear, bomb threat, explosion) and Man-made Disasters (building collapse, rural and urban fire, road and rail accidents, nuclear, radiological, chemicals and biological disasters; terrorist attack, , sudden shooting); Global Disaster Trends–Emerging Risks of Disasters– Climate Change and Urban Disasters; Financial emergency (risk of eviction, risk in arrears, sudden health emergency, family emergency, unexpected loss of income). | |
| Unit III : Prevention and Mitigation of Disaster | 8 |
| Prevention and Mitigation of Disaster: Disaster Mitigation: meaning and concept, Disaster Mitigation Strategies Emerging Trends in Disaster Mitigation, Mitigation management, Role of Team and Coordination. Disaster Preparedness: Concept & Nature, Disaster Preparedness Plan, Preventions. Roles & Responsibilities of Different Agencies and Government, Technologies for Disaster Management. Early Warning System; Preparedness, Capacity Development; Awareness during Disaster. | |
| Unit IV : Applications of Science and Technology for Disaster Management & Mitigation | 7 |
| Applications of Science and Technology for Disaster Management & Mitigation: Geo-informatics in Disaster Management (RS, GIS, GPS and RS) Disaster Communication System (Early Warning and Its Dissemination) Land Use Planning and Development, Regulations, Disaster Safe Designs and Constructions, Structural and Non Structural Mitigation of Disasters. | |

Suggested Readings:

1. Disaster Management - J. P. Singhal, Laxmi Publications.
2. Disaster Management - Dr. Mrinalini Pandey, Wiley India Pvt. Ltd.
3. Disaster Science and Management - Tushar Bhattacharya, McGraw Hill Education (India) Pvt. Ltd.
4. Disaster Management: Future Challenges and Opportunities - Jagbir Singh, K W Publishers Pvt. Ltd.

Semester IV

Program: BBA

Semester: IV

Course: Financial Management II

Course Code: 11.251

| L | T | P | C |
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Course Learning Objective:

CLO 1: To develop an understanding of the concepts of cost and cost of capital, preference capital, equity capital, retained earnings, WACC and margin cost of capital.

CLO 2: To help students understand the different forms of dividend, determinant and issues of dividend policies and models of dividend.

CLO 3: To enable learners to understand and develop the concept of different sources of finance and venture capital.

CLO 4: To incorporate the understanding of the nature and significance of the working capital and factors determining working capital. It also include inventory management and techniques of controlling.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Understand the concept and significance of cost of capital, evaluate cost of debt, preference capital, equity capital, retained earnings and weighted average cost of capital.

CO 2: Analyze the different forms of dividend stability, issues in dividend policies, assumptions and criticism of dividend relevance and irrelevance model.

CO 3: Evaluate the difference between short term and long term sources of finance and apply the concept of venture capital in business.

CO 4: Understand the application of working capital, estimation of working capital, inventory management and inventory control techniques like ABC analysis, JIT, EOQ etc. in businesses.

Course Content:

| Topics | Hours |
|--|-------|
| Unit I: Cost of capital | 11 |
| Significance of cost of capital, calculating cost of debt, Preference shares, Equity Capital & retained earnings, weighted average cost of capital, Margin cost of capital. | |
| Unit II: Dividend policies | 10 |
| Forms of dividend, and stability in dividend, determinant of dividend policies, Issues in dividend policies, waltor's model, Gordon's model, MM hypothesis. | |
| Unit III: Sources of Finance | 6 |
| Short term sources of Finance, long term source of finance, innovative source of finance, venture capital. | |
| Unit IV: Management of working Capital | 13 |
| Nature of working capital, significance of working capital, operating cycle and factors determining working capital, estimation of working capital. Inventory management: Concept, objective of inventory Management, needs for the inventory management, control techniques | |

Suggested Reading:

1. Financial Management ,I.MPandey: Vikas Pub.
2. Financial Management ,Prasanna Chandra: TMH.
3. Financial Management - R P Rustagi ,(Galgotia, 2000, 2nd revised ed)
4. Financial Management – Khan.M.Y and Jain P.K ,(Tata McGraw Hill, 3rd Ed.)
5. Corporate Finance –Theory & Practice – Damodaran,Aswath (John Wiley, 1st Ed)

Program: BBA
Semester: IV
Course: Quantitative Techniques in Business
Course Code: 11.252

| L | T | P | C |
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Course Learning Objective:

The Objective of Quantitative Technique for Business are classified as follows: -

CLO 1: Analysis and interpretation of quantitative information.

CLO 2: An understanding of the basic ideas underlying statistical methods at an introductory level.

CLO 3: An understanding of certain mathematical tools of business decision making like correlation, regression.

CLO 4: Practical Application of Index Numbers and various test related to it.

CLO 5: Introduction about advance probability and its application for solving real world problems.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1 Able to find the central tendency and dispersion of a random variable.

CO 2: Able to find the Index Number for framing suitable policies and take decisions relating to wages, prices and consumption etc.

CO 3: Able to find the relationship between variables through mathematical tools - correlation & regression as well as understand its practical application in real world.

CO 4: Able to solve real world problems of probability using certain theorem and axioms.

CO 5: Demonstrate an ability to apply various statistical tools to solve business problem

Course Content:

| Topics | Hours |
|--|--------------|
| Unit I: Probability | |
| Probability: Probability, Axioms of Probability, Conditional Probability, Baye's Theorem. Probability Distributions: Random Variables, Probability Distribution, Binomial Distribution, Poisson Distribution, Continuous Random Variables, Normal Distribution, Mathematical Expectation, Moments, Moment generating function and Characteristic function. | 10 |
| Unit II: Statistics | |
| Measurement of Central tendencies, Mean, Median and Mode, Measure of Dispersion. | 10 |
| Unit III: Correlation and Regression | |
| Correlation and Regression analysis: Correlation, Rank correlation meaning, application of regression analysis, difference between correlation & regression analysis, regression equations. | 10 |
| Unit IV: Index Number | |
| Index Number: Definition, method of construction of Index number, Laspeyre and Paasche formulas, Time reversal test, Circular test, Factor reversal test, Fixed base method, Average base method and Chain base method. Meaning of consumer price Index number and its computations. | 10 |

Suggested Reading:

1. Business Mathematics, Kashyap Trivedi ((2010)), 1st edition, Pearson Education.
2. Mathematics for Management, Raghavachari. M. ((2004)), McGraw Hill Education.
3. Business Math, Cleaves S. Cheryl, and Hobbs. Margie. J (2008), 7th Edition, Prentice Hall.
4. Probability & Statistics: R. A. Johnson (Miller & Freund's, PHI)

Program: BBA

Semester: IV

Course: International Business Management

Course Code: 11.253

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: To understand International Business both at conceptual level and the Evolution over the years from mere commodity exports to modern complexities.

CLO 2: To learn the concept of standardization, adaptation and then transformation from domestic business to international business based on variables like foreign cultures, foreign consumer behaviour, and foreign need gaps both in theoretical and practical sense through case studies.

CLO 3: To have a clear understanding of International Business Ecosystem including Legal, Technological and demographic environment of countries we play in.

CLO 4: To study international economic and political integration through regional alliances including how it impacts International Business Strategy.

CLO 5: To understand India in Global in Global setting including India's EXIM policy and Export promotion measures building a strong balance of trade position.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Have a fair understanding of International business concept and evolution stages.

CO 2: Apply the concept of International Business to transformation from domestic business to international business through case studies and real examples.

CO 3: Have a clear understanding about the International Business ecosystem and its impact on designing International Business strategy.

CO 4: Have a clear understanding of International Economic and Political Integration including regional alliances and how it impacts International Business Process. One must also gain fair understanding of economic integrator like World Bank, WTO, IMF, alliances like European union, and agreements like GATT.

CO 5: Have a fair idea of various India's EXIM Policy, Export Process, and Indian government effort to push make in India programs.

Course Content:

| Topics | Hours |
|---|--------------|
| Unit I: Introduction to International Business | |
| Introduction, Concept, Definition, Evolution, Trends, Significance, Scope, Challenges, Risks, International Trade theories, Case studies of Domestic to international business transformation, Global Dexterity & Cultural dynamics, International Business Process, International Product development process and Screening of countries and mode of entry - Export, Licensing, Contract Manufacturing, Foreign marketing, JV, M&A, Owned Subsidiary/ FZE, and Strategic Alliances | 10 |
| Unit II: International Business Environment | |
| International Political Spectrum with impact on business decision, Variables of International Business Environment, International Legal, Social, Demographic, and Technological Environment. Emerging markets & Strategic Implications and Economic Classification of International markets. | 5 |
| Unit III: International Economic Integrator and International Monetary system | |
| Major International trade Agreements: GSP, GATT, GSTP, WTO; Barriers to International Trade, Economic Integrator IMF, World Bank, Asian Development Bank, UNCTAD, UNIDO. Regional Alliances like European Union, NAFTA, GCC, MEA, COMESA, MERCOSUR, SAARC; MFN & FTA; International Monetary System; Foreign Exchange market, Exchange Rate, and Internationalization of stock market. | 15 |
| Unit IV: India's standing in International Trade, EXIM policy and Make in India initiative | |
| International Trade in India, Balance of Trade, Composition of India's foreign trade, India's EXIM Policy, Make in India program, AatmNirbhar Bharat, Foreign Trade in India, Export promotion policy, Export Process, Export Finance and Foreign Exchange Management Act (FEMA) | 10 |

Suggested Reading:

1. International Business: Text and Cases by Francis Cherunilam, Publisher: Prentice Hall of India Private Limited, New Delhi
2. International Business by K. Aswathappa, Publisher: Tata McGraw Hill Publishing Company Limited. New Delhi
3. International Business by Charles W. L. Hill, Publisher: McGraw Hill/ Irwin Publication
4. International Business by Ball, Publisher: McGraw Hill
5. International Business by Joshi, Rakesh Mohan, Publisher: Oxford University Press
6. International Business by Paul Justin, Publisher: Prentice Hall of India
7. International Business by Shajahan, Publisher: Macmillan India

Program: BBA

Semester: IV

Course: Universal Human Values

Course Code: 40B.252

| L | T | P | C |
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Course Learning Objective:

CO1: To enable the learner to understand the relevance of universal human values.

CO2: To include values in social circles, career path and national life.

CO3: To inculcate and practice universal human values consciously to be a good human being.

CO4: To develop and integrate values in order to realise one's potentials.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Know about universal human values and understand the importance of values in individual, social circles, career path, and national life.

CO 2: Learn from case studies of lives of great and successful people who followed and practiced human values and achieved self-actualization.

CO 3: Become conscious practitioners of human values.

CO4: Realize their potential as human beings and conduct themselves properly in the ways of the world.

Course Content:

| Topics | Hours |
|---|-------|
| Unit I: Love & Compassion | |
| <p>Introduction: What is love? Forms of love—for self, parents, family, friend, spouse, Community, nation, humanity and other beings, both for living and non-living. Love and compassion and inter-relatedness Love, compassion, empathy, sympathy and non-violence Individuals who are remembered in history for practicing compassion and love. Narratives and anecdotes from history, literature including local folklore Practicing love and compassion: What will learners learn gain if they practice love and compassion? What will learners lose if they don't practice love and compassion? Sharing learner's individual and/or group experience(s) Simulated Situations .Case studies.</p> | 3 |
| Unit II: Truth | |
| <p>Introduction: What is truth? Universal truth, truth as value, truth as fact (veracity, Sincerity, honesty among others) Individuals who are remembered in history for practicing this value Narratives and anecdotes from history, literature including local folklore Practicing Truth: What will learners learn/gain if they practice truth? What will learners lose if they don't practice it? Learners' individual and/or group experience(s) Simulated situations .Case studies.</p> | 3 |
| Unit III: Non-Violence | |
| <p>Introduction: What is non-violence? Its need. Love, compassion, empathy sympathy for others as pre-requisites for non-violence Ahimsa as non-violence and non-killing Individuals and organisations that are known for their commitment to non- violence Narratives and anecdotes about non-violence from history, and literature including local folklore Practicing non-violence: What will learners learn/gain if they practice non- violence? What will learners lose if they don't practice it? Sharing learner's individual and/or group experience(s) about non-violence Simulated situations .Case studies.</p> | 3 |
| Unit IV: Righteousness | |
| <p>Introduction: What is righteousness? Righteousness and dharma, Righteousness and Propriety Individuals who are remembered in history for practicing righteousness Narratives and anecdotes from history, literature including local folklore Practicing righteousness: What will learners learn/gain if they practice righteousness? What will learners lose if they don't practice it? Sharing learners' individual and/or group experience(s) Simulated situations .Case studies.</p> | 3 |

| | |
|---|---|
| Unit V: Peace | |
| Introduction: What is peace? Its need, relation with harmony and balance Individuals and organisations that are known for their commitment to peace Narratives and Anecdotes about peace from history, and literature including local Folklore Practicing peace: What will learners learn/gain if they practice peace? What will learners lose if they don't practice it? Sharing learner's individual and/or group experience(s) about peace Simulated situations .Case studies. | 3 |
| Unit VI: Service | |
| Introduction: What is service? Forms of service, for self, parents, family, friend, spouse, community, nation, humanity and other beings—living and non-living, persons in distress or disaster. Individuals who are remembered in history for practicing this value. Narratives and anecdotes dealing with instances of service from history, literature including local folklore Practicing service: What will learners learn/gain if they practice service? What will learners lose if they don't practice it? Sharing learners' individual and/or group experience(s) regarding service Simulated situations .Case studies. | 3 |
| Unit VII: Renunciation (Sacrifice) | |
| Introduction: What is renunciation? Renunciation and sacrifice. Self-restrain and Ways of overcoming greed. Renunciation with action as true renunciation Individuals who are remembered in history for practicing this value. Narratives and anecdotes from history and literature, including local folklore about individuals who are remembered for their sacrifice and renunciation. Practicing renunciation and sacrifice: What will learners learn/gain if they practice Renunciation and sacrifice? What will learners lose if they don't practice it? Sharing learners' individual and/or group experience(s) Simulated situations. Case studies. | 2 |

Suggested Reading:

1. Mookerji Radha Kumud, Ancient Indian Education, Motilal Banarasidass
2. Saraswati Swami Satyananda, Asana Pranayama Mudra Bandha, Bihar School of yoga Joshi Kireet, Education for Character Development, Dharma Hinduja Center of Indic Studies Joshi Rokeach (1973). The Nature of Human Values. New York: The Free Press
3. Ghosh, Sri Aurobindo. 1998. The Foundations of Indian Culture. Pondicherry: Sri Aurobindo Ashram
4. Basham A.L., The Wonder That was India, London: Picador Press
5. Patra, Avinash (2012), The Spritual Life and Culture of India, Oxford University Press
6. Shantikumar Ghosh, UniversalValues. The Ramakrishna Mission, Kolkata, 2004.

Program: BBA
Semester: IV
Course: Business Ethics
Course code- 11.254

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: To understand and evaluate different organizational influences affecting ethical decisions.

CLO 2: To understand the political, social, environmental, technological & cultural context of business environment.

CLO 3: To articulate issues in Business Ethics, the ethical business environment & their potential effect on managerial & corporate decisions.

CLO 4: To understand the role of organizations in promoting corporate excellence & ethical code governance & conduct of business.

Course Outcome:

On the completion of the Course, the students will be able to:

CO 1: Understand the major ethical issues arising in their future business contexts & professional dealings.

CO 2: Apply critical thinking skills required for managing business within the framework of ethics & societal values.

CO 3: Apply ethical considerations in resolving dilemmas & enhancing ethical decision-making.

CO 4: Analyse the common ethical problems in business organizations, and determine practical steps that can be taken to address those problems.

Course Content:

| Topics | Hours |
|---|-------|
| Unit I : Business Ethics an overview | |
| Business Ethics-An Overview-Concept, Evolution of thought of ethics in business Culture & ethics Overview of ethics value system, attitudes, beliefs and life patterns -Social, economic values & responsibilities | 5 |
| Unit II : Basic framework of business ethics | |
| Ethics and Indian management, Basic framework of normative ethics | 8 |
| Unit III : Ethics and decision making Social responsibility of business | |
| Ethics and decision making Social responsibility of business - ethical aspects of corporate policy. Morality and rationality in formal organization, Moral relations between individual and organizations | 7 |
| Unit IV : Corporate Social Responsibility | |
| Relation between ethics and corporate excellence , Corporate Mission Statement, Code of Ethics. Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social Responsibility of Business, Social audit. | 10 |

Suggested Reading:

1. Ethics and Mgmt by Hosmer, Paperback.
2. Business Ethics And Corporate Social Responsibility by Mathur, S.P. Mathur, New Age International(P) Ltd Publisher.
3. Business Ethics by Chakrobarthy (Oxford publication)

Semester V

Program: BBA

Semester: V

Course: Consumer Behaviour

Course Code: 11.302

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective

CLO 1: To describe the basic laws and principles of consumer behavior.

CLO 2: Identify the different consumer behavior and their impact on purchasing decisions.

CLO 3: Understand the influence of the conditions, the time and the manner of purchases on consumer behavior.

CLO 4: Choosing the optimal approach in resolving consumer problems.

Course Outcome

On the completion of the Course, the students will be able to:

CO 1: Demonstrate how knowledge of consumer behaviour can be applied to marketing.

CO 2: Identify and explain factors which influence consumer behaviour.

CO 3: Relate internal dynamics such as personality, perception, learning, motivation and attitude to the choices consumers make.

CO 4: In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context.

Course Content:

| Sl. No. | Topics | Hrs. |
|----------------|---|-------------|
| 1 | Unit I: Consumer behaviour as a marketing discipline | 9 |
| | Consumer behaviour as a marketing discipline: Nature, scope & application. Consumer Buying Behaviour: Consumer decision process, factors affecting buying behaviour, purchase behaviour, buyer's role, Consumer behaviour models. Cultural, Social and Economic factors affecting consumer behaviour. | |
| 2 | Unit II : Consumer motivations | 14 |
| | Consumer motivations: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs, Perception, Learning, Brand loyalty, Consumer attitude formation and change, Personality characteristics, Life style marketing, new product adoption, diffusion process and cognitive dissonance | |
| 3 | Unit III : Consumer in social & cultural setting | 10 |
| | Consumer in social & cultural setting: Reference groups: concepts, factors affecting reference groups. Family: Functions of family, Family decision making, Family Life Cycle. Social class & its measurement. Culture & sub culture: definition & influence. | |
| 4 | Unit IV : Consumer Decision making | 7 |
| | Consumer Decision making; four view of consumer - Economic man, Passive Man, Cognitive Man & Emotional Man, Consumer Decision Process, Comprehensive Models of Consumer Decision Making: Blackwell Model, Diffusion of innovations; the diffusion process, the adoption process, a profile of the consumer innovator | |

Suggested Reading:

1. Consumer Behaviour in Indian Perspective Suja R. Nair –HimalayaPub.House
2. Consumer Behaviour An Indian Perspective, S.L. Gupta &Sumitra Pal, Addison WesleyPub
3. Consumer BehaviourSchaffman&Kanuk, Mac MillanPub
4. Consumer Behaviour-Buying, Michael R. Solomon –Having & Being. PHI Pub 7thed.
5. Consumer Behaviour and Marketing Action, Assael H Ohio, South Westem,1995
6. Consumer Behaviour Chicago Engle, J F, Dryden Press,1993.

Program: BBA
Semester: V
Course: Business Strategy
Course Code: 11.303

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: To understand the basic tools and techniques used in the analysis of company performance and strategic positioning.

CLO 2: They can establish an understanding how these methods are applied in the re-evaluation and formulation of strategy.

CLO 3: Student will learn about specifics of theories, concepts, models and frameworks related to international business strategies

Course Outcome:

CO 1: Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

CO 2: Students will be able to demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems.

CO3 : Students will be able to demonstrate capability of making their own decisions in dynamic business landscape.

CO4: Students will be able to develop their capacity to think and execute strategically

CO5 : Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.

Course Content:

| Topics | Hours |
|--|-------|
| Unit I: Strategic management | |
| Strategic management: introduction, nature & scope, need of strategic management, strategic decision making, Mission & objectives: need for explicit mission, components of mission statement, of mission & objectives and their specificity | 8 |
| Unit II: Social responsibility of business | |
| Social responsibility of business: Scanning the environment: environment scanning, socio economic, technological, political, techniques for environmental analysis. | 10 |
| Unit III: Industry analysis | |
| Industry analysis: porter's approach, environmental threat & opportunity profile, Internal analysis, value chain analysis, Internal factors; marketing & distribution, r&d& engineering, production & operations, finance & accounting, corporate resources & personal factors, analyzing strengths & weaknesses | 12 |
| Unit IV: Strategy formulation & choice | |
| Strategy formulation & choice: Generic strategy alternatives; stability, expansion, retrenchment, combination, strategy variations, BCG matrix & control: Behavioral aspects, strategy evaluation & control. | 8 |

Suggested Reading:

1. Strategic Management and Business Policy, Kazmi, Azhar, (2008), 3rd Edition, McGraw Hill Education.
2. Strategic Planning and Management, Ghosh, P. K., (2006), 8th Edition, Sultan Chand & Sons, New Delhi.
3. Strategic Management & Business Policy, Lawrence R. Jouch & William F. Gluick: (Mcgraw hill 3/e)
4. Strategic Management & Business Policy, Wheelen & Hunger: (Pearson education 8/e)
5. Strategic Management, Pearce & Robinson: AITBS

Program: BBA
Semester: V
Course: Seminar in Executive Communication
Course Code: 40B.401

| L | T | P | C |
|---|---|---|---|
| 2 | 0 | 0 | 0 |

Course Learning Objective:

CLO 1: To develop a general knowledge of the basic theories of human communication in rhetorical group and interpersonal settings.

CLO 2: To develop the basic understanding of the principles and techniques of persuasion in interpersonal, group and public speaking contexts.

CLO 3: To develop an ability to successfully apply the above knowledge in actual small group, interviewing, business, public speaking and interpersonal situations. The ability to write well-worded and persuasive resumes and other business communications. Also the ability to write a valid and well-supported analysis of communication problems encountered in real-world situations.

CLO 4: To develop an understanding of how the perception of both verbal and non-verbal messages influences culture, behavior, and action of life itself.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Develop an understanding of the process of oral communication.

CO 2: Develop critical thinking and analytical skills.

CO 3: Improve listening, note taking and observational skills.

CO 4: Become more knowledgeable about audience centered speaking and also develop message generating and delivery skills.

CO 5: Become more knowledgeable about current speaking strategies and practices and new media research strategies.

Course Content:

| Topics | Hours |
|---|--------------|
| Unit I: Activity Based | 8 |
| Debate, Extempore | |
| Unit II: Activity Based | 7 |
| Group Discussion, Panel Discussion | |
| Unit III: Activity Based | 5 |
| Oral Presentation, Paper Presentation | |
| Unit IV: Activity Based | 4 |
| Reports – Survey Report, Project Report, Case Study | |

Suggested Reading:

1. Monippally, Matthukutty.M.2001. Business Communication Strategies.11th Reprint.Tata McGraw-Hill. New Delhi
2. Swets, Paul. W. 1983. The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates. Prentice Hall Press. New York
3. Lewis, Norman.1991. Word Power Made Easy, Pocket Books
4. Sen , Leena. Communication Skills; Eastern Economy Edition
5. Ghanekar, Dr. Anjali, Essentials of Business Communication Skills; Everest Publishing House
6. David Green. Contemporary English Grammar, Structure & Composition ; MacMillan
7. Dictionary; Oxford
8. Dictionary; Longman

Program: BBA
Semester: V
Course: Introduction to DBMS
Course Code: 11.304

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: To understand the different issues involved in the design and implementation of a database system

CLO 2: To study the physical and logical database designs, database modeling, relational, hierarchical, and network models

CLO 3: To design and build a simple database system and demonstrate competence with the fundamental tasks involved with sorting & indexing of databases

CLO 4: To understand refinement of data and use data manipulation language to query, update, and manage a database

CLO 5: To develop an understanding of emerging database technologies

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Understand the applications of DBMS, difference between file systems vs DBMS, identify the data models, understand DBMS structure

CO 2: Identifies the entity, attributes, identify entity relationship diagrams

CO 3: Familiar with basic database storage structures and access techniques: file and page organizations, indexing methods including B tree, and hashing

CO 4: Identifies the functional dependencies, decomposition: loss less/lossy join, dependency preserving decomposition

CO 5: Understand the need of normalization, Normal forms I,II,III, BCNF is learnt. Able to learn DDL commands DML commands, queries

CO 6: understand the emerging topics in database systems

Course Content:

| Topics | Hours |
|--|-------|
| Unit I: Introduction to data base management system | |
| Data versus information, record, file. data dictionary, database administrator, functions and responsibilities. file-oriented system versus database system | 6 |
| Unit II: Sorting and indexing of databases | |
| Single and compound index files. Converting data from one data type to another. Functions and operators, working with logical expressions Locate and seek commands, for and while clauses | 8 |
| Unit III: Schema Refinement & Normal Forms | |
| Introduction to Schema Refinement. Functional Dependencies, Examples Motivation Schema Refinement, Reasoning About Functional Dependencies. Normal Forms, Decompositions, Normalization | 14 |
| Unit IV: Data warehousing and data mining | |
| Emerging databasetechnologies, internet, database, digital libraries, multimediadatabase, mobile data base, spatial data base Concept of Objects: Objects, Tables, Queries, Forms, Reports, Modules; Database Creation and Manipulation SQL Queries: the Form of a Basic SQL Query, Union, Intersect, and Expect, Introduction to Nested Queries, Aggregate Operators, Null Values | 12 |

Suggested Reading:

1. Data Base System Concepts, Shamkant B. Navathe, 3rd ed. McGraw Hill
2. An Introduction to Data Base System, Date, C.J.7th ed, Addison Wesley
3. Data Base System, Singh, C.S. New Age Publications, New Delhi
4. Fundamentals of Database Systems, Elmasri and Navathe, (2009), 8th edition, Pearson Education

Program: BBA

Semester: V

Course: Management Science

Course Code: 11.306

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: Well-grounded in the mathematical, engineering, and modeling skills that are the basis for operations research,

CLO 2: They will be prepared to apply those skills to the efficient design, analysis, operation and control of complex systems.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Formulate and solve problems as networks and graphs.

CO 2: Use different techniques, to plan, schedule, and control project activities.

CO3: Solve multi-level decision problems using dynamic programming method.

Course Content:

| Topics | Hours |
|--|--------------|
| Unit I: Linear Programming Problem (LPP) | |
| Formulation of Linear Programming Problem (LPP), Solution of LPP: Graphical Methods, Simplex Method, Artificial variable methods: Two – phase method, Big – M method, Duality in LPP, Integer Programming Problem. | 10 |
| Unit II: Transportation problems | |
| Transportation problems: North West Corner method, Least Cost method, Vogel’s Approximation method, Assignment problems: Hungarian method. | 8 |
| Unit III: Game Theory | |
| Game Theory: Introduction to game theory, Two-person Zero games, Pure Strategies (Minimax & Maximin principles), Games with Saddle points, Mixed Strategies, Games without Saddle point, Principles of Dominance. | 16 |
| Unit IV: Sequencing Problems | |
| Sequencing Problems: Processing n jobs through 2 machines, n jobs through 3 machines; Processing n jobs through m machines, 2 jobs through m machines. | 6 |

Suggested Readings:

1. Operations Research: Theory & Applications, J K Sharma, Laxmi Publications.
2. Operations Research: H Taha, Pearson.

Semester VI

Program: BBA
Semester: VI
Course: Human Values and Ethics
Course Code: 40B.451

| L | T | P | C |
|---|---|---|---|
| 2 | 0 | 0 | 0 |

Course Learning Objective:

CLO 1: To develop students' sensibility with regard to issues of gender in contemporary India

CLO 2: To provide a critical perspective on the socialization of human beings.

CLO 3: To introduce students to information about some key aspects of Indian culture and ethics.

CLO 4: To help students reflect critically on gender violence.

CLO 5: To expose students to more egalitarian interactions between men and women.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Lead students to be aware of gender issues and try to resolve them on personal basis

CO 2: Active critical engagement with moral issues and have secular thinking

CO 3: Give importance to human solidarity and dignity

CO 4: Make something positive of their life

CO 5: Students will attain a finer grasp of how gender discrimination works in our society and how to counter it.

Course Content:

| Topics | Hours |
|---|--------------|
| Unit I: Value Crisis in Contemporary Indian Society | |
| 1.Value Crisis at the Individual Level Societal Level Intellectual Level Cultural Level Value – What are they? The Indian Concept of Values. Modern Approach to the Study of Values. Aesthetic Sensibilities | 5 |
| Unit II: Moral and Ethical Human Values | |
| 2.Bases for Moral Judgment Some Canons of Ethics. Virtue Ethics. Ethics of Duty. Ethics of Responsibility Factors to be considered in Making Ethical Judgments. Different Meanings of Human Values A New Approach to Human Value ,Freedom, Creativity Love & Wisdom | 5 |
| Unit III: Moral Values in Profession | |
| What is a Profession? Professional Ethos. Code of Professional Ethics. Practicing the Code. Corporate Social Responsibility. The Larger Domain of Human Values. | |
| Unit IV: Gender Sensitization | |
| 4.Socialization of women Just Relationships, being together as equals Declining sex ratio, demographic consequences Women’s work,its politics and economics, fact and fiction, unrecognized and unaccounted work Domestic violence, eve teasing and harassment. Is home a safe place? | 9 |

Suggested Reading:

1. Dr. Rajan Mishra, Human Values: Laxmi Publications Pvt.Ltd.
2. S. Dinesh Babu, Professional Ethics and Human Values; Laxmi Publications Pvt.Ltd.
3. P.S. Rathore. Business Ethics And Communication; S.ChandPublishing
4. Dr. K.Alex. Managerial Skills; S. Chand Publishing.
5. Dr. M. Adithan, Study Skills For Professional Students For Higher Education ,S.Chand Publishing
6. Govindarajan M “Professional Ethics and HumanValues.”
7. R.R. Gaur and R. Sangal “ A Foundation Course in Human Values and ProfessionalEthics”

Program: BBA
Semester: VI
Course: Entrepreneurship Management
Course Code: 11.352

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: To understand the concept of entrepreneur and entrepreneurship existing in business world.

CLO 2: To learn the concept of entrepreneurial motivation in business environment.

CLO 3: To have a clear understanding of establishment of entrepreneurial system.

CLO 4: To study various entrepreneurial cases and learn the tools to utilize the concepts learnt in the cases.

CLO 5: To understand the concept of Small-Scale Industry and the process to start small Scale Industry.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Have a fair understanding of the concept of entrepreneur and entrepreneurship.

CO 2: Apply the concept of entrepreneurial motivation in business world.

CO 3: Have a clear understanding about the concept of establishing entrepreneurial system.

CO 4: Have a clear understanding of small-scale industry and would be in a position of conceptually starting the business.

CO 5: Have a fair idea of various processes and implications associated with entrepreneurship in practical business world.

Course Content:

| Topics | Hours |
|---|--------------|
| Unit I: Introduction to Entrepreneurship Management | |
| Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship. Concept of entrepreneurship: meaning & characteristics of entrepreneurship, entrepreneurial culture, socio-economic origin of entrepreneurship, factors affecting entrepreneurship, conceptual model of entrepreneurship, traits of a good entrepreneur, entrepreneur and manager | 16 |
| Unit II: Entrepreneurial Motivation | |
| Entrepreneurial motivation: motivating, compelling and facilitating factors, entrepreneurial ambition, achievement motivation theory and Kakinada experiment, Establishment of entrepreneurial systems: search, processing and selection of idea, Input requirements | 6 |
| Unit III: Small Scale Industries | |
| SSI: meaning, importance, characteristics, advantages and problems of SSI's. Steps for starting a small industry, guidelines for project report, registration as SSI. Assistance to SSI, need for incentives & subsidies, need for institutional support, role of government and other institutions. | 11 |
| Unit IV: Case Studies | |
| Case studies of Entrepreneurs | 7 |

Suggested Reading:

1. Entrepreneurial Development C.B. Gupta & N.P. Srinivasan: Sultan Chand & Sons
2. Management of a Small Scale Industry Vasant Desai: Himalaya Publishing House
3. Entrepreneurship Development, Dr. C. B. Gupta Udyamita and Sudha G.S. Modern World Publishing House 8th ed.
4. Dynamics of Entrepreneurship Development & Management: Vasant Desai; Himalaya Publishing House
5. Entrepreneurship Development: G. A. Kaulgud, Vikas publication.

Program: BBA

Semester: Sixth

Course: Project Management

Course code- 11.301

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: To describe a project life cycle, and can skilfully map each stage in the cycle.

CLO 2: They will identify the resources needed for each stage, including involved stakeholders, tools and supplementary materials.

CLO 3: The Students will describe the time needed to successfully complete a project, considering Factors such as task dependencies and task lengths.

CLO 4: To make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.

Course Outcomes:

On the completion of the Course, the students will be able to:

CO 1: Discover the project life cycle and learn how to build a successful project from pre-implementation to completion

CO 2: Understand project management topics such as resources, costs, time constraints and project scopes

CO 3: Understand the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic.

CO 4: Apply the risk management plan and analyse the role of stakeholders.

Course Content:

| Topics | Hours |
|---|-------|
| Unit I: Introduction to Project management | |
| Introduction: Project: definition, characteristics, types, project life cycle, and identification of projects. Project management: Meaning and scope. Project appraisal methods | 8 |
| Unit II: Technical, Market & Financial Appraisal | |
| Technical appraisal: meaning, need factors considered in technical appraisal. Market appraisal: market survey for forecasting future demand and sales; concepts, terms and techniques involved in it. Financial appraisal: estimated funds required, sources of funds, profitability analysis, | 12 |
| Unit III: Capital budgeting | |
| Capital budgeting techniques, guidelines for preparation of project report. Social Cost Benefit Analysis meaning, rationale, social appraisal of projects in developing countries with special reference to India. Project scheduling & control, network analysis. Gantt charts PERT & CPM | 9 |
| Unit IV: Investment Feasibility Studies | |
| Investment Feasibility Studies : managing Project Resources Flow, Project Feasibility studies, Project Cost– Capital & Operating , Forecasting Income, Estimation of Investment & ROI, Project Evaluation, Financial Sources, Appraisal Process, Issues in Project Management : Project Audit, Project Monitoring & MIS, Cost Control, Real Time Planning | 11 |

Suggested Readings:

1. Planning Analysis: Selection Implementation & Review, P Chandra: Tata McGraw Hill.
2. Text Book of Project Management, P Gopal Krishnan& V E Ramamurthy: McMillan
3. Project Management & Control, N. Singh, Himalaya publishing house
4. Project Management, V Desai, Tata- McGraw Hill
5. Project Management M Patel, Vikas publication
6. Computer Aided Project Mgmt., Suhani, OUP pub.

Program: BBA
Semester: VI
Course: Environmental Science
Course Code: 11.354

| L | T | P | C |
|---|---|---|---|
| 4 | 0 | 0 | 4 |

Course Learning Objective:

CLO 1: The course will provide a critical survey of the contemporary field of environmental policy, planning and management in the Indian contexts

CLO 2: The course is centrally based with understanding deliberate efforts to translate environmental knowledge into action in order to achieve particular outcomes in the way landscape, societies and natural ecosystem are used and managed.

CLO 3: The course will critically examine contemporary thinking on these environmental themes including: sustainable use practices, political-ecology, decentralized environmental managements.

CLO 4: Conversion of natural resources, ecological balance and diversity to achieve sustainable development.

Course Outcome:

On completion of the Course, the students will be able to:

CO 1: Understand core concepts and methods from ecological and physical science and their application in environmental problem-solving.

CO 2: Gain the knowledge about the different types of pollutions and their control technologies, waste water treatment, biomedical waste management etc.

CO 3: Get the information about ecosystem and also about its function like food chain, ecological pyramids etc.

CO 4: Have a clear understanding environmental ethics, human health and family welfare.

CO 5: Aspirate the critical, cross-cultural and historical context of environmental issues and links between human and natural system.

Course Content:

| Topics | Hours |
|--|--------------|
| Unit I: Multidisciplinary nature of environmental studies, Natural Resources | |
| Definition, scope and importance need for public awareness, Renewable and non-renewable resources: Natural resources and associated problems, Forest resources: Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forest and tribal people, Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems, Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies, Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies, Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies, Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification, Role of an individual in conservation of natural resources and Equitable use of resources for sustainable lifestyles. | 10 |
| Unit II: Ecosystems, Biodiversity and its conservation | |
| Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Introduction, types, characteristic features, structure and function of the following ecosystem:- Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries), Introduction – Definition: genetic, species and ecosystem diversity, Bio geographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega-diversity nation, Hot-spots of biodiversity, Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India, Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity | 10 |
| Unit III: Environmental Pollution, Social Issues and the Environment | |
| Definition, Cause, effects and control measures of:- Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards, Solid waste Management: Causes, effects and control measures of urban and industrial wastes, Role of an individual in prevention of pollution, Pollution case studies, Disaster management: floods, earthquake, cyclone and landslides, From Unsustainable to Sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns. Case Studies, Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust Case Studies, Wasteland reclamation, Consumerism and waste products, Environment Protection Act, Air | 10 |

| | |
|--|----|
| (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness. | |
| Unit IV: Human Population and the Environment, Field work | |
| Population growth, variation among nations, Population explosion – Family Welfare Programme, Environment and human health, Human Rights, Value Education, HIV/AIDS, Women and Child Welfare, Role of Information Technology in Environment and human health. Case Studies. Visit to a local area to document environmental assets- river/forest/grassland/hill/mountain, Visit to a local polluted site- Urban/Rural/Industrial/Agricultural, Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill slopes, etc. | 10 |

Suggested Reading:

1. G. Kiely - Environmental Engineering Irwin/ McGraw Hill International Edition, 1997.
2. 2.M. L. Davis and S. J. Masen, Principles of Environmental Engineering and Science, McGraw Hill International Edition 2004.