

Curriculum Structure & Syllabi
of
BBA
In
Humanities and Management Science Department

(w.e.f. 2019-2020)

Vision

Mission

Program Educational Objectives

Program Outcomes

Program Specific Outcomes

Overall Credit Structure

Curriculum

Syllabus



Offered By

**DEPARTMENT OF HUMANITIES AND MANAGEMENT
SCIENCE
MADAN MOHAN MALAVIYA UNIVERSITY OF TECHNOLOGY,
GORAKHPUR-273010, UP**

August 2021

**Department of Humanities & Management Science
Madan Mohan Malaviya University of Technology
Gorakhpur (U.P.)**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
CURRICULA & SYLLABI**

Duration: Three academic years (6 semesters)

Vision:

To create and disseminate knowledge in the core and allied areas of Humanities Business Management and Social Sciences to develop professional competence and managerial skills to shape up outstanding professionals.

Mission:

1. To open nascent avenues for studies and Research at the various academic levels in the emerging field of Humanities, Social Sciences and Business Management.
2. To develop professionals with decisive ability to initiate and manage change.
3. To generate human resource of excellent quality with professional, interpersonal and scientific skills for managing local and global needs.
4. To cultivate entrepreneurial skills amongst graduates, post- graduates' and doctoral scholars.
5. To develop soft skills of budding managers in order to increase employability.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO1 The course gives student an opportunity to learn about global trends that influence our environment and the living conditions and how different management systems and approaches that are used around the world to manage the environment.

PEO2 The student will develop simulations to think as a manager strategist and design an appropriate solution to all business problems.

PEO3 Students will develop ethical practices and imbibe values for better corporate governance.

PROGRAMME OUTCOME (POs)

PO1 An Understanding of Business Functions: Expertise in learning processes or operations that ensure the proper functioning of an organization.

PO2 Interpersonal Skill Development: Expertise in communication both spoken as well as written.

- PO3** Developing Critical and Analytical Thinking Abilities: Critical thinking in business, marketing and professional alliances relies heavily on one, s ability to be creative.
- PO4** Developing Entrepreneurship Acumen: Helps to prepare students for managerial roles and as entrepreneurs.
- PO5** Developing skills to solve real-world business problems: Equips students to demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.
- PO6** Appropriate techniques: Enables students to demonstrate use of appropriate techniques to effectively manage business challenges.
- PO7** Practical exposure: Providing an opportunity for the students to gain practical exposure towards the workplace and make them industry ready.
- PO8** Decision Making: Equip students with techniques of analysing and interpretation of the data which is used in Decision Making.

PROGRAMME SPECIFIC OUTCOME (PSOs):

- PSO1** To develop students with the ability to analyse various functional issues affecting the organization and acquiring conceptual clarity of various functional areas of business.
- PSO2** The students understand the ethical challenges and choices in a business setting and develop ability to evolve strategies for organizational benefits.
- PSO3** To inculcate in students the ability to gain multidisciplinary knowledge through seminar reports, case study analysis, Research projects and industrial training and Organizational visits.
- PSO4** Demonstrate ability to work in Groups and leadership in their career.

Syllabus and Credit Structure:

Overall Credit Structure

Credit Courses			
Undergraduate Core Courses (UCC)		Undergraduate Programme Electives (UPE)	
Category	Min. Credits	Category	Min. Credits
Economics & Commerce Fundamentals (ECF)	14	Program Electives (PE)	12
Humanities & Social Science Core (HSSC)	14	Open Electives (OE)	3
Departmental Core (DC)	56	Humanities & Social Science Electives (HSSE)	3
Computer Fundamentals (CF)	5		
Basic Sciences & Math's (BSM)	7		
Law (L)	6		
Project (P)	4		
Total	106	Total	18
Grand Total		124 (minimum)	
Audit Courses			
Audit Course (AC)			9
Seminar (S)			2
Case Study (CS)			2
Summer Internship/Industrial Training (SI)			3
Total	16 (minimum)		

The curriculum for any B.B.A. Programme of study has been designed with total minimum credits of 124 and total minimum 16 credits of audit courses. A student must register a minimum of 18 credits in each semester.

First Year, Semester I

S. N.	Category	Paper Code	Subject	L	T	P	Credit
1.	BSM	BBA 101	Environmental Studies	3	0	0	3
2.	ECF	BBA-102	Indian Economy	3	0	0	3
3.	ECF	BBA-103	Fundamentals of Accounting	3	1	0	4
4.	HSSC	BBA-104	Business Communication	3	0	2	4
5.	DC	BBA-105	Principles of Management	3	1	0	4

6.	CF	BIT-81	Fundamentals of Computer Applications	2	0	0	2
7.	AC						3
8.			Total	17	2	2	20/23

First Year, Semester II

S. N.	Category	Paper Code	Subject	L	T	P	Credit
1.	BSM	BBA-106	Business Statistics	3	1	0	4
2.	ECF	BBA-107	Business Economics	3	1	0	4
3.	ECF	BBA-108	Business Environment	3	0	0	3
4.	HSSC	BBA-109	Developing Soft Skills and Personality	3	0	2	4
5.	HSSC	BBA-110	Industrial Psychology	3	0	0	3
6.	DC	BBA-111	Human Resource Management	3	0	0	3
7.	AC						3
			Total	18	2	6	21/24

Second Year, Semester III

S. NO.	Category	Paper Code	Subject	L	T	P	Credit
1.	CF	BIT-82	IT Tools for Business	2	0	2	3
2.	L	BBA-201	Business Law	3	0	0	3
3.	HSSC	BBA-202	Organizational Behavior	3	0	0	3
4.	DC	BBA-203	Introduction to Business Research	3	0	2	4
5.	DC	BBA-204	Financial Management	3	1	0	4
6.	DC	BBA-205	Fundamentals of Marketing	3	1	0	4
7.	AC						3
8.	SP	BBA-100	Seminar	0	0	4	2

			Total	17	2	8	21/26
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Second Year, Semester IV

S. N.	Category	Paper Code	Subject	L	T	P	Credit
1.	L	BBA-206	Company Law	3	0	0	3
2.	DC	BBA-207	Strategic Management	3	0	0	3
3.	DC	BBA-208	Enterprise Resource Planning	3	0	2	4
4.	DC	BBA-209	Business Auditing	3	1	0	4
5.	DC	BBA-210	Supply Chain Management	3	1	0	4
6.	OE			3	0	0	3
7.	CS	BBA-200	Case Study	0	1	2	2
			Total	18	3	4	21/23

Third Year, Semester V

S. N.	Category	Paper Code	Subject	L	T	P	Credit
1.	DC	BBA-301	Fundamental of Quality Management	3	0	0	3
2.	DC	BBA-302	Management & Cost Accounting	3	1	0	4
3.	DC	BBA-303	Introduction to Operations Research	3	0	2	4
4.	HSSE			3	0	0	3
5.	PE1		Program Elective	3	0	0	3
6.	PE2		Program Elective	3	0	0	3
7.	SIT	BBA-300	Summer Internship	0	0	6	3
			Total	18	1	8	23

Third Year, Semester VI

S. N.	Category	Paper Code	Subject	L	T	P	Credit
1.	DC	BBA-304	Entrepreneurship Development	3	0	0	3
2.	DC	BBA-305	Corporate Governance & Business Ethics	3	1	0	4
3.	DC	BBA-306	Production & Operation Management	3	1	0	4
4.	PE3		Program Elective	3	0	0	3
5.	PE4		Program Elective	3	0	0	3
6.	P	BBA-400	Project	0	0	8	4
Total				15	2	8	21

List of Program Elective

S. No	Category	Paper Code	Subject	L	T	P
1	PE	BBA- 401	Project Management	3	0	0
2	PE	BBA- 402	Investment Banking and Financial Services	3	0	0
3	PE	BBA- 403	Working Capital Management	3	0	0
4	PE	BBA- 404	International Financial Management	3	0	0
5	PE	BBA- 405	Tax Planning	3	0	0
6	PE	BBA- 406	Personal Selling & Sales Force Management	3	0	0
7	PE	BBA- 407	Brand Management	3	0	0
8	PE	BBA- 408	Retail Management	3	0	0
9	PE	BBA- 409	International Marketing	3	0	0
10	PE	BBA- 410	Rural Marketing	3	0	0
11	PE	BBA- 411	Strategic Human Resource Management	3	0	0
12	PE	BBA- 412	Leadership Dynamics in Management	3	0	0
13	PE	BBA- 413	Team Building & Group Dynamics	3	0	0
14	PE	BBA- 414	Knowledge Process Outsourcing	3	0	0
15	PE	BBA- 415	Management of Industrial Relations	3	0	0
16	PE	BBA- 416	E-Business	3	0	0
17	PE	BBA- 417	Fundamental of Cyber Security	3	0	0
18	PE	BBA- 418	Database Management System	3	0	0
19	PE	BBA- 419	Introduction to Artificial Intelligence	3	0	0
20	PE	BBA- 420	Management Information System	3	0	0
21	PE	BBA-421	Business Decision Making	3	0	0
22	PE	BBA-422	Renewable and Alternate Energy Integration Management System	3	0	0

List of Audit Courses-

S. No.	Category	Paper Code	Subject	L	T	P
1	AC	BBA- 01	Human Values and Ethics	3	0	0
2	AC	BBA- 02	Industrial Safety Engineering	3	0	0
3	AC	BBA- 03	Business Simulation Approaches	3	0	0
4	AC	BBA- 04	Foreign Language (German Language)	3	0	0
5	AC	BBA- 05	Financial Inclusion	3	0	0
6	AC	BBA- 06	Corporate Restructuring	3	0	0
7	AC	BBA- 07	Corporate Financial Decisions	3	0	0
8	AC	BBA- 08	Introduction to Professional Correspondence and Business Documentation	3	0	0
9	AC	BBA- 09	Project Appraisal and Analysis	3	0	0
10	AC	BBA- 10	Advanced Spreadsheets Tools for Financial Analysis	3	0	0
11	AC	BBA- 11	Financial Modelling and Derivatives	3	0	0

List of Open Elective-

S. No.	Category	Paper Code	Subject	L	T	P
1	OE	BBA- 20	Tourism and Hospitality Management	3	0	0
2	OE	BBA- 21	Agricultural Marketing	3	0	0
3	OE	BBA- 22	International Business	3	0	0
4	OE	BBA- 23	Banking Law	3	0	0
5	OE	BBA- 24	Disaster Management	3	0	0
6	OE	BBA- 25	Social Media in Business	3	0	0
7	OE	BBA- 26	Digital Marketing	3	0	0

List of HSSE Courses-

S. No.	Category	Paper Code	Subject	L	T	P
1	HSSE	BBA- 81	Gender, Justice and Workplace Securities	3	0	0
2	HSSE	BBA- 82	Water Society and Sustainability	3	0	0
3	HSSE	BBA- 83	Introduction to Cultural Studies	3	0	0
4	HSSE	BBA- 84	Economics of Health and Healthcare	3	0	0

SYLLABI OF BBA

BBA-101 ENVIRONMENTAL STUDIES 3 Credits (3-0-0)

Course Category	:	Basic Sciences and Math's (BSM)
Pre-requisite	:	NIL
Subject		
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through, attendance, home assignments, quizzes, viva voce and Minor tests and One Major Theory Examination
Course Outcomes	:	<ol style="list-style-type: none">1. Demonstrate an integrative approach to environmental issues with a focus on sustainability.2. Use critical thinking, problem-solving, and the methodological approaches of the social sciences, natural sciences, and humanities in environmental problem solving.3. Reflect critically on their roles, responsibilities, and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Unit I

Introduction to Environmental studies, Sustainable development, Realm of Ecology, Environmental Management System (EMS), Biodiversity, Business and Environment, Environmental Ethics

Unit II

Efforts for Environmental protection, Public Policy, Role of NGOs, Environmental clearance for establishing and operating Industries in India, Waste Management, Forest and Wildlife Management

Unit III

Global Environmental Problems, Global Warming, Ozone depletion, Air and Noise Pollution, Water Resources, Land Management and Soil Pollution.

Unit IV

Indian Environmental Laws, Wildlife (Protection) Act, Water (Prevention & Control of Pollution) Act, Environment (Protection) Act, Air (Prevention & Control of Pollution) Act, Functions of Central Pollution Control Board and State Pollution Control Board

Books Recommended

1. Perspectives in Environmental Studies by Kaushik and Kaushik (2011) New Age International, Publications, New Delhi
2. A Textbook of Environmental Science by Arwin Kumar (2010) APH Publishing Corporation, New Delhi
3. Environmental Studies Basic Concepts by V K Ahuwalia (2013) Published by TERI

BBA-102

INDIAN ECONOMY

3 Credits (3-0-0)

Course Category	:	Economics and Commerce Fundamentals (ECF)
Pre-requisite	:	NIL
Subject	:	
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through, attendance, home assignments, quizzes, viva voce and Minor tests and One Major Theory Examination
Course Outcomes	:	<ol style="list-style-type: none">1. Possess knowledge about Indian economic problems in the light of relevant economic theories and in a comparative perspective.2. Appreciate the evolution of Indian economy, its institutional framework, planning policy.3. Possess a deeper understanding of the relevance of international trade in view of protection and foreign competition.

Unit

I

9

Structure of Indian Economy, Concept of Economic Growth, Economic Development, Basic Characteristics of Indian Economy, Structure of Indian Economy: Primary Sector, Secondary Sector & Tertiary Sector, Trends in National Income, Occupational Distribution, Work Force Participation and Changes in Occupational Structure, GDP & GNP

Unit

II

9

Planning and Economic Development, Problems in Indian Economy, Objective of Economic Planning in India, Five Year Plans, Industrial Policy, Disinvestments of Public Enterprises, Economic Problems: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, BIFR & Sick Unit. Theories of Population.

Unit

III

9

Unit II**9**

Basic Accounting Procedure – Journal, rules of debit & credit, method of journalizing, advantage, double entry system, ledger, posting entries, Practical system of bookkeeping: Cashbook, types of cash book, Single column, double column, triple column entries, Trial Balance, Errors & Rectification, Suspense Accounting – meaning, utility & preparation.

Unit III

Statements Final Accounts, Trading Account, Meaning, need and preparation, Profit & loss Account Meaning, Preparation of Profit and Loss Account, Balance Sheet: Meaning, Preparation of Balance Sheet, Final Accounts with adjustment entry.

Unit IV

Bank Reconciliation Statement: Bank transactions, Preparation of simple bank reconciliation statement. Entries in the books of purchaser and seller, Depreciation, methods of charging depreciation, straight line, written down methods.

Reference Books:

1. S.P. JAIN & K.L. NARANG, Advanced Accountancy, Kalyani Publishers.
2. Tulsian P.C., Advanced Accountancy – Tata McGraw-Hill.
3. Amitabha Mukerjee Mohammed Anif – Modern Accounting – Tata McGraw-Hill.
4. T.S. Grewal, Double Entry Book – Keeping, Sulthan Chand & Sons, New Delhi.
5. T.S. Reddy, A. Moorthy, Cost Accounting, Margam Publication, Chennai.

BBA-104**BUSINESS COMMUNICATION****4 Credits (3-0-2)**

Course Category	: Humanities & Social Science Core (HSSC)
Pre-requisite	: NIL
Subject	
Contact Hours/Week	: Lecture: 3, Tutorial: 0, Practical: 2
Number of Credits	: 4
Course Assessment Methods	: Continuous assessment through three Viva voce, Practical work/record, attendance, and Major Practical Examination
Course Outcomes	: <ol style="list-style-type: none"> 1. Use their learning to overcome oral or written language problems or hesitancy if any. 2. To face confidently corporate event including meetings and dealing effectively with colleague, client, or stakeholders. 3. Use learning on how to prepare Business reports, draft business letters or write Emails, for successful business dealings. 4. Exhibit the leaning on cross culture communication to work effectively in environment of diversified workforce.

Unit I

Introduction - Meaning, process, types: Formal & Informal Communication, modes, channels and importance, Barriers of Communication and its consequences, Body Language, Effective Communication: Important factors in Communication, Overcoming the tentative Barriers, Purpose of Communication: Breaking the ice, Face-to-face conversation, Telephonic Conversation, role plays (situational), Communication Network

Unit II

Technology in communication - video conferences, telephonic conversations, Skype, etc. Public Speaking C's of Communication - Clear, concise and correct Interpersonal Communication, Presentation Skills and use of audio-visual tools,

Unit III

Meetings & Discussions, Effective Listening Skills, Efficient Email and Letter writing, Body Language, Understanding Kinesics, Proxemics, Body Gestures & Postures, Eye contact in a presentation.

Unit IV

Report Writing, Essay Writing, Proposal Writing, Getting Feedback and asking questions, Cross Cultural Sensitivity and Diversity Communication

Books Recommended

1. Business Communication by Shirley Taylor
2. Basic Business Communication by Lesikar Flatley
3. Body Language by Julius Fast
- 4- Basic Business Communication by Scott Ober
5. How to Speak Without Fear by Natalie Rogers

BBA-105**PRINCIPLE OF MANAGEMENT****4 Credits (3-1-0)**

Course Category	: Departmental Core (DC)
Pre-requisite	: NIL
Subject	
Contact Hours/Week	: Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	: 4
Course Assessment Methods	: Continuous assessment through three Viva voce, Tutorial classes attendance and Major Practical Examination
Course Outcomes	: <ol style="list-style-type: none"> 1. Gain practical skills and personal attributes and competencies that is required for managerial position. 2. Demonstrate the roles, skills, and functions of management. 3. Understand analytical, developmental, managerial, and technical skills relate to Managing organizations. 4. Specify how the managerial skills can be executed in a variety of circumstances in the organization.

Unit I**9**

Introduction, Nature of Management – Definition of Management, Nature of Management-Administration and Management, Contemporary Issues and Challenges in Management, Evolution

of Management Thought- F. W. Taylor, Contributions of Henri Fayol, Hawthorne Experiments, MBO.

Unit II **9**

Planning and Decision Making: Planning- Definition, Nature, Importance, Process, Elements. Decision making- Nature, Importance and Process.

Unit III **9**

Organizing: Definition, Delegation, Principles of organizing, Span of Management, Types of Organization: Formal and Informal Organizations, Common Organizational Structures, Departmentalization, Centralization and Decentralization. Staffing: Meaning, Importance, Recruitment and Selection, Training- Meaning, Types: On the Job and Off the Job Training.

Unit IV **9**

Directing: Supervision- Meaning, Importance. Communication- Meaning, Types, Barriers. Leadership- Meaning, Importance, Traits of Leader. Motivation- Definition, Types, Theories of Motivation- Maslow, Herzberg X & Y Theory.

Controlling: Definition, Types of Control, Control Process, Management by Exception (MBE).

Reference Books:

1. James F. Stoner, et al : Management, Pearson Education Delhi
2. Harold Koontz Heinz Weinrich: Management, Tata McGraw Hill Pub. Co., Delhi
3. R.N. Singh: Management Thought & Thinkers, S.C.& Co., Delhi
4. S.K. Chakraborty: Management by Values, Oxford Univ. Press, Delhi
5. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons.
6. L.M. Prasad, Principles of Management, Sultan Chand & Sons

BIT-81 FUNDAMENTALS OF COMPUTER APPLICATIONS 2 Credit (2-0-0)

Course category : Computer Fundamental (CF)

Pre-requisite Subject : NIL

Contact hours/week : Lecture: 2, Tutorial: 0, Practical: 0

Number of Credits : 2

Course Assessment methods : Continuous assessment through tutorials, attendance, home assignments, quizzes, Minor test, and Major Theory Examination

Course Outcomes: The students are expected to be able to demonstrate the following knowledge, skills, and attitudes after completing this course:

1. understand the basics of computers Hardware/Software
2. understand the importance of number systems
3. understand the concept of operating system
4. understand the fundamentals of computer networking

Topics Covered

Unit I

9L

Defining computer; Input Devices: Keyboard, Mouse, Data Scanning Devices; Output Devices: Monitors, Printers; Processor; Primary Memory: RAM, ROM, PROM, EPROM, EEPROM; Internal Memory; Secondary Memory

Unit II

9L

Number Systems: Decimal Number System, Binary Number System, Octal Number System and Hexa Decimal Number, Conversions from one Number System to another, Binary Arithmetic, 1's compliment, 2's compliment

Unit III

9L

Operating System Concepts: Definition & Types of Operating System, Functions of Operating System, Introduction to Windows Operating System

Unit IV

9L

Data Communication and Networks: Networking Models, Communication Channels, Types of Networks: LAN, MAN, WAN, Network Topologies, Introduction to Internet, latest trends in Web applications

Books & References

1. Govindraj, S. - Introduction to Computer Science
2. Jain, V.K. - Computer and Beginners
3. Sinha, P.K. - Fundamentals of Computers
4. Ram, B. - Computer Fundamentals
5. Rajaraman - Fundamental of Computers
6. Saxena, Vikas Publishing House: A first Course in Computers

BBA-106 BUSINESS STATISTICS 4 Credits (3-1-0)

Course Category	:	Basic Sciences and Math,s (BSM)
Pre-requisite	:	NIL
Subject		
Contact Hours/Week	:	Lecture: 3, Tutorial : 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	To provide managers the skills they need to make effective decisions in uncertain circumstances.
		<ol style="list-style-type: none"> 1. It provides entrepreneurs the statistical tools to business professionals, including statistical research in business, in order to help their organizations, succeed. 2. Helps to recognize the opportunities of statistics in creating accurate predictions

Unit I **9**
 Statistics: Nature, Characteristics and scope; Application of Statistics in business. Data; Data collection; Organization of data- classification, frequency distribution; Presentation of data- table, bar diagram, pie diagram, histogram, frequency polygon, frequency curve, Ogive Curve, Lorenz Curve. Use of Excel in graphical representation of data

Unit II **9**
 Descriptive Statistics (Central tendency, Dispersion, Correlation) Measures of central tendency - Mean, Median, Mode, Harmonic Mean, Geometric Mean Partition values - Quartiles, Deciles, Percentiles, Use of Excel in drawing scatter diagram and calculating coefficient of correlation Use of Excel in calculating the above statistical measures

Unit III **9**
 Measures of dispersion - Range, Mean Deviation, Standard Deviation, Quartile Deviation, Coefficient of Variation, Skewness and Kurtosis Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank coefficient of correlation,.

Unit IV **9**
 Concept of probability, probability theory, probability distribution Probability Regression: Regression coefficients, Linear Regression equations of X on Y and Y on X, Use of Excel in calculating slope and intercept of linear regression equation, Index number: Meaning types of Index, Uses of Index

Books & References:

1. J. K. Sharma: Business statistics, Pearson Education.
2. Levin, Rubin: Statistics for Management, Person Education.
3. S.P. Gupta: Statistical Methods. Sultan Chand

BBA-107**BUSINESS ECONOMICS****4 Credits (3-1-0)**

Course Category	:	Economics and Commerce Fundamentals (ECF)
Pre-requisite	:	NIL
Subject		
Contact	:	Lecture: 3, Tutorial : 1, Practical: 0
Hours/Week		
Number of Credits	:	4
Course	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Assessment		
Methods		
Course Outcomes	:	<ol style="list-style-type: none"> 1. To understand the concepts of cost, nature of production and its relationship to Business operations. 2. To apply marginal analysis to the “firm” under different market conditions. 3. To analyse the causes and consequences of different market conditions. 4. To integrate the concept of price and output decisions of firms under various market structure.

Unit I**9**

Economics: Nature, Scope, and Definition, Consumer Surplus Law of Diminishing Marginal Utility, Indifference Curve, Demand, Demand function, Factor affecting Demand, Law of Demand, Exceptions of Law of Demand, Change in Demand, Elasticity of Demand: Price Elasticity, Income Elasticity, Cross Elasticity, Demand Forecasting, Demand Forecasting Techniques: Qualitative & Quantitative Techniques, Supply, Factor affecting Supply, Law of Supply, Exceptions, Elasticity of Supply

Unit II**9**

Factors of Production, Production function: Law of Variable Proportions, Economy of Scale, Cost concepts, Analysis, Break Even Analysis, Total cost, Average cost, Marginal Cost Short run cost output, Long run cost output, Concepts of Revenue, Total Revenue, Average Revenue, Marginal Revenue

Unit III**9**

Theory of Firm and Market Organization: Perfect Competition-basic features, short run equilibrium, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes, Monopoly, Imperfect Market Competition, Oligopoly, Duopoly, Monopolistic Market, Pricing under Perfect Market Competition, Monopoly Market, Oligopoly, Duopoly, Monopolistic Market

Unit IV**9**

Profit, Types of Profit, Theory of Profit- Dynamic Theory of Profit, Wage Theory of Profit, Innovation Theory of Profit, Risk & Uncertainty bearing of Profit, Ricardian Theory of Rent, Quasi-Rent Wage determination under Perfect Market.

Books & References:

1. Koutsoyiannis, A. (1979), Modern Microeconomics, 2nd edition Macmillan Press, London.
2. Layard, P.R.G. and A.W. Walters (1978) Microeconomic Theory, McGraw Hill, New York.
3. Ahuja H.L. (2003) Advanced Economic theory: Microeconomic Analysis, 13th Edition, S.Chand and Co. Ltd. New Delhi.
4. Sen, A (1999) Microeconomics: theory and Applications, Oxford University Press, New Delhi.

5. Chaturvedi, Gupta and Pal (2002) Business Economics: Text and Cases Galgotia Publishing Company, New Delhi.

BBA-108	BUSINESS ENVIRONMENT	3 Credits (3-0-0)
Course Category	: Economics and Commerce Fundamentals (ECF)	
Pre-requisite	: NIL	
Subject		
Contact	: Lecture: 3, Tutorial: 0, Practical: 0	
Hours/Week		
Number of Credits	: 3	
Course	: Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.	
Assessment		
Methods		
Course Outcomes	: <ol style="list-style-type: none"> 1. Evaluate the economic & political environmental dynamics to cope with the changing regulations affecting business and its profitability. 2. Analyse the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position. 3. Understand the international influences on domestic business and measures to be taken for successful global business operations. 	

Unit I	9
Concept, Significance, Components of Business environment, Types of business environment environmental scanning, interaction between internal and external environment. Social Responsibilities of Business, Micro and Macro environment	
Unit II	9
Social environment: Social responsibility of business, social audit, Consumerism and Consumer Protection Act, Other Government Acts, Culture and Globalization, Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector	
Unit III	9
Industrial Policy: Factor affecting industrial environment Historical Perspective, Socio Economic implications of Liberalization, Privatization, and Globalization. Political and Technological Environment: Political systems, Government and Business, Technological policy, Technology Transfer, Impact of EXIM policy on Technology transfer, UNCTAD: roles and functions, IRDA: roles and functions	
Unit IV	9
Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; FERA, FEMA, Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade	

Suggested Readings:

1. David P. Baron, Business and its Environment, 6th Edn.
2. Francis Cherunalum: Business Environment, 13th Edn. Himalaya Publishing Pvt. Ltd
3. K.Aswathapa :Essentials of Business Environment, Himalaya Publishing House
4. Justin Paul: Business Environment Text and Cases, McGrawHill

BBA-109 DEVELOPING SOFT SKILLS AND PERSONALITY 4 Credits (3-0-2)

Course Category	: Humanities & Social Science Core (HSSC)
Pre-requisite	: NIL
Subject	
Contact Hours/Week	: Lecture: 3, Tutorial : 0, Practical: 2
Number of Credits	: 4
Course Assessment Methods	: Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	: 1. Use the learnt soft skills to grow as successful professional. 2. Demonstrate vital skills like leadership, motivation and spirit of team work to achieve the organizational Goal effectively.

Unit-I	9
Concepts of Soft Skills, Hard Skills, Comparative Studies, Importance of Soft Skills: Leadership, Team Spirit, Group Organization, Motivation, Attitude, Self-Development, Self- Esteem, Interpersonal & Behavioral Skills., Critical Thinking, Analytical Abilities, Positive work ethics, Cooperation & Coordination, Awareness. Describing common people, objects, daily incidents, interpreting pictures, documentaries & cartoons, News Discussion, British & American Vocabulary.	
Unit-II	9
Time Management: Importance of Time, Challenges, Identifying Priorities, Prioritizing Priorities, Multitasking, Time Management and Pressure Handling, Team Building: Significance and Factors.	
Unit-III	9
Presentation: Meaning and importance of presentation, Analyzing Different types of Presentation, Effective Presentation Skills, Extemporaneous Presentation, Analyzing the Importance of Presentation Strategies Concepts of a Group Discussion- Confidence, Structured & Unstructured G.D, preparing for GD, Effective G.D Participation, How to give a Good Impact in a G.D and Interview.	
Unit-IV	9
Concept of Personality; Categories of Personality; Importance of Self Image; Identification of Personality; Factors Affecting Personality Development; Body language from psychologist point of view & quizzing etc.	

Reference Books:

- 1.Poyatos, F. Non-Verbal Communication across Disciplines, University of New Brunswick.
- 2.Rao, M.S. & Ramana, P.S.V., Soft Skills for Better Employability.
- 3.ICFAI University Press. Cook, S. The Effective Manager (e-book). IT Governance Publishing.
- 4.Bhatnagar, Nitin & Mamta Bhatnagar, Effective Communication and Soft Skills: Strategies for Success. New Delhi, Pearson (Dorling Kindersley, India Ltd.)
- 5.Mohan, Krishan & NP Singh, Speaking English Effectively, New Delhi: Macmillan Publishers India Ltd.

Hours/Week

Number of Credits : 3

Course Assessment Methods : Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

Course Outcomes :

1. To develop the understanding of the concept of human resource management and to understand its relevance in organizations.
2. To develop necessary skill set for application of various HR issues.
3. To analyse the strategic issues and strategies required to select and develop manpower resources.
4. To integrate the knowledge of HR concepts to take correct business decisions.

Unit – I

9

Human Resource Management Concept and Functions, Characteristics And Significance Of HRM, Role And Competencies Of HR Manager, Changing Environment Of Human Resource Management- Globalization, Workforce Diversity, Corporate Downsizing, Technological Advances, Cultural Environment.

Unit – II

9

Acquisition of Human Resource Human Resource Planning- Manpower Planning and Significance, Job Design- Job Rotation, Job Enrichment and Job Enlargement; Recruitment – Concept And Sources, e-Recruitment, Selection – Concept And Process, Types of interview in selection process, Placement And Induction.

Unit – III

9

Training and Development Concept and Importance, Identifying Training and Development Needs, Designing Training Programmes, Methods of Training, Evaluating Training Effectiveness; Introduction to Management Development and Career Development, HRIS & HRPS.

Unit – IV

9

Performance Appraisal Concept, Nature and Objectives; Traditional And Modern Techniques Of Performance, Compensation: Concept- Wage And Salary, Minimum, Fair And Living Wage, Factors Influencing Compensation Levels, Job Evaluation; Methods Of Wage Payments With Their Merits And Demerits, Employee Maintenance Employee Welfare, Health And Safety, Social Security, Employee Empowerment.

References

1. K. Ashwathappa : Human Resource & Personal Management, Text And Cases: Tata Mc Graw-Hill
2. Seema Sanghi: Human Resource Management: Text And Cases: Himalaya Publishing House
3. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.
4. Rudrabasavaraj M.N. Dynamism Personnel Administration- Management of Human Resources, Himalaya Publication House.

BIT- 82

IT TOOLS FOR BUSINESS

3 Credit (2-0-2)

Course category

: Computer Fundamental (CF)

Pre-requisite Subject : NIL

Contact hours/week : Lecture: 2, Tutorial: 0, Practical: 2

Number of Credits : 3

Course Assessment methods : Continuous assessment through tutorials, attendance, home assignments, quizzes, practical work, record, viva voce, Minor test and Major Theory Examination

Course Outcomes : The students are expected to be able to demonstrate the following knowledge, skills and attitudes after completing this course

1. describing the basics IT tools for business.
2. practicing MS Office tools to be used in business.
3. designing documents, spreadsheets, and presentations through MS Office.
4. explaining the use of Electronic Data Interchange in business applications.
5. understanding e commerce and its components.
6. applying basic IT tools in e commerce applications.

Topics Covered

UNIT I **9L**

MS Word: Formatting texts, inserting tables and pictures, working with headers and footers

MS Excel: Formatting excel worksheets, using functions in excel, making various charts and graphs

MS PowerPoint: Creating presentation, working with texts, inserting tables, pictures and charts

UNIT II **9L**

Electronic Data Interchange Basics: EDI model, Applications of EDI, Advantages and Drawbacks of EDI, Electronic Payment System, Types of Electronic Payment System (E-Cash, E-Cheque, Smart Card, Credit Card, Debit Card), Electronic Fund Transfer

UNIT III **9L**

Information Technology in Business: Application of Information Technology in Railways, Airlines, Financial Systems, Banking, Insurance, Inventory Control, Hotel Management, Education, Mobile Phones, Video Games, Special Effects in Movies

UNIT IV **9L**

Fundamentals of Electronic Commerce: Definition, Components of E-Commerce, Activities of E-Commerce, Goals of E-Commerce, Functions of E-Commerce, Applications of E-Commerce, Advantages and Drawbacks of E-Commerce, Different types of business models (B2B, B2C, C2C, C2B and B2G)

EXPERIMENTS

1. Formatting texts in a created word document
2. Inserting tables and pictures in any word document
3. Inserting headers and footers in the word document
4. Creating excel documents and its formatting
5. Using functions in any excel worksheet
6. Making various charts and graphs in the excel worksheet
7. Creating presentation using power point
8. Working with texts in any power point slide
9. Inserting tables, pictures and charts in the power point slides
10. Exploring the use of MS Office and other IT tools in business
11. Exploring various e commerce web applications which are available online

Books & References

1. Mansfield Ron, "Working in Microsoft Office", Tata McGraw-Hill, 2008
2. Miller M, "Absolute Beginners Guide to Computer Basics", Pearson Education, 2009
3. IITL Educational Society, "Introduction to IT", Pearson Education, 2009
4. Agarwala Kamlesh, N and Agarwala Deeksha, "Business on the Net: Introduction to the whats and hows of E-Com", Macmillan India
5. Ravi Kalakota & A.B. Winston, "Frontiers of Electronic Commerce", Pearson Education.
6. Bharat Bhaskar, "Electronic Commerce - Framework Technologies and Applications", Tata McGraw Hill.

BBA-201	BUSINESS LAW	3 Credits (3-0-0)
Course Category	: Law (L)	
Pre-requisite Subject	: NIL	
Contact Hours/Week	: Lecture: 3, Tutorial : 0, Practical: 0	
Number of Credits	: 3	
Course Assessment Methods	: Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, and Minor tests and One Major Theory Examination	
Course Outcomes	: <ol style="list-style-type: none">1. It provides business owners, managers, and other professionals to have a basic understanding of business law to help them make better decisions.2. It helps in protecting liberties and rights, maintaining orders, resolving disputes, and establishing standards for the business concerns and their dealings with different sectors.3. It helps business concerns to know the existing rules and regulations applicable to them and to their concern fields.	

Unit I

9

Business Law: Meaning and Scope and Sources of Indian Business Law. The Indian Contract Act: Definition, Types of contracts, Offer, Acceptance, Agreement, Free consent, Capacity of parties, Legality of object and consideration, various modes of discharge of a contract, remedies for breach of contract.

Unit II

9

Indian Partnership Act: Definition, Nature of Partnership, Registration of firms, kinds of partners, Relationship between partners, relation of partners third parties, Partnership deed, Rights & Duties of partners.

Unit III

9

Sales of Goods Act: Definition of Sales, essentials for contract of sale, Performance of contract of Sale, meaning of conditions and warranties. Implied warranties – Caveat Emptor, Transfer of Ownership, Rights of Unpaid seller and other remedial measures. Bailment – Rights & Duties of Bailor and Bailee, Law of Agency – Creation and termination of agency.

Unit IV

Negotiable Instruments Act: Definition of negotiable instrument. Promissory note, bill of exchange and Cheques, Parties to negotiable instrument, Discharge of parties from liability. Dishonor of a negotiable Instrument – Liabilities of Banker and drawer for dishonor of a cheque.

9

BOOKS FOR REFERENCE:

1. Kapoor N.D, Business Law, Sultan Chand & Sons
2. RSN Pillai, Bagavathi, Business Law, S. Chand.
3. Shukla M.C., Mercantile Law, S. Chand.
4. P.C. Tulsian, Business Law, TMH.
5. Kapoor GK and Gulsan, Business Law, New age International
6. Singh, Avtar, The Principles of Mercantile Law, Eastern Book Company, Lucknow.
7. Gulshan, S.S; Business & Corporate Law, Excel Books, New Delhi

BBA-203 INTRODUCTION TO BUSINESS RESEARCH 4 Credits (3-0-2)

Course Category	:	Departmental Core (DC)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture : 3, Tutorial : 0, Practical: 2
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none"> 1. To differentiate among various type and approaches of research and apply them in different business. 2. To formulate the actual problem and analyse the factors behind these problems related to the business or product or service of the organisation. 3. To collect the data and information for the continuous research and development process of the organisation for competitive purpose.

UNIT-I **9**
 Introduction to research: Meaning – Objectives – Types of Research – Scope of Research – Research Approaches – Research Process – Research Design –Exploratory – Descriptive – Causal-longitudinal and cross-sectional analysis.

UNIT-II **9**
 Methods of data collection: Introduction, Sources of Data, Primary Data Collection Techniques, Secondary Data Collection Techniques, Secondary Data – Advantages and Disadvantages, Qualitative vs. Quantitative Data Sampling methods -Sampling and sampling distribution: Importance of Sampling, Methods of Sampling, Sampling errors.

UNIT-III **9**
 Statistical methods: Tabulation of data -Editing, Coding the Data, Analysis of data –Testing of Hypothesis, Statistical Analysis, Parametric and Non- parametric tests, Analysis of variance: T- test, ANOVA, & Interpretation of data

UNIT-IV **9**
 Writing a research proposal- Contents of a research proposal and types of research proposals, Ethics in Research-Report writing Types of Reports, Business, Technical and Academic Report writing – Methodology Procedure – Contents – Bibliography-Reference.

Books & References:

1. Research Methodology – C.R. Kothari
2. Methodology and Techniques of Social Research – Wilkinson, Bhandarkar
3. Research Methodology – Dr. V.P. Micahel
4. Research Design and Methods – Kenneth S. Bordens
5. Business Research Methods – Donald R. Koope

BBA-204 FINANCIAL MANAGEMENT 4 Credits (3-1-0)

Course Category	:	Departmental Core (DC)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial : 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none"> 1. Financial management enables to accomplish important big picture and daily financial objectives to finance managers. 2. Developing skills for financial planning information to investors. 3. Provides skills for great decision-making with respect to financial considerations.

Unit I **9**
 Introduction: Financial Management- Definition, Scope, Functions, Significance, Objectives: Profit vs Wealth Maximization. Role of Chief Financial Officer, Time Value of Money – Concept & Significance; Compounding & Discounting Techniques.

Unit II **9**
 Investment Decision: Meaning & Significance, Capital Budgeting: Concept, Process & Significance: Techniques of Capital Budgeting – Traditional techniques - (Pay-back Period, Net Present Value, Internal rate of Return, Profitability Index; Capital Rationing – Concept, Leverage: Concept, Significance, Types- Operating, Financial, Combined leverage.

Unit III **9**
 Financing Decision: Cost of Capital: Concept, Significance, Computation of cost of Capital. Capital Structure: Concept, Components & Factors affecting capital structure of a firm; Capital Structure Theories – Net Income, Net Operating Income, Capital Structure Planning Tools: EBIT- EPS Analysis, Financial Break-even Point. Dividend Decision: Issues in Dividend Decisions.

Unit IV **9**
 Working Capital: Concept & Importance, Classification, Working Capital Cycle – Concept, Estimation of working capital; Working Capital Policy Working Capital Management: Concepts & Classification. Elementary Knowledge of Inventory Management, Receivable Management, Cash Management.

BOOKS & REFERENCES:

1. S.N. Maheshwari - Financial Management (4th edi), Sultan Chand & Sons.
2. P.V. Kulkarni - Financial Management - Himalaya Publishing House, Mumbai.
3. S.C. Kucchal - Corporation Finance - Chaitanya Publishing House, Allahabad.
4. I.M. Pandey - Financial Management - Vikas Publishing House.
5. R.M. Shrivastava - Pragati Prakashan, Meerut.
6. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
7. Prasanna Chandra - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi

1. BK Basu, An insight with Auditing, Book Syndicate Private Limited, 1981
2. Kamal Gupta, Contemporary Auditing, Tata McGraw-Hill Education, 2004
3. Tondon, B. N., Principles of Auditing, S. Chand Publishing
4. Dinkar & Pagare, Principles and practices of Auditing, Sultan Chand & Sons
5. Mautz, R. K., Fundamentals of Auditing, John Wiley And Sons, Inc

BBA-210 SUPPLY CHAIN MANAGEMENT 4 Credits (3-1-0)

Course Category	:	Departmental Core (DC)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture : 3, Tutorial : 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none">1. Use their learning on importance of supply chain in Business's survival and growth, to speed up supply from manufacturer to end consumer.2. Having learnt the demand of 3PL and 4PL Logistics, the student may even choose the same as carrier option.3. Use learning to Manage inventory and cooperate with Logistic Partners to replenish stocks just in time or reduced lead time.

Unit I **9**
Supply Chain: Concept, Definition and its objectives, Supply chain management-nature, Scope and importance, key issues of Supply Chain Management, Competitive and Supply Chain Strategies, Achieving Strategic Fit.

Unit II **9**
Logistics- Concepts, types, Development of logistics, Evolution of Logistics towards Supply Chain, Logistics Management, Objective of Logistics Management, Components of Logistics Management, Marketing Channel and its Composition, Distribution- Basics Concept, Transportations, Inventory, Warehousing, Managing Logistics.

Unit III **9**
Dynamics of supply chain: Supply Chain Integration, Push-Based and Pull-Based supply chain, Demand Forecasting in a Supply Chain, Managing inventory in Supply Chain environment: Transportation in Supply Chain environment.

Unit IV **9**
Strategic Alliances, Third party and fourth party logistics, Retailer-Supplier partnerships (SRP), Supplier evaluation and selection, Use of best practices and Information Technology (IT) in Supply Chain Management.

Reference Books:

1. Ayers, J.B (2006). Handbook of Supply chain management(2nd Ed.). Florida: Auerbach Publication
2. Ballou, R.H, & Srivastava, S.K(2008). Business Logistics/supply chain management(5th ed). New Delhi: Pearson Education
3. Chopra, s. & Meindl, P.(2007). Supply chin management:Strategy, Planning and operation(3rd ed.) New Delhi: Pearson Education
4. Coyle, J.J., Bardi, L.J & Langley, C. J(2008). The management of business logistics (7th ed). USA : South-western
5. Dornier, P.P, Ernst, R., Fender, M., & Kouvelis, P.(1998). Global Operations Management and Logistics: Text and cases. New York: John Wiley & Sons.
6. Mentzer, J.T.(2001). Supply chain management. New Delhi: Sage Publication.

BBA-301 FUNDAMENTALS OF QUALITY MANAGEMENT 3 Credits (3-0-0)

Course Category	:	Departmental Core (DC)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture : 3, Tutorial : 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none">1. Know quality management is a continuing revolution and be familiar with basic methods and tools to achieve quality goals by effective quality planning, controlling, and improving.2. Identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving, and measuring quality.3. Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.

Unit-I **9**
Meaning of Quality- Definitions and other key concepts, Evolution of Quality, Dimensions of Quality, Quality Control, Quality Assurance, Quality Specification, Design Quality, Quality at Source, Zero Defects, Cost of Quality

Unit-II **9**
Total Quality Management- Definition of TQM, Characteristics of TQM, Principles of TQM, Barriers to TQM, Implementation- Potential Benefits of TQM, Quality Gurus- Deming, Juran, Ishikawa, Crossby and their contributions.

Unit-III **9**
Continuous Process Improvement Tools: PDSA Cycle, 5S House Keeping, kaizen, Six Sigma, Bench Marking, Pit falls, Quality Function deployment, House of Quality.

Unit-IV**9**

Tools of Quality Management- Statistical Methods, Problem Solving Tools such as- Brainstorming, Fishbone Diagram and Pareto Diagram, Need for Unbiased data collection, Quality Control Tools- Check Sheet, Histogram, Shapes of Histogram, Pareto Chart, Cause & Effect Diagram, Scatter Diagram, Control Charts

Reference Books:

1. Besterfield, D.H., Michna, C.B., Besterfield, G.H. and Sacre, M.B.; Total Quality Management, ed.iii, Pearson Edu., Fifth impression, 2007.
2. Bank. John;The Essence of Total Quality Management:, Prentice Hall, first edition, 1992.
3. Dale, B. G.(ed); Managing Quality, Philip Allen, Hemel Hempstead.
4. Kehoe, D.F.; The Fundamentals of Quality Management, Chapman & Hall, London, 1996

BBA- 302**MANAGEMENT AND COST ACCOUNTING****Credits: 4 (3-1-0)**

Course Category	:	Departmental Core (DC)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture : 3, Tutorial : 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none"> 1. Students should be able to identify, use and interpret the results of costing techniques appropriate to different activities and decisions. 2. Formulate and use standards and budgets for planning and control purposes. 3. Understand the role of responsibility accounting and performance measurement; understand the behavioural implications of performance measurement and transfer pricing systems in divisionalised businesses. 4. Appreciate the need to relate management accounting systems to contemporary thinking about organizational planning and control.

UNIT-I**9**

Basics of Management Accounting; Meaning and definition of Management Accounting, Evolution of Management Accounting, Nature and Scope of Management Accounting, Relationship of Management Accounting with Other Branches of Accounting, difference between Financial Accounting and Management Accounting, cost accounting; introduction, need, objectives, scope, cost accounting and decision making.

UNIT-II**9**

Budgetary Control; Essentials of effective budgeting ;preliminaries in the installation of budget system; classification of budgets; functional budgets; master budgets; fixed and flexible

budgets; revision of budgets; budgets reports; zero based budgeting (ZBB); performance budgeting.

UNIT- III

9

Standard Costing; Introduction to Standard Costing, Cost Standards and their types, Operation of Standard Costing System, Establishing Standard Costs, Variance Analysis, Interpretation, Presentation and Disposal of variances.

UNIT -IV

9

Marginal costing: Marginal costing Definition, Assumptions and Uses, Marginal Costing Vs. Absorption Costing, CVP /BEP Analysis, Key factors and Safety Margin, Managerial Decision Making Areas – Product Mix, Make or Buy, Pricing Decisions, Reconciliation of Cost and Financial Accounts, need of reconciliation, Remodeling Financial Records, Reconciliation of Profits, Methods of Reconciliation.

Reference Books:

1. B.M. Lall Nigam and I.C. Jain, Cost Accounting, Principles, Methods and Techniques, PHI Pvt. Ltd, New Delhi
2. Bhabator Banerjee, Cost Accounting –Theory and Practice, PHI Pvt. Ltd, New Delhi.
3. H. V. Jhamb, H. V. Jhamb, Fundamentals of Cost Accounting, Ane Books Pvt Ltd, New Delhi
4. M. N. Arora, Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi.
6. S.P. Jain and K. L. Narang, Cost Accounting, Principles and Methods, Kalyani Publishers, Jalandhar

BBA-303 INTRODUCTION TO OPERATIONS RESEARCH 4 Credits (3-0-2)

Course Category	:	Departmental Core (DC)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial : 0, Practical: 2
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none"> 1. To identify and develop operational research models from the verbal description of the real system. 2. To Understand the mathematical tools that are needed to solve. 3. To use mathematical software to solve the proposed model’s optimisation problems. 4. To Develop a report that describes the model and the solving technique, analyse the results, and propose recommendations in language understandable to the decision-making processes in Management Engineering

UNIT -I

9

Introduction to Operations Research: Introduction, Historical Background, Scope of Operations Research , Features of Operations Research, Phases of Operations Research, Types of Operations Research Models, Operations Research Methodology, Operations Research Techniques and Tools, Structure of the Mathematical Model, Limitations of Operations Research.

UNIT- II

9

Linear Programming: Formulation of L.P. Problems, Graphical Solutions, Simplex Method of two variables, Introduction to Game Theory: Pay off Matrix- Two-person Zero-Sum game, Pure strategy, Saddle point.

UNIT - III

9

Elementary Transportation: Formulation of Transport Problem, Solution by N.W. Corner Rule, Least Cost method, Vogel's Approximation Method (VAM), Elementary Assignment: Hungarian Method, Network Analysis: Construction of the Network diagram, Critical Path- float and slack analysis, PERT.

UNIT- IV

9

Decision Theory: Pay off Table, Opportunity Loss Table, Expected Monetary Value, Expected Opportunity Loss, Expected Value of Perfect Information and Sample Information Markov Chains: Predicting Future Market Shares, Equilibrium Conditions (Questions based on Markov analysis Limiting probabilities, Chapman Kolmogorov equation.

Reference Books:-

1. V. K. Kapoor, Operations Research, Sultan Chand and Sons
2. J. K. Sharma, Operations Research Theory and Applications, Macmillan India Limited
3. N. D. Vohra, Quantitative Management, Tata McGraw Hill
4. P. K. Gupta, Man Mohan, Kanti Swarup, Operations Research. Sultan Chand
5. Kothari, C. R, An Introduction to Operation Research, Vikas Publishing House

BBA-304 ENTREPRENEURSHIP DEVELOPMENT 3 Credits (3-0-0)

Course Category : **Departmental Core (DC)**
Pre-requisite Subject : NIL
Contact Hours/Week : Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits : 3
Course Assessment Methods : Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes :
 1. Student will be able to develop and cultivate skills required for entrepreneurship.
 2. Students will be able to identify ideas, evaluate the opportunities, develop plans, manage resources and company for starting new ventures.
 3. Students can map the parameters to assess opportunities and

constraints for new business ideas

- Unit I** **9**
 Definition, concept of entrepreneurship, classification of entrepreneurship, socioeconomic impact of entrepreneurship. Nature and importance of entrepreneurs, Characteristics of entrepreneur, barriers to entrepreneurship, Entrepreneurs Vs Professional managers.
- Unit II** **9**
 Entrepreneurial environment, entrepreneurial functions, entrepreneurial process, entrepreneurial structure. Entrepreneurial development training – importance of training, objectives of training methods of training, benefits of training process.
- Unit III** **9**
 Establishment of a new enterprise, Choice of product, Market Assessment, Selection of Technology, Selection of Site, Organizational and Ownership Structure, Institutions in aid of entrepreneurs – Introduction, entrepreneurship development program organization – MDI, NIESBUD, IED, and EDII
- Unit IV** **9**
 Preparation of Business Plan, Financing the new enterprise, Financial Management for new ventures, Source of Finance, Marketing Management in a new enterprise, Human Resource Management in a new enterprise, Operations Management in a new enterprise.

Reference Books:

1. Entrepreneurial development & management by Vasant Desai.
2. Small scale industries & entrepreneurship by Vasant Desai.

BBA-305 CORPORATE GOVERNANCE & BUSINESS ETHICS 4 Credits (3-1-0)

Course Category	:	Departmental Core (DC)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none"> 1. Familiar with the nature, scope, and purpose of Business Ethics. 2. Know the Importance of Ethics & Moral standards like. Ethics & Moral Decision Making, Ethical Principles in Business. 3. Demonstrate an enhanced appreciation for the relevance and practical application of ethics in the role of management. 4. Demonstrate detailed knowledge of the development of

corporate social responsibilities of business corporations beyond profit maximisation.

Unit I **9**

Corporate governance: concept, need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading.

Unit II **9**

Relevance of The Board –Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

UNIT III **9**

Role of auditors in enhancing corporate governance- duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring.

Unit IV **9**

Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, Moral issues in business: Worker’s and employee’s rights and responsibilities, Profit maximization vs. social responsibility.

Reference Books:

1. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.
2. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
3. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
4. A.C. Fernando: Business Ethics Pearson Education.

BBA-306 PRODUCTION & OPERATION MANAGEMENT 4 Credits (3-1-0)

Course Category	:	Departmental Core (DC)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial : 1, Practical: 0
Number of Credits	:	4
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	1. Apply the concept of production & operation management in manufacturing and service sector and will be able to, plan, forecast and implement production and service-related

decisions.

2. Plan production schedules and plan resources (material and machine) required for production.
3. To apply the concepts of purchase, stores, and inventory management and analyse and evaluate material requirement decisions.

Unit I **9**
Meaning, Nature and Scope of Production and Operation Management. Objectives of Production Management, Production Function, Production Systems Models, Manufacturing system: Mass, Batch, Job-Shop, continuous. New Product Development.

Unit II **9**
Plant Location: Nature, Factors considered in location, Plant Location Selection, Plant Layout: Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment: Importance, Objective, Principles, Factors affecting selection equipment and types of handling equipment.

Unit III **9**
Work Study: Method study and work measurement- Importance, Objectives, and Steps in method study and Techniques of work measurement. Production Planning and Control: Role and Scope, Factors influencing production planning and benefits of production control.

Unit IV **9**
Inventory Management: Factors influencing and Objectives of inventory management. Techniques of inventory management. Quality Control and Materials Management. Material Management Objectives and importance, Purchasing Procedure, Store Keeping Objectives Functions of JIT.

SUGGESTED READINGS

1. Production and Operation Management, S.A.Chunawalla and D.R. Patel, Himalaya Publishing House, Mumbai
2. Production and operation Management K. Aswathappa and K. ShridharaBhat , Himalaya Publishing House, Mumbai
3. Operations Management, Mahadevan B, Pearson Education, New Delhi,2008
4. Operations Management, Russel& Taylor, Pearson Education, New Delhi,2008
5. Operations Management, Chase, Jabocs and Acquiliano, Tata McGraw Hill,
6. Operations Management, Krajawski&Ritzman, , Pearson Education, New Delhi, 2003
7. Production and Operations Management, BediKanishka, , OXFORD University Press
8. Production and Operation Management, Bhatt K.S, Himalaya Publishing House

PROJECT MANAGEMENT

BBA-401

Credit (3-0-0)

Course Category : **Program Elective (PE)**
Pre-requisite Subject : NIL
Contact Hours/Week : Lecture: 3, Tutorial : 0, Practical: 0
Number of Credits : 3

Course Assessment

Methods : Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

Course Outcomes :

1. Understand project characteristics and various stages of a project.
2. Understand the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic.
3. Analyse the learning and understand techniques for project planning, scheduling, execution control, project procurement etc.

Unit I

Introduction to project management., Meaning, scope, characteristics, need & importance of project management; Types of Project Organization, Project Planning, Project Control, Human Aspects of Project Management, Pre- Requisites for Successful Implementation.

Unit II

Project identification, project formulation, Feasibility Analysis: Financial appraisal, socio cost benefit appraisal, market appraisal, phases of project life cycle Generation and Screening of Project Ideas: Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Profit Potential of Industries, Scouting for Project Ideas, Preliminary Screening, Project Rating Index.

Unit III

Cost of projects, means of financing, Estimates of Sales & Production, Cost of Production, Working Capital Requirement & Financing, Projected income statement, Balance sheet and cash flow with

multiyear projections, Consideration of alternative sources of finance. Demand forecasting, Market needs and planning for customer as well as employee

Unit IV

Project Implementation: Forms of project organization, Project control & control charts, Human aspects of project management, Introduction to project network & determination of critical path, Preparation of comprehensive project report. Post Completion Audits.

Reference Books

1. S. Choudury, Project Management, Tata McGraw Hill Publications
2. ICMR, Project Management Text Book, ICMR Books
3. N. P Agarwal, B. K Mishra, Project Appraisal, RBSA Publishers
4. Prasanna Chandra, Projects, Tata McGraw Hill Publications

INVESTMENT BANKING AND FINANCIAL SERVICES

BBA-402

Credit (3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture : 3, Tutorial : 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

Course Outcomes

1. Developing skills to entrepreneurs in risk management area, like identifying and avoiding the risk or making plans to overcome it in economic, securities terms of a company.
2. Job opportunities skills to manage accounts and/or funds for a company or individual or to advise them regarding the management of investments.
3. Helps entrepreneurs looking for funding and investors for their business.

UNIT- I

9

Introduction: An Overview of Indian Financial System, Meaning of investment Banking in India, Investment banking in the world, objectives of investment banking, Recent development and challenges

with investment, Institutional structure and Functions of Investment. Merchant Banking; SEBI guidelines for Merchant Bankers, Registration, Obligations and Responsibilities of Lead Managers, Introduction to International Banking, Institutions in International Banking

UNIT II **9**

Issue Management: Public Issue: classification of companies, eligibility, issue pricing, promoter's contribution, minimum public offer, prospectus, allotment, preferential allotment, private placement, Right Issue: promoter's contribution, minimum subscription, advertisements, contents of offer document, Investor protection, Broker, sub broker and underwriters.

UNIT III **9**

Venture Capital (VC): Concept, Types of VC, venture process, various steps in venture financing, Insurance: concept, and classification of Insurance, IRDA and its Functions. Mutual Funds Services, Credit Ratings: Introduction, meaning and types of credit rating, Credit Rating Process, International credit rating practices. Securitization: concept, Meaning and Advantages of Securitization, Depository Services.

UNIT IV **9**

Leasing and Hire Purchase: Concept of leasing, types of leasing – financial & operating lease, direct lease and sales & lease back, Hire Purchase interest & Installment, difference between Hire Purchase & Leasing, Choice criteria between Leasing and Hire Purchase, Factoring: Meaning of Factoring, Differences between Factoring and Bank Loan, Forfeiting; Meaning and Definition of forfeiting, forfeiting Services in India, Differences between Factoring and forfeiting.

BOOKS AND REFERENCES

- M.Y.Khan: Financial Services, Tata McGraw –Hill.
- K.Sriram: Hand Book of Leasing, Hire Purchase & Factoring, ICFAI, Hyderabad.
- Machiraju: Indian Financial System, Vikas Publishing House.
- E. Gordon & P.K. Gupta, Banking and Insurance, Himalaya Publishing House
- Benson KunjuKunju Financial Market and Services in India, New Century
- J.C.Verma: A Manual of Merchant Banking, Bharath Publishing House.

Ennew.C.Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional

BBA-403

WORKING CAPITAL MANAGEMENT

3 Credits (3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	

1. Students will get enough knowledge about the working capital as well as how it is determined and managed in any organization.

UNIT I- Introduction- Meaning and Definition of working capital, Concepts of Working Capital, Nature and scope, Features of working capital, Components of working capital (Gross working capital, Net working capital), Objectives of working capital, Types, Functions, Determinants of working capital, Significance of working capital, Working capital cycle, Factors Affecting Composition of Working Capital.

UNIT II- Working Capital Policies- Estimation of Firm's Working Capital Needs, Operating Cycle Approach, Working Capital Ratios, Behaviors of Current Assets and Pattern of Financing, Quick Sources of Finance, Commercial Papers, Factoring, Bank Credit.

UNIT III- Management of Cash- Concept of Cash Management, Motives for Holding Cash, Significance of cash Management, Cash Planning and Budgeting, Management of Cash Collection, Disbursement of Cash, Cash Management Models.

UNIT IV-Receivables Management- Concept of Receivable Management, Nature, Significance, Credit Standards, Evaluating the Credit Worthiness of a Customer.
Inventory Management- Concept of Inventory Management, Nature, Significance, Benefits of Holding Inventory, and Techniques of Inventory Management (EOQ, ABC, and MRP).

Suggested Readings:

1. Smith, K V -Management of Working Capital, (Latest Edition)
2. Agarwal, J D -Working Capital Management, (Latest Edition)
3. Mehta, D R and Enlthewood Cliffts N J -Working Capital Management, (Latest Edition)
4. Scherr -Modern Working Capital Management Text, (Latest Edition)

BBA-404 INTERNATIONAL FINANCIAL MANAGEMENT 3 Credit (3-0-0)

Course Category : **Program Elective (PE)**
Pre-requisite Subject : NIL
Contact Hours/Week : Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits : 3
Course Assessment
Methods : Continuous assessment through tutorials, attendance, home

assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

Course Outcomes :

1. Students shall gain theoretical and practical knowledge required for the management of financial and investment functions of multinational corporations.
2. Students will discover how the international capital markets, foreign exchange markets, and the derivatives market can be used to manage transaction and operating risks facing the multinational firm.
3. Students will learn, through hands-on case studies and empirical evidence how to manage multinational companies' investment and financing activities. The relevance of country risk and international corporate governance in cross-border investments will also be examined.

UNIT-I

Introduction: concept of International Trade, International Business, International Finance and Domestic Finance. International Trade financing in India, Balance of payments (of India) International Monetary System: Different types of Exchange rate mechanisms- the gold standard, the gold exchange standard, Current monetary system, International Monetary Fund (IMF), World Bank and International Financial Institutions

UNIT-II

Foreign Exchange Management: Forex Market and its functions –Global and Domestic market, Quotations- direct, indirect and cross currency; various kinds of transactions and their settlement dates, Spot Market and forward Market and Forecasting: Purchasing power parity and Interest rate parity, relationship between PPP and IRP, Forward Premium and Discounts.

UNIT-III

Foreign Exchange Exposures: Financial Accounting and Foreign Exchange-Foreign Exchange Risk and Economic Exposure, Identifying Economic Exposure, Financial Management of the Multinational Firms; Cost of Capital, Capital Structure. Inter- company Fund- Flow Mechanisms: Cost and Benefits, Designing a Global Remittance Policy, Transfer Pricing and Tax Evasion, ADR Euro Bonds and Foreign Bonds.

UNIT-IV

Payment Systems: Payment terms and financing international trade, international flow of funds and portfolio investment in India, FDI (Foreign Direct Investment) and FIIs (Foreign Institutional Investors), investment strategies of FIIs in India, FIIs and volatility, impact of FIIs investment on stock markets and public policy. pooling, leading and lagging as international payment settlement.

Books and References:

1. Allen C, Shapiro: Multinational Financial Management, Prentice Hall India.
2. A Buckley: Multinational Finance, Pearson Education.
3. PG Apte: International Finance, Tata McGraw Hill.
4. Maurice D. Levi: International Finance- The Markets and Financial Management of Multinational Business, McGraw Hill.

TAX PLANNING

BBA-405

3 Credit (3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture : 3, Tutorial : 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none">1. Students shall be familiarized with different terms of used in taxation i.e., Tax Management, Tax Evasion and Tax Avoidance.2. To compute the overall tax liability of an individual as well as the company.3. To gain the knowledge for reducing the tax liability by using different exemptions given by the income tax department of India.

Unit- I

Income tax concepts: Previous Year, Assessment Year, Person, Assesses, Income (including agricultural income), Residential Status and their incidence of tax, Gross Total Income, Total Income; Income Exempt from tax, Tax Liability, Tax Evasion, Tax Avoidance.

Unit -II

Different form of salary, Allowances and Perquisites, Provident, Computation of Income under the Head: Salary, Computation of Income under the Head: Profits and gains from Business or Profession. Computation of Income under the Head: Capital gains and Income from other sources.

Unit -III

Clubbing of Income, Set-off and carry-forward of losses, Deductions from gross total income as applicable to an individual and Business Units; Computation of total income and tax liability of an individual and Business Units, Procedure for assessment: E-filing of return,

Unit -IV

Meaning of Tax Planning and Management; Nature, scope and justification of corporate tax planning; Computation of taxable income and tax liability of companies: Minimum Alternative Tax, Introduction to tax planning with reference to financial decisions; Introduction to the concept of Goods and Services Tax (GST) and Direct Tax Code (DTC).

Books & References:

1. Ahuja & Gupta. Simplified Approach to Income Tax Flair, Publications Pvt. Ltd.
2. Prasad Bhawati, Direct Taxes, New Age International Publications.
3. Mehrotra H.C., Income Tax Law and Practices, Sahitya Bhawan Publications.
4. Mahesh Chandra & Shukla, D.C. Income Tax Law & Practice Pragati Publications.
5. Goyal, S.P. Tax Planning and Management. Sahitya Bhawan Publications.

PERSONAL SELLING & SALES FORCE MANAGEMENT

BBA-406

3 Credits (3-0-0)

Course Category : **Program Elective (PE)**
Pre-requisite Subject : NIL
Contact Hours/Week : Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits : 3

Course Assessment

Methods : Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

Course Outcomes :

1. The purpose of this course is to prepare students to be future sales managers.
2. Managing and Developing the Sales Force, Measurement of Sales Goals and Evaluation of Salesperson Performance.
3. To understand how the sales effort should be organized, and the strategic role of information in sales management

Unit-I

Personal Selling: Introduction to Personal Selling; functions of a sales person, qualities of an effective Sales Person; Personal Selling situations.

Theories of Selling: AIDAS, Right Set of circumstances, Buying formula theory.

Unit-II

The Selling Process:

The Selling Process: Pre approach – Acquiring Product Knowledge, Acquiring Competition and Market Knowledge, Identifying and Qualifying Prospects – Sources of Prospecting, Conditions for Qualification, Opening a Sale – Methods of Approaching,

Unit-III

Sales Presentation: Presentation Strategies and Methods, Sales Demonstration – Planning Effective Demonstration, Use of Sales Tools, Handling Objection – Types of Objections, Determining Hidden Objections, Strategies for Handling Objections, Closing a Sale – Trial Close, Closing Techniques, Post Sales Follow Up.

Unit-IV

Introduction to Sales Force Management:

Introduction to sales force management: Objectives of Sales management, Role of a sales manager; Managing Sales force – Recruitment, Selection, Training, Compensation and evaluation of sales force; Centralization Versus Decentralization in Sales Force Management, Overview of Sales Territory Concept.

References Books: -

- Still, Cundiff & Govani: Sales Management, Prentice Hall of India.
- Charles Futrell: Fundamentals of Selling, McGraw Hill.
- Krishnamoorthy R., Personal Selling and Sales Management, Himalaya Publishing House
- Sharma Krishna Mohan, Sales Management and Personal Selling.
- Mathur U C, Sales Management, New Age International Publishers.
- Spiro, Stanton, Rich, Management of a Sales Force, TATA McGraw Hill, Eleventh Edition.

BRAND MANAGEMNT

BBA-407

3 Credit (3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	1. Demonstrate knowledge of the nature and processes of branding and brand management.

2. Evaluate the scope of brand management activity across the overall organisational context and analyse how it relates to other business areas.
3. Appraise the key issues in managing a brand portfolio and making strategic brand decisions.
4. Formulate and justify brand development decisions
5. Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives

UNIT I

Basics understanding of Brands, Definitions, Branding Concepts, Functions of Brand, Significance of Brands, Different types of Brands, Co-branding, Store brands, Strategic Brand Management Process, Building a strong brand, Brand Positioning,

UNIT II

Establishing brand values, Brand vision, Brand Elements, Brandings for Global Markets, Competing with foreign brands. Brand Image Building, Brand Loyalty programmes, Brand Promotion Methods.

UNIT III

Brand Adoptions Practices, Different types of brand extension, Factors influencing Decision for extension, Re-Branding and Re-launching, Role of Brands ambassadors, celebrities, online Brand Promotions.

UNIT IV

Measuring Brand Performance, Brand Equity Management, Global Branding strategies, Brand audit, Brand equity Measurement, Brand Leverage, Role of Brand Managers, Branding challenges & opportunities.

SUGGESTED READINGS:

1. LanBatey, Asain Branding- A great way to fly, PHI, Singapore, 2002
2. Moorthi YLR, Brand Management-I edition, Vikas Publishing House 2012
3. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.
4. Paul Tmepoal, Branding in Asia, John Wily, 2002
5. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002
6. Jagdeep Kapoor, Brandex, Biztranza, India, 2005

7. Mahima Sagar, Deepali singh, D.P. Agarwal, Achintya Gupta, Brand Management Ane Books Pvt. Ltd. 2009

RETAIL MANAGEMENT

3 Credits (3-0-0)

BBA-408

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial : 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none">1. To familiarize students with the decisions involved in running a retail firm and the concepts and principles for making those decisions.2. To know the responsibilities of retail personnel in the numerous career positions available in the retail field.3. To recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.

Unit I

Introduction to Retailing: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Importance of retailing,

Understanding the Retail Consumer: Retail consumer behavior, Factors influencing the Retail consumer, Impulse Buying Behavior, Customer decision making process.

Unit II

Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain.

Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail location, Measurement of success of location.

Unit III

Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance

Retail Operations and Retail Pricing: Store administration, Premises management, Inventory Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices.

Unit IV

Retail Space Management and Marketing: Definition of Space Management, Store layout and Design, Visual Merchandising, Promotions Strategy, Relationship Marketing Strategies, CRM, Retail Marketing Mix, Retail Communication Mix, POP Displays

Emerging trends in retailing: emerging trends of retail in India, Modern retail formats.

Reference Books-

- Newman A.J. and Cullen P, Retailing: Environment and Operations, Vikas Publication
- Pradhan Swapan, Retailing Management, TATA McGraw Hill, New Delhi.
- Berman B and Evans J.R, Retail Management, Pearson Education
- Cox Roger and Brittain Paul, Retailing: An Introduction, Pearson Education
- Gilbert David, Retail Marketing Management, Pearson Education.
- Mathur U.C., Retail Management: Text and Cases, I.K. International Publishing House Pvt. Ltd.
- Michael Levi M and Weitz BW, Retailing Management, Tata McGraw Hill
- Dunne Patrick M., Lusch Robert F. and Griffith David A, Retailing, Cengage Learning
- Newman and Cullen, Retailing, Cengage Learning

INTERNATIONAL MARKETING

3 Credits (3-0-0)

BBA-409

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial : 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none">1. To familiarize student with the impact of global and regional influences on products and services for consumers and businesses.2. To Apply knowledge gained in other courses to the understanding of marketing management in an international setting.3. Students will be encouraged to look at marketing practices in other countries and compare them with what they are familiar with.

UNIT-1

International Marketing, Scope and Significance of International Marketing, the strategic importance of international marketing, Need for international trade, trends in foreign trade. International market environment, Business Customs in International Market.

UNIT-2

Targeting international market opportunities: regional market Characteristics, international market segmentation and targeting. International Market Entry Strategies: Indirect Exporting, Domestic Purchasing, Direct Exporting, Foreign Manufacturing Strategies without Direct Investment, Foreign Manufacturing Strategies with Direct Investment. Entry Strategies of Indian Firms.

UNIT-3

International product management: International product positioning, Product saturation Levels in global Market, International product life cycle, Geographic Expansion-Strategic Alternatives. New products in Intentional Marketing, Product and culture, brands in International Market. International Marketing Channels: channels -Distribution Structures, Distribution Patterns, Factors effecting Choice of Channels, the Challenges in Managing An international Distribution Strategy Selecting Foreign Country Market intermediary. The management of physical distribution of goods.

UNIT 4

Pricing and Promotion for international Markets: Environmental influences on Pricing Decisions, Grey Market goods, Transfer pricing, Global Pricing - Policy Alternatives. Global Advertising and brandy, selecting an advertising agency. Personal selling, Sales Promotion, Public Relations and Publicity, Sponsorship Promotion. Export Marketing: Introduction to Export Marketing, Export Policy Decisions of a firm, EXIM policy of India. Export costing and pricing, Export procedures and export documentation. Export assistance and incentives in India.

References

1. Philip R. Cateora, John L. Graham, International Marketing 11/e, Tata McGraw-Hill Co. Ltd., 2002.
2. Sak Onkvisit, John J. Shaw, International Marketing Analysis and Strategy, 3/e, Prentice-Hall of India Pvt. Ltd., 2000.
3. Isobel Doole and Robin Lowe, International Marketing Strategy, 2/e, Thomson Learning, 2003.
4. Subhash C. Jain, International Marketing, 6/e, South-Western, 2001.
5. Vern Terpstra, Ravi Sarathy, International Marketing, 8/e, Harcourt Asia Pvt. Ltd., 2001.
6. Keegan: Global marketing Management 7/e Pearson Education, Delhi, 2003

RURAL MARKETING

BBA-410

Credit (3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none"> 1. With the help of Rural Marketing students will utilize the understanding on peculiarities of rural markets, channels and competition in marketing decision making. 2. Students will understand the Rural Market Segmentation, targeting and positioning and Rural Products. 3. Students can understand Buying behaviour of Rural Consumer and Purchase decision making process.

Unit - I

Rural Economy; Rural - Urban disparities; policy interventions required ; Rural face to Reforms - The Development exercises in the last few decades; Role of Government and Role of Self help group in Rural Marketing; Market Size and physical structure of Rural Society; Classification of Rural Products and Rural Markets

Unit - II

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers – Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets. Marketing research- Techniques and Methods; Marketing Strategies

Unit - III

Selection of Markets – Types of Products (agricultural products and FMCG Services); Durable and non Durables products; Product Strategy; Product mix Decisions – Competitive product strategies for rural markets. Pricing strategy - pricing policies - innovative pricing methods for rural markets

Unit - IV

Promotion strategy - appropriate media - Designing right promotion mix – promotional campaigns. Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications.

References

1. Balaram Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata Mcgraw-Hill Publishing Company, New Delhi, 2008
2. A.K. Singh & S. Pandey, Rural Marketing: Indian Perspective, New Age International Publuishers, 2007
3. Csg Krishnamacharylu & Laitha Ramakrishna, - Rural Marketing, Pearson Education Asia. 2009
4. C.K. Prahlad, Rural Marketing, Pearson Publication, 2011

STRATEGIC HUMAN RESOURCE MANAGEMENT

BBA-411

3 Credits (3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and

- Course Outcomes** :
- Minor tests and One Major Theory Examination.
1. To provide basic knowledge about the concepts of Strategic Human Resource Management.
 2. The course will explain the importance of Strategic Human Resource Management and their effective management in organisations.
 3. Demonstrate a basic understanding of different tools used in forecasting and planning Strategic Human Resource needs.

Unit I

Introduction and Overview of SHRM, An Organization's Strategic Planning Process, The Strategic HR Planning Process, Environmental Screening, Linking Strategic HR Planning to the HRM Process, Opportunities, Challenges and Recent Developments, Technology and Computer-Based HR Planning, Turnover and Retention, Succession Planning.

Unit II

Organization Structure & Related Management Processes - Authority & Responsibility Flows - Communication Process Behavioral Patterns of HR - Other Managers and their Place in Information Processing for Decision Making, Common Problems during IT Adoption, Efforts and Processes to Overcome - Orientation & Training Modules for HR & other Functionaries

Unit III

Data & Information needs for HR Manager, Sources of Data, Role of IT in HRM, IT for HR Managers, Concept, Structure, & Mechanisms of HRIS, EHRM: Objectives, Advantages & Disadvantages of EHRM, Data Management for HRIS: Data Formats, Entry Procedure & Process, Data Storage & Retrieval, Transaction Processing, Information Processing & Control Functions.

Unit IV

Design of HRIS, Relevance of Decision-Making Concepts for Information System Design, HRM Needs Analysis, Concept & Mechanisms, Standard Software and Customized Software, HR Management Process & HRIS, Modules on HR Planning, Recruitment, Selection, Placement Module on Performance Appraisal System, Training & Development Module, Module on Pay & other Related Dimensions, Information System's support for Planning & Control.

Reference Books: -

- Hartel, C. and Fujimoto, Y. (2014). Human Resource Management. 3rd edition, Pearson, Sydney
- Michael Armstrong, A Handbook of Human Resource Management Practice, *Kogan Page*
- Gueutal & Stone, THE BRAVE NEW WORLD OF HER, *Jossey-Bass*
- Monk & Wagner, CONCEPTS IN ENTERPRISE RESOURCE PLANNING, *Thomson*

LEADERSHIP DYNAMICS IN MANAGEMENT

BBA-412

3 Credits (3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial : 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes:		<ol style="list-style-type: none">1. Develop the Skills of cooperation and coordination within the organization.2. Determine and provide needful directions to entrepreneurs for making team spirit among people.3. To develop skills in entrepreneurs for attainment of common organizational goals

UNIT 1- Leadership: Concept and Dynamics- Concept, Approaches to defining leaders and leadership characteristics, roles, motives, skills, and functions of leadership, Leadership Vs Management, Effective leadership behaviors, and attitudes, impact of leadership on organizational performance.

UNIT 2- Leadership Styles and Theories- Concepts and Meaning of Leadership styles, Popular leadership styles, Transactional Vs Transformational leadership, Trait, different Theories, and models of Leadership.

UNIT 3- Developing Leaders- Leadership Assessments, Leadership Training, Coaching, Mentoring and Experiential Learning, Women in Leadership, Ethical Leadership Dark Side of Leadership.

UNIT 4- Assessing Leadership & Measuring its effects, Groups, Teams and Their Leadership, Groups – Nature, Group Size, Stages of Group Development, Group Roles, Group Norms, Group Cohesion, Teams – Effective Team Characteristics and Team Building, Ginnetts Team Effectiveness Leadership Model.

REFERENCE BOOKS:

- 1) Peter. G Northouse, Leadership: Theory and Practices, Sage Publication.
- 2) Aarti Gaurav, Leadership + Teamwork=Success, Buzzing stock Publishing House.
- 3) Yukl G, Leadership in Organisations, (Prentice hall, 7th Ed.)
- 4) Hurlock., Elizabeth B, Personality Development, (Tata McGraw Hill, 1st Ed.)

Team Building and Group Dynamics

BBA-413

3 Credits-(3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

Course Outcomes :

1. Develops the skills to stay focused on the task at hand and do not engage in distracting behaviours in organization.
2. Provides skills to entrepreneurs to determine the action items that any decision requires or think through how to carry out decisions.
3. Develops entrepreneurial skills to ensure self-development, positive communication, leadership skills and the ability to work closely together as a team to problem solve.

Unit -1 Concept and Characteristics of Team; Elementary Idea of Transactional Analysis, Effective Team Characteristics and Team Building, values, norms, goals and roles of team, team practices and knowledge of team resources. Team Building for Work Teams, Identify the stages of team development. Situational needs of the team.

Unit-2 Groups Nature, Group Size, Group Roles, Group Norms, Group Cohesion, Understand Group forming, storming, norming, performing, and adjourning stages, evaluate teams/ group based on their developmental stage, High Performing Organization (HPO).

Unit-3 Dynamics of Groups and Teams, Concept of Group Dynamics and Factors, Concept and Characteristics of Group; Needs for Group Formation, Inter-group conflict, Nature, process and resolution techniques; Communication process, meaning, barriers and methods to overcome barriers.

Unit -4 Group decision making techniques, Group Think & Group Shift in decision making, Stress in team: meaning& causes of stress- organisational change and development, Conflict in team- causes and types of conflicts (intra and individual), methods of conflict resolution.

Reference Books:

1. Robins, Stephen P. - Organizational Behaviour

2. Schen - Organisational Psychology
3. Davis, K & Newstorm - Human Behaviour at Work
4. Prasad, L.M. - Organisational Behaviour

KNOWLEDGE PROCESS OUTSOURCING

BBA-414

3 Credit (3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial : 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none">1. Understand the outsourcing of core information-related business activities which can create an integral part of the company's value chain.2. Students can understand and cater the changing customer demands.3. Providing efficient reporting and performance measurement to achieve operational excellence and enhanced productivity.

UNIT I

Knowledge Process outsourcing-meaning, benefits of KPO, Growth Drivers, KPO Models and types of Vendors-offshore, KPO- Evolution Destinations, Challenges of Off Shoring, Disadvantages of KPO, Contribution of KPO in India.

UNIT II

KPO Industry-Employment Opportunities, Employee Structure, Skill set required, Compensation Levels, Contact Centre KPO, Types of KPO call centre's, Technology, Components and working of a call centre, issues and problems, Intel net Global.

UNIT III

Human Resource BPO and KPO, Difference between KPO and BPO, KPO market, KPO Industry, reason for outsourcing, activities involved in KPO, Outsourcing trends, Emerging KPO Domain, Publishing KPO.

UNIT IV

Elements of back-office services, Financial Services, Cbay Systems, Transaction Processing KPO, Insurance Sector by KPO, Future trends and threats, Case Study

Reference Books

1. Kulkarni, Sarika (2005). Business Process Outsourcing, Delhi: Jaico Publishing House
2. Bingham, J. Mastering Data Processing, Macmillan Publishing House

BBA-415	Management Of Industrial Relation	Credits:(3-0-0)
Course Category	: Program Elective (PE)	
Pre-requisite Subject	: NIL	
Contact Hours/Week	: Lecture: 3, Tutorial: 0, Practical: 0	
Number of Credits	: 3	
Course Assessment Methods	: Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.	
Course Outcomes	: <ol style="list-style-type: none"> 1. To familiarize with the role of management and unions in the promotions of industrial relations. 2. Examine the labour relation issues and its management. 3. To acquire skills in handling employer-employee relations. 	

Unit I: Introduction to Industrial Relations: Meaning, definition, importance, scope of Industrial Relations and factors in Industrial Relations, Approaches towards the study of Industrial Relations (Psychological Approach, Sociological Approach, Socio Ethical Approach, Gandhian Approach, Industrial Relations Approach and HR Approach), Evolution of Industrial Relations, Trade Unions: concept, functions, TU Movement in India, union management relation.

Unit II: Industrial Disputes; Meaning, definition & Causes of Industrial Disputes, Grievance handling Procedure, Types of Conflict Resolution: Negotiation, Investigation, Mediation, Conciliation, arbitration & Adjudication.

Collective Bargaining: Meaning, Characteristics, Importance, Process, Pre-requisites and Types. Employee Engagement: Concept, Importance & Employee Engagement in India.

Workers Participation in Management (WPM): Meaning, Pre-Requisites, Advantages & Disadvantages, Levels and Types Labor Laws.

Unit III : The Industrial Disputes Act,1946 Definitions, Authorities under the Act, Power & Duties of Authorities, Strike & lockout, Lay-off ,retrenchment, closure and dismissal, Grievance Redressal Machinery, Penalties

The Factories Act, 1948 - Definitions, Authorities, Provisions regarding Safety, Provisions regarding Health, Provisions regarding Welfare, Provisions regarding Leave with Wages, Provisions regarding Working hours of adults, Penalties.

Unit IV: The Payment of Wages Act, 1936 - Definitions, Provisions, Penalties, **The Minimum Wages Act ,1948** - Definitions, Provisions, Penalties,**The Trade Union Act 1926:** Definitions, authorities and all provisions.

Reference Books:

1. Dynamics of IR – Mamoria,Mamoria and Gankar
2. Industrial Relations -ArunMonappa
3. Personnel and HRM- P Subbarao
4. Industrial & Labour Laws -S.P.Jain
5. Industrial Law - P.L. Malik

BBA- 416

E-BUSINESS

3 Credits (3-0-0)

Course Category : **Program Elective (PE)**

Pre-requisite Subject : NIL

Contact Hours/Week : Lecture: 3, Tutorial: 0, Practical: 0

Number of Credits : 3

Course Assessment

Methods : Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

Course Outcomes :
 1. To develop essential knowledge, skills, and methods for using technical aspects of e-business.
 2.To understand paperless offices and processes thus contributing to savings in terms of resources.
 3. To develop entrepreneurial approach in current market scenario of e-commerce.

UNIT 1- Definition of E-Business, Origin of E-Business, History of the Internet, E-Business Opportunities for Businesses, Working of E-Business, E-Business Vs the Traditional Business Mechanism, Advantages of E-Business, Disadvantages of E-Business, Main Goals of E-Business.

UNIT 2- Definition of E-Commerce, History of E-Commerce, Types of E-Commerce, Comparison of Traditional Commerce and E-Commerce, Requirements of E-Business, Functions of E-Business, E-Business Framework Architecture, I-way or Information Highway.

UNIT 3- E-Commerce Business Models: Business to Consumer (B2C), Business to Business (B2B), Peer to-Peer (P2P) Model, Emerging Trends, Advantages/ Disadvantages of E-Commerce. E-Payment Systems: B2B Electronic Payments, Third-Party Payment Processing, Electronic Payment Gateway–Security Standard for Electronic Payment System.

UNIT 4- Overview of M-Commerce - Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles, Electronic Customer Relationship Management (E-CRM), Electronic Supply Chain Management (E-SCM), The Internet in India, Barriers to Growth of E-Commerce in India.

Books and References:

- Kenneth C. Laudon, E-Commerce : Business, Technology, Society, 4th Edition, Pearson.
- S. J. Joseph, E-Commerce: an Indian perspective, PHI.
- David Chaffey, E-Business and E-Commerce Management: Strategy, Implementation and Practice, 4th Edition, FT Prentice Hall.
- Sarika Gupta, Gaurav Gupta, E-Commerce, 2nd Edition, Khanna Book Publishing (CO) Pvt. Ltd.
- Ritendra Goel, e-Commerce, New Age International Publishers.
- Dr. U.S. Pandey, Er. Saurabh Shukla, E-Commerce and Mobile Commerce Technologies, 2nd Revised Edition, 2014, S.Chand & Company Pvt. Ltd.
- David Whiteley, e-Commerce: Strategy, Technologies and Applications, Indian Edition, McGraw Hill Education.
- Shiney Chib, M- Commerce, Himalaya Publishing House.

FUNDAMENTAL OF CYBER SECURITY

BBA-417

3Credit (3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial : 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	1. Analyse and evaluate the cyber security needs of an organization. 2. Have acquired knowledge of a representative sample of security threats, issues, technologies, and theories

3. Determine and analyse software vulnerabilities and security solutions to reduce the risk of exploitation.

UNIT I

Overview of Cyber Security, Internet Governance – Challenges and Constraints, Cyber Threats: - Cyber Warfare-Cyber Crime, Cyber terrorism, Cyber Espionage, Need for a Comprehensive Cyber Security Policy, Need for a Nodal Authority, Need for an International convention on Cyberspace.

UNIT-II

Cyber terrorism, terrorist atrocities, the role of IT by terrorist, the power of cyber terrorism, characteristic of cyber terrorism, factors contributing to the existence of cyber terrorism, real examples of cyber terrorism, political orientation of terrorism, economic consequences.

UNIT-III

Cybercrime, types of cybercrime: hacking, virus, worm, Trojan horse, malware, fraud and theft, cyber homicide, current cyber-attack methods, criminal threats to IT infrastructure, web security, basic cyber forensics, internal penetration, external penetration,

UNIT-IV

Cybercrimes and law, cyber jurisdiction, Indian IT ACT, Fundamental concepts of information security Cyber Security Regulations, Roles of International Cyber Law, Cyber Security Standards. The Indian Cyberspace, National Cyber Security Policy 2013.

SUGGESTED READINGS:

1. Walter Laqueur, Yohana Alexander, “the terrorism reader: a historical methodology”.
2. “Cyber terrorism and information warfare: threats and responses” by Yohana Alexander & Micheal S. Swethan.
3. Chris Reed & John Angel, Computer Law, OUP, New York, (2007).
4. Justice Yatindra Singh, Cyber Laws, Universal Law Publishing Co, New Delhi, (2012)
5. Verma S, K, Mittal Raman, Legal Dimensions of Cyber Space, Indian Law Institute, New Delhi, (2004)
6. Jonathan Rosenoer, Cyber Law, Springer, New York, (1997).
7. Sudhir Naib, The Information Technology Act, 2005: A Handbook, OUP, New York, (2011)
8. S. R. Bhansali, Information Technology Act, 2000, University Book House Pvt. Ltd., Jaipur (2003).

BBA- 418

DATABASE MANAGEMENT SYSTEM

3 Credits (3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home

assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

Course Outcomes :

1. To design and build a simple database system.
2. To demonstrate competence with the fundamental tasks involved with modelling, designing, and implementing a DBMS.

UNIT 1- Introduction: definition of data, uses & need of data in organizations, Database Concepts: Database and DBMS, Comparison between traditional file V/s DBMS, Characteristics of data in database, Components of database system environment, Functions of DBMS, Advantages and Disadvantages of the DBMS, DBMS users, Database administrator and Role of DBA.

UNIT 2- Database Management System Structure, The External Level or Subschema, The Conceptual Level or Conceptual Schema, the Internal Level or Physical Schema, Mapping, Data Definition Language, Data Manipulation Language; Database Manager, Data Dictionary; Distributed Processing, Information and Communications Technology System (ICT), Data Independence; Data Modeling for a Database; Entities and their Attributes, Entities, Attributes, Relationships and Relationship Types, DBMS Vs RDBMS.

UNIT 3- Database Models and Implementation: Data Model and Types of Data Model, Relational Data Model, Hierarchical Model, Network Data Model, Object/Relational Model, Object-Oriented Model; Entity-Relationship Model, Modeling using E-R Diagrams, Notation used in E-R Model, Relationships and Relationship Types; Associative Database Model.

UNIT 4- Normalization: Functional Dependency; Anomalies in a Database; Properties of Normalized Relations; First Normalization; Second Normal Form Relation; Third Normal Form; Boyce-Codd Normal Form (BCNF); Fourth and Fifth Normal Form. Data Protection: Recovery, Concurrency, Security and Integrity.

Reference Books-

- James Martin, Principles of Database Management, PHI.
- Naveen Prakash, Introduction to Database Management, Tata McGraw Hill, New Delhi
- Elmasri Navathe, Fundamental of Database Systems, Pearson Education, Asia
- Parick O' Neil Elizabeth O'Neil, Database- Principles, Programming and Performance, Harcourt Asia PTE Limited
- C.J.Date, Addison Wesley, An Introduction to Database Systems- Pearson Education Press
- Abraham Silberschat, Henry F. Korth, S.Sudarshan, Database System Concepts, Tata McGraw Hill .
- John Antonio - The SAP/3 Handbook, Tata McGraw Hill, New Delhi

BBA-419

Credit (3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture : 3, Tutorial : 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none">1. Understand the various searching techniques, constraint satisfaction problem and example problems- game playing techniques.2. Apply these techniques in applications which involve perception, reasoning, and learning.3. Demonstrate proficiency developing applications in an 'AI language', expert system shell, or data mining tool.

UNIT I

Defining Artificial Intelligence, Defining AI techniques, Defining problems as State Space search, Production systems and characteristics, Hill Climbing, Breadth first and depth first search, Best first search.

UNIT II

Representations and Mappings, Approaches to knowledge representation, Representing simple facts in logic, Computable functions and predicates, Procedural v/s Declarative knowledge, Logic Programming, Forward v/s backward reasoning, Fuzzy Logic

UNIT III

Definition of Artificial intelligence Marketing (AIM), Scope and Advantages of AIM, Problems Related to AIM, **Programmatic Advertising:** Transparency, Distrust, and Fraud, Omni channel, Retargeting, Organizational Structure, **Image Recognition and Computer Vision:** Social Media, Segmentation and Targeting, Facial Recognition, Interactive Marketing Through Biometrics, Analytics

UNIT IV

Creativity: Personalized Narratives, Localization, Audio Generation, Image Curation, Augmentation, Data Synergy, **Chatbots:** Customer Service, e-Commerce, Personal Assistants, Chatbot Management, **Long-Term Implications:** Changing Consumer Expectations, Brand Purpose, Humanizing Technology

Reference books:

1. Artificial Intelligence: A Modern Approach, Stuart Russel, Peter Norvig
2. Artificial Intelligence, 2nd Edition, Rich and Knight
3. Artificial Intelligence for Marketing: Practical Applications, Jim Sterne
4. Artificial Intelligence: A Modern Approach, Stuart Russel, Peter Norvig, PHI

BBA-420 MANAGEMENT INFORMATION SYSTEM 3 Credits (3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial : 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none">1. Understands the concept, its development and management support for the Management Information System2. Ability to define needs and dimensions of MIS, steps for short- and long-range plans and budget for MIS3. Analyses the elements and data sources, constraints and develops formats and documents of MIS4. Develops methods, planning for implementation and process of evaluation of MIS

UNIT 1- Concept of Data and Information, Classification of Information, Methods of Data Collection, Concept and Role of Information System in Business, Trends in Information System and Types of Information Systems.

UNIT 2- Introduction to Management Information Systems, History of MIS, Impact of MIS, Role and Importance, The Structure of Management Information System, Types of MIS, Types of Computers Used by Organizations in Setting up MIS, Hardware support for MIS, Conceptual Foundation: The Decision-Making Process, System Approach to Problem Solving.

UNIT 3- Concept of MIS Planning and Development, Concept of Planning and Controlling Information, Differences between Planning and Controlling Information, Systems Analysis and

Systems Design. Applications of MIS in Different Sectors: - Manufacturing Sector, Service Sector, Decision Support System, Enterprise Resource Planning, Customer Relationship Management etc.

UNIT 4- Impact of IT on Society, Impact of IT on Privacy, Impact of IT on Workplace, Impact of IT on Quality of Life. Information Security: Threats and Vulnerability, Managing Security Threat in E-Business, Information Security Management, Network Security, Cyber Security.

References Books:-

- Murdick, Robert G., Information System for Modern Management, Prentice Hall, 1977.
- Mcleod Raymon, Schell Jr. George P., Management Information Systems, Pearson Education, Tenth Edition.
- O'Brien James A, Marakas George M, Behl Ramesh, Management Information Systems, McGraw Hill Education (India) Private Limited, Tenth Edition
- Jawadekar W.S., Management Information System Text and Cases, McGraw Hill Education (India) Private Limited, Fifth Edition

Business Decision Making

BBA-421

3 Credits-(3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none">1. To have greater insight into decision-making processes2. Possess a range of different perspectives on what counts as an 'effective' decision.3. Understand better how people perceive and decide about risk.

Unit I- Introduction to business decision making ; meaning, scope, nature, importance of decision making in business, Critical Incident Method-Introduction to Critical Incident Method in Management-a post-facto investigative method, Data requirements, Recording and presentation of data, Concerns about reliability of data, Data triangulation, methods of analysis, Drawing conclusions-testing for validity of conclusions, identifying gaps in explanation and need for further data, presenting the findings of the study.

Unit II- Situational Analysis-Understanding and appreciating the situational nature of management, The Contingency model of management, Situational Management and Political implications of stakeholder's coalitions.

Unit III- Soft System Analysis- Introduction to Soft System Analysis in Management-differences and similarities with Critical Incident Method, Data requirements, Recording and Presentation of data, Concerns about reliability of data, Data triangulation, methods of analysis, Drawing conclusions – testing for validity of conclusions and Triangulation of explanations.

Unit IV- Industry/Policy Analysis- Industry Analysis and deriving implications for an organization, Policy analysis and deriving implications for an industry/organization.

Reference Books:

1. Predictably Irrational: The hidden forces that shape your decisions by Dan Ariely
2. Unglued: Making wise choices in the midst of raw emotions by Lysa Terkeurst
3. How Professionals make decisions edited by Rananan Lipshitz
4. Business Analytics: The Science of data driven decision making by U Dhanesh Kumar
5. How to take decisions (Management Sutras) by Devdatt Pattanaik

RENEWABLE ALTERNATE ENERGY INTEGRATION MANAGEMENT SYSTEM

BBA-422

3 Credit (3-0-0)

Course Category	:	Program Elective (PE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	1. The student will have knowledge in a specialized field such as solar energy, storage, smart grid.

2. The student will have specialized knowledge in the field of renewable energy system.
3. The student will have a good understanding of national and international regulation and framework condition for renewable energy system.

UNIT 1

Introduction and Overview, Sociological, Political and economic aspects, review of basic thermodynamics and thermal sciences, Solar Radiation Geometry, estimation and measurement of solar energy, thermal systems: water heating, drying, cooking, desalination, solar refrigeration, Solar Ponds

UNIT 2

Photovoltaic systems: types and characteristics of photovoltaic cells, Solar cell arrays, Balance of system, PV powered pumps, OTEC- Principle of Operation, open and closed cycles; Wave Energy, wave energy conversion machines

UNIT 3

Hydrogen Energy System, Tidal Energy-recent development, Single basin and double basin tidal systems, Wind Energy system- Orientation systems and regulating devices, wind energy for water pumping and generation of electricity

UNIT 4

Biomass Energy System, Gasifier engine system, the biogas engine as a module integrated into an energy system, Dimensioning of bio gas plant and gas storage, biogas engine and electric generator, generation of bio fuels

Reference Books:

1. S.P. Sukhatme “Solar energy- Principles of thermal collection and storage”, TMH Publishing Co.
2. G D Rai, “Non-Conventional Energy Sources”, Khanna Publisher, New Delhi
3. Klaus Von Mitzalff, “Engine for Biogas” Published by Friedr Vielveg and Sohnraunschweig, Germany
4. Chetan Sing Solanki, “Solar photovoltaics: Fundamentals Technology and Applications, PHI
5. H P Garg & J Prakash: “Solar Energy: Fundamentals and Applications”, TMH Publication.

requirements for fulfillment of aspirations of every human being with their correct priority, Understanding Happiness and prosperity correctly – A critical appraisal of the current scenario, Method to fulfill the above human aspirations, understanding and living in Harmony at various levels. Understanding Harmony in the Human Being: Understanding the needs of Self („I“) and „Body“ – Sukh and Suvidha.

Unit –III **9**

Harmony in Myself, Family and society: Understanding the characteristics and activities of „I“ and harmony in “I”, Understanding the harmony of I with the Body: Sanyam and Swasthya, Understanding harmony in the family – The basic unit of human interaction, Understanding values in human relationship; meaning of Nyaya and Program for its fulfillment to ensure Ubhay- tripti, Trust (Vishwas) and Respect (Samman) as the foundational values of relationship.

Unit – IV **9**

Professional ethics and conduct: Implications of the above Holistic Understanding of Harmony on Professional Ethics Natural acceptance of human values, Definitiveness of Ethical Human Conduct Competence in professional ethics: o Ability to utilize the professional competence for augmenting universal human order o Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems.

Reference Books

1. R.R Gaur, R, Sangal, G.P Bagaria, 2009, A Foundation Course in value Education (English)
2. Ivan Illich, 1974, Energy& Equity, The Trinity Press, Worcester, and harper Collins, USA
3. Pradeep Kumar Ramancharla, 2013, A foundation course in value education (Telugu)
4. E.F. Schumacher, 1973, small is Beautiful; a study of economics as if people mattered, Blond & Briggs, Bratain
5. A Nagraj, 1998, Jeevan vidya to Na Prayanam, Hyderabad
6. R. Pradeep Kumar, 2013, Jeevan Vidya to Na Prayanam, Hyderabad
7. Sussan George, 1076, How the other half Dies, Penguin Press, Peprinted 1986, 1991
8. PL Dhar, RR Gaur, 1990, Science and Humanism, commonwealth publishers

BBA-02 **INDUSTRIAL SAFETY ENGINEERING** **3 Credits (3-0-0)**

Course Category : Audit Course (AC)

Pre-requisite Subject : NIL

Contact Hours/Week : Lecture: 3, Tutorial : 0, Practical: 0

Number of Credits : 3

Course Assessment

Methods : Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

Course Outcomes :

1. To know about Industrial safety programs and toxicology, Industrial laws, regulations, and source models.
2. To analyse industrial hazards and its risk assessment.
3. Students can understand the safety audit, safety education and performance monitoring in industries

UNIT I **9**

Concepts and Techniques: History of Safety movement- Evolution of modern safety concept-

general concepts of management- planning for safety for optimization of productivity- productivity, quality and staff functions for safety-budgeting for safety-safety policy Safety Inspection, disaster control, job safety analysis, safety survey and safety sampling.

UNIT II **9**

Safety Audit, Accident Investigation And Reporting: Components of Safety Audit, types of Audit, Audit methodology, Audit checklist and report, review of inspection, Concept of an Accident, reportable and Non reportable accidents, reporting to statutory authorities, principles of accident prevention, Accident investigation and analysis, departmental accident reports, documentation of accidents-unsafe act and condition Domino Sequence.

UNIT III **9**

Safety Performance Monitoring: Recommended Practices for compiling and measuring work injury experience- permanent total disabilities, permanent partial disabilities, temporary total disabilities- calculation of accident indices, frequency rate, severity rate, frequency severity incidence, incident rate, accident rate, safety score, safety activity rate.

UNIT IV **9**

Safety Education And Training: Importance of training, identification of training needs-training methods- program, seminars, Conferences, competitions, method of promoting safe practices- motivation-communication-role of government agencies and private consulting agencies in safety training-creating awareness, awards, celebrations, safety posters, safety displays, safety pledge, safety incentive schemes, safety campaign-Domestic safety, industrial safety and training.

References

1. “Accident Prevention Manual for industrial operations”, N.S.C. Chicago, 1982
2. Heinrich. H.W. “Industrial Accident Prevention”, McGraw-Hill Company, New York, 1980
3. Dan Petersen , “Techniques of Safety Management”, McGraw-Hill Company, Tokyo, 1981

BBA-03 **BUSINESS SIMULATION APPROCHES** **3 Credits (3-0-0)**

Course Category	:	Audit Course (AC)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none"> 1. Understand the purpose, techniques, need and modelling of Simulation in business. 2. Students will learn to model the business and various Simulation approaches. 3. Students can understand the application of Simulation in various sectors.

UNIT I **9**

Introduction to Simulation: Introduction of Simulation ,Purpose of Simulation ,Simulation Techniques ,Type of Simulation Need of Simulation ,Simulation Exercises ,Simulation Modeling, Simulation Assessment ,Five steps of Simulation ,Advantages of Simulation.

UNIT II **9**
 Concept of Simulation in Business: Business Simulation, Benefits Of Business Simulation, Simulation and Decision Process, Single Server Simulation, Monte-Carlo Simulation, Validation and Verification of Simulation Model, Movement Based Leadership Simulation, Board Simulation s, and Virtual Simulation.

UNIT III **9**
 Simulation in Different Sectors: Simulation of Production shop System, Sensitivity Analysis using Simulation, Alternative Analysis Service Industry Simulation, Call Centre Simulation, Network Simulation, and Logistic Simulation Optimization of System using Simulation.

UNIT IV **9**
 Practical approach in simulation: Tower Building Management Game, Maximum Gain Management Game, Scattered Animal Management Game, Broken Square Management Game, Other Management Games, Role Play Case Study Analysis.

Reference Books

1. Banks, J., J. S. Carson, II, and B. L. Nelson. 1996. Discrete-Event System Simulation, Second Edition, Prentice Hall.
2. Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 3rd Ed., Irwin/McGraw-Hill, 2001.
3. Introduction to Business Simulation by Frazer J.

BBA-04 FOREIGN LANGUAGE: (GERMAN LAUNGAGE) 3 Credits (3-0-0)

Course Category : Audit Course (AC)

Pre-requisite Subject : NIL

Contact Hours/Week : Lecture: 3, Tutorial : 0, Practical: 0

Number of Credits : 3

Course Assessment

Methods : Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

Course Outcomes :

1. Students can listen to and understand the spoken German language which uses the elementary spoken structures.
2. Students can speak and engage in simple dialogues in German.
3. Students can read and write the sentences and short paragraphs in German.

Course Description

Under the foreign Language segment German Language course is designed for students who is novice to the German Language Classroom. This course focuses on enabling learners to understand German Language used in basic communication structures and acquire basic communication competence (Listening, speaking, reading and writing) through exposure to elementary texts, vocabulary items and German culture.

The course in German will give an opportunity for students of other disciplines to acquire primary linguistic skills and a preliminary exposure to a widely used foreign language. The course is based on a minimum vocabulary necessary and sufficient to develop basic language skills in German.

Course objectives:

- o To enable the learners to listen to and understand the spoken German language which uses the elementary spoken structures
- o To enable the learners to speak and engage in simple dialogues in German
- o To enable the learners to read and understand the elementary texts in German
- o To enable the learners to write the simple sentences and short paragraphs in German

Unit I **9**

Alphabets and numbers (1 - 100), Introduction to simple Vocabulary of German Language, Hallo Wie geht's? (Hello, how are you?)-General Greetings)

Unit II **9**

Begegnungen (Encounters), Functional grammar based on the Textbook (Tangram Aktuell, 1-4), Verb conjugation in present tense, verb position in sentences, verbs and accusative and dative objects, Gender of nouns, singular and plural, cases, definite and indefinite articles, personal pronouns etc.

Unit III **9**

Guten Tag, ich suche (I wish you a good day!), Verbs and accusative and dative objects, Gender of nouns, singular and plural, cases, definite and indefinite articles, personal pronouns etc. Translation of simple sentences from German into English and simple sentences from English into German.

Unit IV **9**

In Supermarket (In Supermarket), Verbs and accusative and dative objects, Gender of nouns, singular and plural, cases definite and indefinite articles, personal pronouns etc. related to life situations, Translation of simple passages from German into English and simple sentences from English to German.

Recommended Study Material

- Tangram Aktuell Niveau (NIVEAU AV), 14, Max Heuber Verlag, Ismaning Deutschland, 2004, (Published and distributed in India by Goyal Publishers and Distributors Pvt. Ltd. Delhi,2005) Audio-
- Video study material
- Supplementary handouts

Recommended Extra Readings:

1. Netzwerk A1, Klett Verlag, Muenchen, 2013 (Published and distributed in India by German Book Centre, Delhi, 2015).
2. Themen Aktuell 1, Kursbuch, Max Heuber Verlag, Ismaning, Deutschland 2003(Published and distributed in India by German Book Centre, Delhi,2010)
3. Sprachkurs Deutsch I &2, Moritz Diesterweg Verlag, Frankfurt am Main, 1989 (Published and distributed in India by Goyal Publishers&Distributors, New Delhi)
4. Deutsche Sprachlehre fuer Auslaender, Max Heuber Verlag, Muenchen, 1967(Published and distributed in India by Goyal Saab Publishers&Distributors, New Delhi 1997)
5. Sctoucler Duden Grammatik, Bibliographisches Institut&F.A Brockhus AG, Mannheim 1990.
6. "Komm Mit" – Level I – Holt, Rinehart & Winston
7. "Moment Mal!" - Level I
8. "Themen" - Level I

BIBLIOGRAPHY:

- "Facts about Germany"

- “Deutsch FÜR Ausländer” – Schulz-Griesbach

BBA-05 FINANCIAL INCLUSION 3 Credit (3-0-0)

Course Category	:	Audit Course (AC)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture : 3, Tutorial : 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none"> 1. To help students understand concept of financial inclusion and understand its crucial relationship with development indicators. 2. To let students learn about the emerging trends of micro finance and micro insurance and how the benefit of financial services can be extended to poor. 3. To make them learn about vital concept such as Banks, Client, Business Correspondent and Facilitator involved in smooth functioning of Banking and Finance sector.

Course Objective:

The course is designed to provide a resourceful insight of the various pillars of financial inclusion such as micro remittance, micro-savings, micro-credit and micro-insurance. The Course will discuss the causes for ineffectiveness of formal lending & evaluates a few current initiatives that attempt to promote higher financial inclusion in the country under different models.

Unit 1

Financial Inclusion-Meaning and Definition, Problems of Financial Inclusion, Factors Affecting Access to Financial Services, Financial Exclusion-Meaning, Nature, Participants Causes and Consequences. Benefits Of Inclusive Financial Growth, Relationship between Financial Inclusion and Development Indicators.

Unit 2

Initiatives of Financial Inclusion In India-Cooperative Societies Act, Rural Credit Survey Committee, Nationalization of banks, Introduction of Lead Bank Scheme, Setting up of Regional Rural banks, Introduction of Kisan Credit Card Genesis and Evolution of Microfinance-different models of microfinance operating in India.

Unit 3

Emerging Trends in Microfinance, Micro-insurance- Concept, Practices and Innovations, Understanding Rural Debt, Safe Remittances for the Poor; SHG: Study of the Self Help Group-Bank Linkage Programme (SBLP) as an innovative strategy of microfinance evolved in India. Extending Financial Services to Poor- Linkages between Formal and Informal Financial Institutions.

Unit 4.

Financial Service to Poor People, Efforts in reducing Transaction Costs for Banks and Their

Unit 2.

Long-Term Investment Decision- Definition and Classification of investments, Stages in the analysis of investments, Evaluation of investments (Fundamental evaluation)-role of taxes, amount of investment, Net Cash Flows, Investment's Terminal Value; Economic Evaluation of an Investments- Net Present Value and Internal Rate of Return, Relevant Cash Flows, Payback and Accounting Rate of Return, Risk analysis in investment, Sensitivity Analysis.

Unit 3.

Long-Term Financing Decision, External Financing: Equity capital- equity markets, rights issues and private equity; Long-Term Debt- Bank Financing, the capital markets, private placements, medium-term notes, commercial paper, and corporate bonds; Internal Financing: Retained Earnings, Other Financing Sources: Intercompany funding, Trade finance, Project finance, Asset backed finance, Leasing, Islamic financing. Financial Distress and Bankruptcy Cost- Financial distress: Meaning, Causes, and Evaluation of financial distress.

Unit 4.

Financing Decision and Market Efficiency- Efficient Markets Hypothesis, Evidence for and against Market Efficiency, Joint Hypothesis problem, Market Anomalies and the Financial Manager, Implications to Corporate finance- Firm size & liquidity, reaction to corporate financial policy.

REFERENCE

1. Breale, Myers, Marcus : Fundamentals of Corporate Finance, McGraw-Hill
2. Bodie, Zvi, Kane, Alex, Marcus Alan J. : Essentials of Investments, McGraw Hill/Irwin
3. Ross, Westerfield, and Jordon : Essentials of Corporate Finance, Irwin
4. Ross, Westerfield, and Jordon : Fundamentals of Corporate Finance, Tata McGraw-Hill Education
5. Robert Parrino, David S. Kidwell : Fundamentals of Corporate Finance, John Wiley and Sons

BBA-08 Introduction to Professional Correspondence & Business Documentation

3 Credit (3 -0 -0)

Course Category	:	Audit Course (AC)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial : 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none">1. How to improve organizational practices, eliminate silos, keep employees informed and reduce errors.2. It helps students to understand the power of visual communication, interpret business visuals, and make intelligent design choices in their own documents and presentations

Unit-I

[Introduction to Writing]

Professional Correspondence & Business Documentation: Their Significance & Use. Natural Language Acquisition Process: LSRW: Listening, Speaking, Reading & Writing. Second Language Acquisition {SLA} through Training: Listening, Speaking, Reading, Writing, Grammar & Vocabulary [LSRWGV], Introduction to Homophones & Homonyms. Foreign Words: Latin, French & Greek.

The Sentence, The paragraph: Structure, types and Linking, Technical Vocabulary, Impersonal Style, Scientific Attitude Plain Statement, Interesting Composition, Miscellaneous Exercises, Definition, Description, Description of a process, Diagrams & Explanations. Blending of Artistic and Technical Writing, Seven C's of Communication.

Unit –II

(Business Letters, Blogs, E-mails & Business Proposals)

Letter Writing_ Formal and Informal Letters, Parts of a Letter, Types of Letters, Business Letters, Examples of Letter-Writing, Stylistic Faults in Letter. Business Letters: Introduction to Layouts & Formats.

Writing Business Reports & Business Proposals, Kinds of Reports, Length of Report, Parts of a Report, Terms of Reference, Collection of Facts, Outlines of Report, Examples of Report, Business Proposals, Elements of Proposal, Examples of Proposal & drafting of proposal, Writing Blogs: General, Academic and Professional; Business E-mails: Mail Attachments & Mails of Complains, Negotiation, Persuasion & Requesting Feedbacks.

Unit-III

Sequential Documentation

Identification of Writing: Title, Keywords, Synopsis, Preface and Abstract.

Drafting Paper Elements & its Documentation: Front Matter of a Paper, Main Text of a Paper, End Matter.

Paper Elements, Concluding Remarks; Identification of Author and His Writing-Author's name and Affiliation, Joint Authorship of a Paper, and Sections, Statement of the Problems, Plan and Scope, Core Chapters and Sections-Theoretical Analysis and Synthesis, Basic Assumption and Hypothesis, Research Paper: Discussing Specimen.

Unit-IV

Technical Seminar: Purpose, modes and methods, Interviewing skills-body language, gesture, posture, tips and tactics of interview, resume making.

Case Study- objectives, methods, examples of various case study.

Audience Analysis: Industrial vs. non-industrial users; Exploring primary, secondary, tertiary users in contexts of production and use, Minimizing Multicultural issues & Avoiding Gender Biases in Business Correspondence, Official Formalities, Rights and Permission, Certificate and Copyright, Dedication, Acknowledgement, Correspondences, Gender Fair/Gender Neutral Language.

Recommended Books

1. Pandey, O. P. Technical writing by S K Kataria & Sons
2. Hamilton, Richard Managing Writers , Penguin
3. Schwarzman, Steven A. Technical Writing Management: A Practical Guide by
4. Sharma, R. S. Technical Writing, Radha Publications, New Delhi
5. Basu, B. N. Technical Writing, PHI Learning Pvt. Ltd., New Delhi
6. Lesikar and petit, Report writing for Business
7. Chauhan, N. K. & Singh, Sudhir N. Formal Letters, PPI, New Delhi.

Unit IV:

Project risk assessment – Risk and Sensitivity Analysis, Taxonomy of Risks, probabilistic cash flow approaches – application of simulation techniques; Monitoring and Evaluation of a Project - PERT / CPM, Monitoring mechanism, Evaluation and Lessons, Preparation of project report - Case Analysis

Readings Books:

1. Machiraju, H.R.: Introduction to Project Finance, Vikas Publishing House.
2. Prasanna Chandra: Project Preparation Appraisal Budgeting and Implementation, Tata McGraw.
3. Ambrish Gupta : Project Appraisal and Financing , PHI Learning.
4. Samset Knut : Early Project Appraisal, Palgrave Macmillan

BBA-10 ADVANCED SPREADSHEETS TOOLS FOR FINANCIAL ANALYSIS

3 Credit (3-0-0)

Course Category	:	Audit Course (AC)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	<ol style="list-style-type: none">1. To organize and categorize data into a logical format and develop knowledge of business-related forecasts and plan.2. Make meaningful representations of data in the form of charts and pivot tables and solve complex problems using superpower functions.3. The role of this course is to teach participants the various formulas used in Excel, how to debug them, audit them and how to use which formula for which occasion.

Course Objectives: This course is designed to enable students understand this powerful tool to manipulate huge amounts of data, automate tasks and present complex information in a professional manner. This course will create more job opportunities for you and you will be a valuable candidate for your employers for your great analyzing skills.

Unit I

Excel Advanced Techniques: Templates, Efficiency and Risk, Data Validation; Functions and Super Powers, Array Formulae, Tables, Advanced Range Names, What If Analysis, Problem Solving using Solver

Unit II

Excel Interactivity and Automation: Index and Match Offset, Dynamic Charting, Database functions, Text functions and Error functions: If Error, Is Error, Aggregate, Circular Reference, Formula Auditing, Floating Point Errors, Form Controls, Visual Basic and Macros, Automating other applications from Excel.

Unit III

Introduction to VBA: Conditional Formatting, Charts that Inspire, Slicers, Spark lines, Graphics Tricks and Techniques, Worksheet Automation using Macros: Absolute and relative macros, Editing macros, Creating new functions, Use of spinner buttons and command buttons.

Unit IV

Data Analysis and Decision-Making: Working with External Data, Advanced Uses of PivotTables, Power Pivot, Reporting with Power Pivot, Dashboard, Creating spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll Accounting; Capital Budgeting, Portfolio Management, Breakeven analysis and Sensitivity analysis; Operations Management: Constraint optimization, Assignment Problems; Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression Analysis.

Textbooks:

1. Excel 2016 Power Programming with VBA, Michael Alexander, Dick Kusleika, Wiley
2. Financial Analysis and Modelling Using Excel and VBA, Chandan Sengupta, Second Edition, Wiley Student Edition
3. MS Excel 2016, Data Analysis & Business Modelling, Wayne Winston, PHI
4. Financial Analysis with Microsoft Excel, Timothy R Mayes, Cengage India
5. Microsoft Excel 2019: Data Analysis & Business Model Paperback – 11 October 2019, L. Winston Wayne, PHI

BBA-11

FINANCIAL MODELING AND DERIVATIVES

3 Credit (3-0-0)

Course Category	:	Audit Course (AC)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture : 3, Tutorial :0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

- Course Outcomes** :
1. To estimate the valuation of a business or to compare businesses to their peers in the industry.
 2. It provides to understand strategic planning to test various scenarios, calculate the cost of new projects, decide on budgets, and allocate corporate resources.
 3. Executives typically use financial models to make decisions regarding: Budgeting and forecasting

Course Objective: To equip students with principles and techniques of Financial modeling along with various Financial Derivatives including Greeks & Exotic Options.

Unit I

Introduction: Financial Time Series and Their Characteristics: Asset Returns; Distributional Properties of Returns; Review of Statistical Distributions and Their Moments, Distributions of Returns, Multivariate Returns, Likelihood Function of Returns and Empirical Properties of Returns

Unit II

Linear Time Series Analysis and Its Applications: Stationarity; Correlation and Autocorrelation Function; White Noise and Linear Time Series; Simple Autoregressive Models, Properties of AR, MA, ARMA and ARIMA Models, Goodness of Fit; The basic Concepts of Stochastic Process.

Unit III

Financial Derivatives: Introduction, various underlying and strategies: Forwards and Futures, Interest rate futures and currency futures; Determination of forward and futures prices; Options and related terminology, Calculating the pay-off from options and diagrammatic representation.

Unit IV

Pricing of Options- Binomial model and Black-Scholes model; trading strategies involving options; Exotic Options; Introduction to Swaps, Interest rate swaps, currency swaps, cross currency swaps; Forward rate agreements (FRA). Interest rate caps, floors, collars. The basic concepts of Greek Letters: Delta, Theta & Gamma and relationships among them.

Text Books:

1. Ruey S. Tsay (2005). Analysis of Financial Time Series (2nd ed.). John Wiley.
2. John C. Hull. Options, Futures and Other Derivatives (7th ed.). Pearson Education.

References:

1. Jurgen Franke, Wolfgang Hardle and Christian Hafner. Introduction to Statistics of Financial Markets.
2. R. Madhumathi, M. Ranganatham. Derivatives and risk management (1st ed.)
3. Redhead, K. Financial Derivatives- An introduction to futures, forwards, options, swaps. Prentice Hall of India

Open Elective Subjects

BBA-20 **TOURISM & HOSPITALITY MARKETING** **3 Credit (3-0-0)**

Course Category	:	Open Elective (OE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	1. Develops leadership and management skills through group co-operation. 2. Describes the roles and function of a leader in hospitality industry. 3. Understand the importance of goal setting and team building.

UNIT – I

Hospitality: Meaning of Hospitality and Hospitality industry, Definition of Tourism, Evolution of Tourism Industry, Components of Tourism, Concept of Domestic & International Tourism, Basic Travel Regulation, and Significance & Impacts of Tourism: Socio- Cultural, Economic & Environmental. Typologies of Tourism, Travel Motivators. Tourism products of India (Worlds Heritage Countries)

UNIT – II

Understanding hospitality and tourism marketing, Service characteristics of hospitality and tourism marketing, Consumer markets and consumer buying behaviour, the marketing environment managing customer information to gain customer insights

Preparing marketing strategies-Segmentation and Targeting Market, Positioning Customer Value and Brand Propositions

UNIT – III

Marketing mix for Hospitality Industries with reference to Tourism- Product preparation for Tourism sector, pricing policies, Place and Availability of Services Products of Hospitality, Promotion Mix for Hospitality Industry, People in hospitality sector- Glass Ceiling Effect and Work life Balance, Physical Evidence and Services capes in Hospitality Sector, Process of Delivering and Implementing Hospitality Services

UNIT – IV

Government initiations regarding growth of Hospitality and Tourism industry in India, challenges faced by hospitality and Tourism Marketing, Laws & Guidelines: Recognition of Travel Agency, Tour Operator and Travel Guide License & Permits required for Hotels National & International Organization: IATA, PATA, ICAO, WTO, UFTAA, FHRAI, TAAL.

Suggested Reading:

1. Stephen Ball, Jones Peter, Kirk David and Lockwood Andrew – Hospitality Operations. A System Approach (Cengage Learning, 1st ED.)
2. Negi Jagmohan – Hotel and Tourism Laws (Frank Brothers)
3. Lee-Ross Darren – HRM in Tourism and Hospitality (Cengage Learning, 1st Ed.)
4. Kotler Philip, Bowen John and Makens James – Marketing for Hospitality and Tourism (Pearson Education, 5th Ed.)

Agricultural Marketing

BBA-21

3 Credit (3-0-0)

Course Category	:	Open Elective (OE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	

- Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
1. **Course Outcomes:**
 1. To widen the product range.
 2. To bring in good marketing practices which helps to cope up with environmental changes.
 3. To help in planning for successful operations leading to better quality of products and customer satisfaction.:

Unit I

Meaning and scope, agricultural marketing and economic development! Agricultural market structure - meaning, components and dynamics of market structure; marketing strategy - meaning & significance, formulation of marketing strategy; Agribusiness marketing environment, design of marketing mix, market segmentation and targeting, Determinants of consumer's behavior.

Unit II

Product management process and decisions, new product development-significance and classification of new product, stages and estimation of demand of new product; product life cycle

Unit III

Agricultural marketing, agribusiness and balance sheet analysis, project preparation, role of agro-processing in agribusiness development, Pricing policies and practice for agribusiness - determinants of price, objectives of pricing policies and price methods.

Unit IV

Distribution management - storage and warehousing and transportation management for agricultural products; marketing agencies/intermediaries - roles and functions; distribution channels. Cooperative administration- global perspective, ecology of cooperative administration, cooperative sector, challenges before Agri business cooperatives in the emerging global business environment.

Suggested Readings :

1. Acharya SS & Agarwal NL. 2004. Agricultural Marketing in India" 4th Ed. Oxford & IBH.
2. Kohls RL & Uhj JN. 2005. Marketing of Agricultural Products.gth Ed. Prentice Hall.
3. Kotler P. 2002. Marketing Mdnogement - Analysis, Planning, Implementotion and Control. Pearson Edu.
4. Krishnamacharyulu C & Ramakrishan L. 2002. Rural Morketing. Pearson Edu.
5. Ramaswamy VS & Nanakumari S. 2002. Morketing Management.znd Ed. Mac Millan India.

BBA-22

INTERNATIONAL BUSINESS

3 Credits (3-0-0)

Course Category	:	Open Elective (OE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	1. To understand global issues. 2. To prepare you for diverse business opportunities. 3. Not limiting to finding a job in own country of study alone, but rather opening.

UNIT I- Introduction: Need, Theories of international trade, Difference between Domestic and International/Foreign Trade. **Foreign Exchange:** Factors influencing exchange rate fluctuations, Euro market and instruments (LIBOR, MIBOR, etc.), foreign market operations, participants, spot-future forward and option market.

UNIT II- Balance of Payment: Meaning, Disequilibrium in BOP, Measures to bring back equilibrium in BOP, Convertibility of Currencies, Current Account and Capital Account Convertibility, Exchange Control, Reasons and Methods.

UNIT III- WTO And Trade Blocks: WTO Formulation, Advantages and Disadvantages of WTO membership to Developing Countries. Trade Blocks: Reasons for Trade block formation, Different Types of Trade Blocks and Trade Commodities of LAFTA, SAFTA, NAFTA, ASEAN, CARICOM and EU.

UNIT IV- Procedure And Documents: Export and Import procedure, Principal and Auxiliary Documents, Bill of Lading, Consular Invoice, Commercial Invoice, AR and GP forms, Mate Receipt, Letter of Credit - Packing list - Incentives to Exports, and Exim policy.

References Books :

1. C. Jeevanandam, Foreign Exchange Practice, Concepts and Control, Sultan Chand & Sons.
2. T.S. Balagopal, Export Management, Himalaya Publishing House.
3. K P M Sundaram & Rudradatta, Indian Economy, S. Chand & Co., New Delhi.
4. Francis Cherumilum, Foreign Trade and Export Management, Himalaya Publication.

BBA-23

BANKING LAW

3 Credit (3-0-0)

Course Category	:	Open Elective (OE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	1. Exhibit and use their learning about Banking system, regulator, Customer-Bank relationship, and related Laws. 2. Learning on Private sector banks functioning may result in opting the sector as carrier.

Unit I:

Banking Law in India

Banking Regulation Act, 1949: Concept of Bank and Banker, Functions of Banks, Classification of Banks Relationship between Bank and Customer, Management of Banking companies, on account and audit, Reconstruction and reorganization of banking companies, social control over banking, Suspension and Winding up of Business of Banking Companies, Recent Trends in Banking: Automatic Teller Machine and Internet Banking, Smart Credit Cards, Banking Frauds.

Unit II:

Regulation of Banks

Reserve Bank of India Act, 1934 Incorporation, Capital, Management and Business of Banking Company Central Banking, functions of Reserve Bank of India, Collection and furnishing of Credit Information, Control of Reserve Bank of India over Non-Banking Institutions and Financial Institutions, Credit Control by Reserve Bank of India, General provisions and penalties.

Unit III:

Negotiable Instruments & Cheques

Negotiable Instrument Act, 1881, Definition and characteristic of Negotiable Instruments, Types of Negotiable Instruments, Definition and Essentials of Promissory Note, Bill of Exchange and Holder and Holder in due course, Transfer and Negotiation of Negotiable Instrument.

Unit IV:

E-Banking

Electronic Banking; Traditional banking V/S, E- Banking, Online banking introduction concept and meaning, E- Banking Security Introduction need for security E- Builder Solutions, Digital Certificate Digital Signature.

Reference Books:

1. Bashyam and Adiga, The Negotiable Instrument Act.
2. M.L.Tannen, Tannen's Banking Law & Practice in India.
3. Dr. Avtar Singh, Negotiable Instrument Act.
4. S.N. Gupta, The Banking Law in Theory & Practice.
5. Sharma and Nainta, Banking Law & Negotiable Instruments Act.

BBA-24

DISASTER MANAGEMENT

3 Credit (3-0-0)

Course Category	:	Open Elective (OE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

Course Outcomes : 1. To increase knowledge and understanding of disaster phenomenon, its different contextual aspects, impacts and public health consequences.

1. To ensure skills and abilities to design implement and evaluate research on disaster.
2. Understanding of international strategy for disaster reduction

Unit I

Introduction on Disaster, different types of disaster: Natural Disasters (earthquake, Cyclone, Floods, Volcanoes), and Man-Made Disaster (Armed conflicts and civil strip, Technological disasters, Human Settlement, Slow Disasters (famine, draught, epidemics) and Rapid Onset Disasters (Air Crash, tidal waves, Tsunami), Causes and effects of disasters. Political, Social, Economic impacts of Disasters, Gender and Social issues during disasters.

Unit II

Risk and Vulnerability Analysis - Risk: Its concept and analysis, Risk Reduction, Vulnerability: Its concept and analysis, Factors affecting Vulnerabilities, Strategic Development for Vulnerability Reduction, Disaster Risk Reduction Strategies, Disaster Cycle, Phases of Disaster

Unit III

Disaster Preparedness and Response Preparedness - Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of Government, International and NGO

Bodies, Role of IT in Disaster Preparedness and Role of Engineers on Disaster Management.

Unit IV

Rehabilitation: Reconstruction and Recovery , Reconstruction and Rehabilitation as a Means of Development, Damage Assessment ,Post Disaster effects and Remedial Measures, Creation of Long-term Job Opportunities and Livelihood Options, Disaster Resistant House Construction, Sanitation and Hygiene, Education and Awareness, Dealing with Victims' Psychology and Long-term Counter Disaster Planning

Reference books:

1. Disaster Management: Dr. Mrinalini Pandey, Wiley India Pvt. Ltd.
2. Disaster Management: J. P. Singhal, Laxmi Publications.
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.

SOCIAL MEDIA IN BUSINESS

BBA-25

3 Credit (3-0-0)

Course Category	:	Open Elective (OE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.
Course Outcomes	:	
		4. Students shall be able to understand the difference between traditional marketing and social media marketing.
		5. Students shall be able to develop social media marketing goals and objectives.
		6. Students shall be able to develop an internal social media policy, including management, timing, and frequency.

Unit I

Social media, types of social media, social media marketing: concepts, social media marketing & public relation, social media strategy & planning, rules of engagement for social media, social media measurement, content strategy.

Unit II

Social networking sites: LinkedIn, twitter, Social networking sites: photosharing sites (Instagram, Pinterest, Snapechat), Social networking sites (SNS): Facebook, YouTube and Live streaming for Business, introduction to blogging, blogs: headlines, links and post, Micro blogging, News Writing

and SEO.

Unit III

Community Management Discussion Boards, Social News, and Q & A Sites, Mobile Computing and Location Marketing, Social networks, social media monitoring, Social Media Marketing Plan, uses of Facebook and Twitter in business, security features of social networking sites, strategies for achieving professional goals using different social networking sites.

Unit IV

Social media outcasts, types of social media outcasts, history and evolution of each social media outcast, uses of each social media outcast for business purpose, strategies for implementing each social media outcast.

Reference Books:

1. Liana Li Evans, Social Media Marketing: Strategies for Engaging in Facebook, Twitter & other social media, Que Press; First edition, 2010
2. Barker, Social Media Marketing: A Strategic Approach, Cengage; 01 edition, 2013

DIGITAL MARKETING

BBA 26

3 Credits (3-0-0)

Course Category : **Open Elective (OE)**

Pre-requisite Subject : NIL

Contact Hours/Week : Lecture: 3, Tutorial: 0, Practical: 0

Number of Credits : 3

Course Assessment

Methods : Continuous assessment through tutorials, attendance, home assignments, quizzes, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

- Course Outcomes** :
1. Understand the Integrated digital marketing, opportunities and threats associated with it.
 2. Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.
 3. Students can develop digital marketing strategies and segmentation the market for digital marketing.

UNIT I-

Introduction to Digital Marketing: Digital Marketing Meaning, Scope and Importance, Internet Versus Traditional Marketing Communication, Internet Micro Environment, Use of Business to Consumer and Business to Business Internet Marketing, and Internet Marketing Strategy.

UNIT II-

Online Buying Behaviour and Models: The Marketing Mix (7-Ps) in Online context, Managing the Online Customer Experience, Planning Website Design, Understanding Site User Requirement, Site

Design and Structure, Developing and Testing Content, Integrated Internet Marketing Communications (IIMC), Objectives and Measurement of Interactive Marketing Communication.

UNIT III-

Digital Promotion Techniques I: Email Marketing, Opt-in Email Permission Marketing, Online PR, Interactive Advertising, Online Partnerships, Viral Marketing, and Blogs. Search Engines- Search Engine Marketing (SEM), Search Engine Optimisation (SEO), Website Optimisation, Email Marketing.

UNIT IV

Digital Promotion Techniques II: Social Media Marketing, Designing Content for Social Media Marketing, Campaign Management in Digital Marketing, Tracking SMM Performance, Mobile Marketing-Advertising on Mobile Devices, Mobile Apps, Tracking Mobile Marketing Performance. Introduction to Web Analytics: Meaning, Types, Key Metrics and Tools.

References:

1. Strauss, Judy and Frost, Raymond (6th Ed.2011), E-Marketing 5th Ed. PHI Learning Pvt. Ltd. New Delhi.
2. Roberts M.L (3rd Ed., 2013), Internet Marketing, 1st Indian Edition, Cengage Learning, New Delhi.
3. Hanson W and Kalyanam (1st Ed. 10th International Conference 2010), E-Commerce and Web Marketing, Cengage Learning, New Delhi.
4. Shainesh.G and Jagdish.N.Sheth (1st Ed.2008), Customer Relationship Management-A Strategic Perspective, Macmillan India Ltd.

BBA- 81 GENDER, JUSTICE AND WORKPLACE SECURITY 3 Credit (3-0-0)

Course category	:	Humanities & Social Science Electives (HSSE)
Pre-requisite Subject	:	NIL
Contact hours/week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through attendance, home assignments, quizzes, one Mid-Term Examination and one Major Theory Examination
Course Outcomes	:	The students are expected to be able to demonstrate the following knowledge, skills, and attitudes after completing this course: -

1. To be able to understand and explain basic concepts related to gender inequality.
2. To understand various provisions, laws and measures designed to promote gender equality.
3. To be sensitive towards gender issues in workplace settings.

Topics Covered

UNIT I-

Notion and Significance of Gender Justice

Meaning of gender and difference between sex and gender; gender and sex: biological determinism, types of gender; gender roles and gendered division of labor; gender stereotyping and gender discrimination; patriarchy and position of women; the other and objectification, male gaze and objectivity; social dynamics of gender; Gynocriticism; Feminist movement in India and the world; women and gender in power politics; gender mainstreaming; gender and work- invisibility-glass ceiling.

UNIT II-

National & International provisions on Gender Equality

Women's rights as human rights; UN Convention on the Elimination of all forms of Discrimination Against Women (CEDAW); Millennium Development Goals; Women's rights in the Indian constitution- fundamental rights and directive principles of state policy; protective legislation for women in India- The Prohibition of Child Marriage Act, Dowry Prohibition Act, Equal Remuneration Act, SITA, PNMT, Maternity Benefit Act.

UNIT III-

Workplace Security

Workplace security: Global overview; sexual harassment at workplace; Indian legislative frameworks related to sexual harassment- Indecent Representation of Women (Prohibition) Act, POCSO Act, IT Act; Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act, 2013- work place and sexual harassment- definition and meaning, what is sexual harassment and what is not, other key definitions- employer, employee, domestic worker, aggrieved woman, respondent; preventing sexual harassment- policy, awareness, training and other measures; responding to and addressing sexual harassment- constitution of complaints committee, filling complaints, informal mechanisms; role of stakeholders- Government, organizations, individuals.

UNIT IV-

Gender Violence- Within and Beyond

Violence and gender violence; types of gender violence; prevalence of gender violence in India; Domestic Violence Act 2005; offences against women laid down in Indian Penal Code; procedural safeguards; role of police and judiciary; National Commission for Women; role of civil society, NGOs and family.

Books & References

1. Ferber, A. L., Holcomb, K., & Wentling, T. (2016). Sex, Gender & Sexuality: The New Basics, Oxford University Press.
2. Agnes, F., Chandra, S., & Basu, M. (2016). Women and Law in India, Oxford University Press.
3. Rao, M. (2008). Law Relating to Women and Children, Eastern Book Company, Lucknow.
4. Unnithan, N. P. (ed.) (2013). Crime & Justice in India, Sage Publications.
5. Gupta, R. (2013). Sexual Harassment at Workplace, Lexis Nexis.

BBA-82 WATER SOCIETY AND SUSTAINABILITY 3 Credit (3-0-0)

Course category : Humanities & Social Science Electives (HSSE)

Pre-requisite Subject : NIL

Contact hours/week : Lecture: 3, Tutorial: 0, Practical: 0

Number of Credits :3

Course Assessment Methods: Continuous assessment through home assignments, quizzes, one Mid-Term Examination and one Major Theory Examination

Course Outcomes : The students are expected to be able to demonstrate the following knowledge, skills, and attitudes after completing this course

1. To be able to understand major theoretical and methodological approaches to relations between water and human existence.
2. To be able to understand global scenario and contemporary challenges related to water.
3. To develop an environmentally sensitive outlook towards natural resources.

Topics Covered

UNIT I-

Introduction: Contexts and Framework

Water-society interaction towards sustainability; water as trans disciplinary venture; Socio-hydrology-pluralistic water research and its limitations; political ecology and urban political ecology within the third world; hydro social perspective; Hydraulic techniques, technological choices and power dynamics; conserving water: empowering communities.

UNIT II-

Managing Water: Statist Control, Transnational Interventions

Modern hydrology; floods, dams and 'development; colonial hydrology and case studies of India; integrated water resource management: mainstream and critical perspectives; role of Govt. in water planning and management; National Water Policy of India; traditional methods of water management and sustainability.

UNIT III-

Water and Cities

Urbanization and water needs; urban utilities: WATSAN arrangements; Lessons from political ecology and environmental history; water justice in third world peri-urban spaces: Case studies from Asia, Africa and Latin America; water and energy; water issues in developing countries; water, sanitation and hygiene.

UNIT IV-

Water Conservation Techniques and Practices

Lessons from traditional water harvesting mechanisms; community water conservation practices in ancient India; participatory water management in contemporary India: challenges and potentials; combining policy-driven and needs-driven initiatives towards water sustainability; ethical issues in water and sustainability; climate change and water; water and Millennium Development Goals.

Books & References

1. Acharya, A. (2015). The cultural politics of waterscapes. In Bryant, R. L. (ed), The International Handbook of Political Ecology. Cheltenham, UK.
2. Allen, A., Hofmann, P., Mukherjee, J. & Walnycki, A. (2017). Water trajectories through non-networked infrastructure: insights from peri-urban Dar es Salaam, Cochabamba and Kolkata. *Urban Research & Practice* 10(1):22-42.
3. Bakker, K. (2003). Archipelagos and networks: urbanization and water privatization in the South. *The Geographical Journal* 169(4): 328-341.
4. D 'Souza, R. (2006). Water in British India: The Making of a Colonial Hydrology. *History Compass* 4(4): 621-628.
5. Mukherjee, J. (2018). From hydrology to hydro-social: historiography of waters in India. In Caradonna, J. (ed.), *Routledge Handbook of the History of Sustainability*, Routledge, UK.
6. Klingensmith, D. (2007). *One valley and a thousand: dams, nationalism, and development*. Oxford University Press.

Course category : Humanities & Social Science Electives (HSSE)

Pre-requisite Subject: NIL

Contact hours/week : Lecture: 3, Tutorial: 0, Practical: 0

Number of Credits :3

Course Assessment Methods : Continuous assessment through attendance, home assignments, quizzes, one Mid-Term Examination and one Major Theory Examination

Course Outcomes : The students are expected to be able to demonstrate the following knowledge, skills, and attitudes after completing this course: -

1. To be able to understand the cultural complexity in all its forms and analyze the socio-political context in which culture manifests itself.
2. To be able to understand the importance of socio cultural and political forces in construction of social realities and categories.
3. To be culturally sensitive in their personal and professional lives.

Topics Covered

UNIT I- Introduction to Culture

What is culture: the nature of culture; Cultural Studies: scope, aim and methods; Cultural Studies as a discipline: history of Cultural Studies; psychic unity and cultural relativity; beyond descriptions of cultural differences; culture and cultural identities; cultural history/ cultural memory.

UNIT II- Key Concepts, Theories and Approaches

Key concepts in Cultural Studies: Hegemony, Ideology and Identity categories (racial/gender); Influential theories in Cultural Studies: Psychoanalytic theory, Feminist theory, Post Modernism, Post Colonialism, Critical Race theory, Cultural Hegemony; Approaches to Cultural Studies: Phenomenology, Cultural Anthropology, Structuralism and Critical Theory.

UNIT III- Cultural Sensitivity in other spheres

Culture in media and public sphere; culture and media; cultural politics and cultural policy; language, literature and culture; culture and aesthetics; culture and psychology.

UNIT IV- Cultural Studies: Agenda for future

Cultural vs popular culture; applying cultural theories to films, television, music, fashion and internet; Globalization and culture; multicultural identities; cultures of consumption; cultures of impression management; cultural evolution and shaping of cultural diversity; culture and its relationship to environment, health and medicine, gender and development.

References Books:

1. During, S. (2005). *Cultural Studies: A Critical Introduction*. Routledge: New York.
2. During, S. (Ed.) (1999). *The Cultural Studies Reader*. Psychology Press: UK.
3. Nayar, P. K. (2016). *An Introduction to Cultural Studies*. Viva Books: New Delhi.
4. Sardar, Z., & Loon, B. V. (2012). *Introducing Cultural Studies: A Graphic Guide*. Icon Books: London.
5. Barker, C., & Jane, E. (2008). *Cultural Studies: Theory and Practice*. Sage: UK.
6. Ryan, M. (2010). *Cultural Studies: A Practical Introduction*. John Wiley & Sons: UK.
7. Said, E. (1994). *Culture and Imperialism*. Vintage Books: London.

BBA-84

Economics of Health and Healthcare

Credit 3 (3-0-0)

Course Category	:	Humanities & Social Science Electives (HSSE)
Pre-requisite Subject	:	NIL
Contact Hours/Week	:	Lecture: 3, Tutorial: 0, Practical: 0
Number of Credits	:	3
Course Assessment Methods	:	Continuous assessment through tutorials, attendance, home assignments, quizzes, practical, Tutorial class, viva voce and Minor tests and One Major Theory Examination.

Course Outcomes	:	1. To help students understand economics of health and Health care system 2. To give students deep insight and understanding of flourishing Hospital Industry and booming pharmaceutical market. 3. To let students understand International Health Care system
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UNIT I

Introduction to the Economics of Health and Medical Care, The demand for Health & Health Services. Demand Elasticity & Health, Production, health & care. Demand for Insurance: Expected Utility, Information, Complexity, and Decision-Making, Adverse Selection: Akerlof Model, Graphical Analysis. Cost of Delivering Health services. Basic Market models, Supplier-induced Demand and Agency.

UNIT II

The Theoretical Bases of Economic Evaluation. Issues in the measurement of Costs. Measuring Benefits in Economic Gravitation. Practical Steps in Economic Gravitation. Economic Gravitation as a framework for choice, Delivery of Health Care: The Labor Market for Physicians, The Hospital Industry. why are Costs so High? Technology Growth and Innovation, Population Aging, Organizational Management and Efficiency.

UNIT III

Further Economics of Markets and Market Interventions, Contracting. Market Structures, Hospital & Health provider Behaviour & Motivation. The Economics of Regulation. The incentives and Agency. Pharmaceutical Markets and Innovation. International Health Care Systems and Alternative Designs. Moral Hazard. Market Failure & Government.

UNIT IV

Health Systems: A Framework for Analysis. Health Systems around the world. An introduction to variation & Performance. Reliance on the state: Public Health Service Systems. Voluntary insurance-

based Systems. Social Entrance Systems. Portals Systems. Trends in Health Sector References. Health Economics and Policy: Past, Present, and Future.

Reference Books:

1. Health Economics, Jay Battacharya, Timothy Hyde, and Peter Tu, 1st Edition, Palgrave Macmillan, 2014.
2. Health Care Reform: What It Is, Why It's Necessary, How It Works, Jonathan Gruber, 2012.
3. Your Money or Your Life: Strong Medicine for the American Health Care System. David Cutler, 2005.